



Red Jacket Community Library

Chartered to serve the Manchester—Shortsville Central School District

Serving you from cradle to the grave since 1998

ANNUAL REPORT 2011

Red Jacket Community Library's Mission Statement

The Red Jacket Community Library provides all residents of the Manchester/Shortsville Central School District with a wide variety of programs, resources, materials and services that will meet the community's need to satisfy curiosity, access information, and develop lifelong learning habits within a safe and welcoming physical space.

Director's Letter

Do you think of this community as progressive? As being different or ahead of the game in any way? It is no secret as to the current status of the economy in New York State. It is also part of daily conversation for people to comment on their viewpoint regarding the state cuts to school and library aid. Part of Governor Cuomo's plan to deal with the financial situation in NYS includes consolidation and collaboration, when possible. If you haven't been listening, just google "Governor

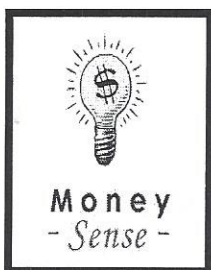
Cuomo and collaboration." When it comes to collaboration and consolidation the Manchester-Shortsville area is one of the most progressive communities in the state. Your library has better conditions; employs more enlightened ideas and uses experimental methods to accomplish what it could not as two separate libraries. Did you know that your library is the only library of its kind in all of New York State which is currently chartered by the NYS Department of Education? In other words,

there is no other library, in this state, which merges the functions and collections of the school and public library and is legally recognized by the Department of Education. These types of libraries are called joint-use libraries. What is shocking is the savings this type of consolidation and collaboration offers to the tax payer. Red Jacket Community Library and the RJ school library already share costly resources such as the building, utilities, maintenance and materials. These are advantages which are hard to ignore. Neither the school library nor the public library would be able to offer what is offered, the way it is offered if not for the progressive-minded voters of this community.



Andrea Tillinghast-Thompson

LIBRARY'S ECONOMIC VALUE



24,521 (books borrowed)

X \$17 (average price of a book on Amazon.com)

\$416,857 Savings to the community

15,379 (DVDs, video games borrowed)

X \$4 (cost of an average rental at Blockbuster)

\$61,516 Savings to the community

13,872 (in-library internet use)

X \$420 (cost of Roadrunner for 1 year)

\$5,826,240 Savings to the community

4,401 (program attendance)

X 8.50 (average cost of a movie ticket)

\$37,085 Savings to the community

Total Savings to the Community in 2010:

\$6,341,698

School Year Hours
(September—June)
Monday 3—9 PM
Tuesday 3—9 PM
Wednesday 3—9 PM
Thursday 3—9 PM
Friday 3—7 PM
Saturday 10 AM—5 PM

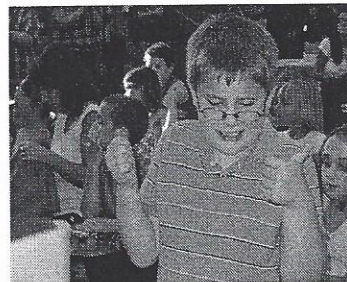




On of the winners from our 3rd Annual Poetry Contest, Madison Cole.

“Doing research on the Web is like using a library assembled piecemeal by pack rats and vandalized nightly.”

--Roger Ebert



“Emily Dickinson” visited us at our Three Cups of Tea party in March.



When the whole family is in awe, you know it must be a good program.

**\$6,341,698
in savings!**



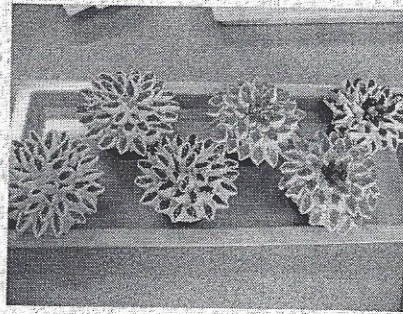
Red Jacket Community Library

Sources of Operating Funds—2010

Manchester—Shortsville CSD tax levy	\$126,140
Local Library Services Aid	\$91
Federal Aid	\$250
New York State Aid	\$11,419
Ontario County Aid	\$3,755
Fines	\$1,527
Gifts & Memorials	\$3,276
Interest Income	\$200
Other	<u>\$5,521</u>
Total	\$152,179

Expenditures—2010

Personnel	\$78,477
Employee Benefits	\$21,797
Library Materials	\$17,667
Building Operation/Insurance	\$3,315
Supplies/Payroll Service/Office	\$11,808
Telecommunications/Automation	\$4,813
Performers	\$1,980
Advertising	\$1,726
Legal/Accounting	\$2,625
Misc.	<u>\$7,971</u>
Total	\$152,179



Kim Messersmith and her aunt, Jane Bounds, show off some of the cupcakes they decorated during one of the very popular Cupcake Decorating workshops we held here last year.



The Barrel of Fun Clown Show rolled into town and entertained adults and kids alike with juggling, magic, music and ventriloquism.



The calm before the storm. Every summer we break 2 huge piñatas in the library, one for ages 6 and under and one for ages 7-12. This picture is the older group, taken right before the first swing.

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2010 Red Jacket

Community Library

Sponsored Programs

We had 72 Children's programs with 2,426 in attendance. There were 36 teen programs with 483 attendants. We held 81 Adult programs with 870 attendants. There were 20 multi-generational programs with 622 attendants.

2010 Library Services

Public Library Visits 36,892

Registered public library users 2,291

Public library materials borrowed 41,494

School library items borrowed by public 15,263

Total materials borrowed by public 56,757

Reference Questions answered 7,424

Items borrowed from other libraries 3,438

Items loaned to other libraries 5,343

Public Library Collection Totals

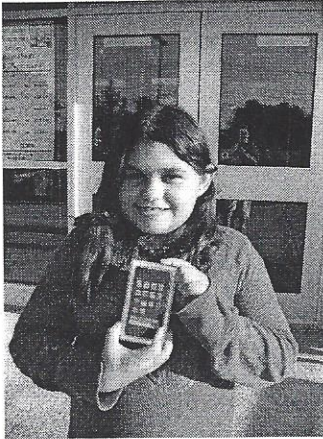
as of 12/31/10

10,322 Books 351 Audiobooks

952 Videos/DVDs 37 Video games

17 Magazine/Newspaper subscriptions

School library collection available for public
23,215



Winner of the Teen Summer Reading Raffle, Autumn Raymond, took home an iPod touch. For every hour read, teens put a ticket into the drawing.

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Library Director:

Andrea Tillinghast-

Thompson

Library Clerks:

Bernice "Bonnie" Curtis

Kathleen Honchen

Patricia Olszewski

ebooks & more

Where can you checkout and download eBooks and Audiobooks 24/7? Red Jacket Community Library! Your library is prepared for the new ways that people are reading. Our patrons can download via a dynamic collection of digital Audiobooks and eBooks at *owwl2go* (<http://owwl2go.owwl.org>).

With a valid library card and PIN, OWWL cardholders can log onto the digital library website, install the free software on their PC, download popular and classic eBooks & Audiobooks. The cardholder can

then choose to transfer the titles to a compatible device like a nook, ipad, ipod, sony ereader, and more.

In addition to romances, the growing collection includes best-sellers, mysteries, classic literature and non-fiction. There are even children's and teen titles so there is something for everyone.

A recent system-wide survey ranked downloadable eBooks and Audiobooks as the top new service requested by OWWL patrons.

"My lifelong love affair with books and reading continues unaffected by automation, computers, and all other forms of... gadgetry."

— *Books in My Life*
Robert Downs



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OWWL library for a library card and PIN so they can start downloading.



2011 Summer Reading Program:

One World, Many Stories