

CENTRAL ARKANSAS LIBRARY SYSTEM

REPORT TO THE PUBLIC



PUBLISHED BY

ARKANSAS TIMES

A MESSAGE FROM THE DIRECTOR

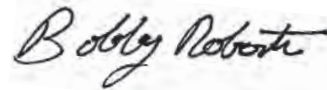
The public library has been serving the central Arkansas area for over 100 years. In 1910, on the first day of operations, 500 citizens applied for a library card so they could have free access to our tiny collection of 2,500 books. People have been signing up for those cards every day since.

Today's Central Arkansas Library System (CALS) patrons have access to over a million physical items, including books, magazines, CDs, and DVDs. Our online collection contains thousands of books, movies, songs, magazines, and databases. Our users made over 2,000,000 trips to the library last year. They came for a variety of reasons—to get a book, to ask a question, to borrow a DVD, to use the Internet, to attend programs or

meetings, or perhaps just to get away for a few quiet minutes of reflection.

Those 500 patrons who first got their library cards in 1910 would not recognize the system today, but there is one thing they would appreciate: Most of our services remain free because the taxpayers still understand the value of free access to information and continue to support that idea with their taxes.

I hope you will take a few minutes to read this report and see what we have been doing on your behalf.



Bobby Roberts, Director
Central Arkansas Library System



Little Rock Public Library funded by Carnegie Foundation in 1910

LITTLE ROCK APPOINTEES

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MISSION

To acquire, organize, and administer collections of books and related materials and to provide access and services that best meet the needs of our patrons for information and enjoyment.

VISION

We shall be a primary public source of information in the central Arkansas area and shall provide access to that information to all who want it. Our circulation will continue to rise as our holdings grow and as we refine and keep current our collections. We shall be a leader in increasing the research resources necessary to assist in the community's economic and social development, and shall ourselves stay abreast of developments in information technology useful to our patrons and the community. Our public programming on regional history and culture will draw broad participation. The Library will be recognized by people in our service area as a lively, accessible, expert, user-friendly source of information.

EVOLVING ROLE OF LIBRARIES

Some traditional associations with libraries might include shushing or seldom-used books. Indeed, keeping an archive of the past and offering study space are invaluable services. CALS' fourteen branches offer every traditional library service (including over 1,000,000 items for people to use and borrow). They also are modern facilities complete with state-of-the-art technology that function as the core of the neighborhood. Services such as meeting rooms, computer classes, notary services, video streaming, music and magazine downloads, wireless Internet access, and software for exam preparation and skills-building are all free.

Each branch has at least one meeting room that is available for patrons who need a place to gather. All branches have dedicated spaces for quiet study as well as attractive grounds that enhance the visit. The Main Library campus is a cornerstone of activity in downtown Little

Rock's River Market District. It is a one-stop shop for information, entertainment, and more, as patrons and tourists alike will find books, shopping, performances, art galleries, research materials, and cafés at the Main Library, River Market Books & Gifts, the Butler Center for Arkansas Studies, and the Ron Robinson Theater. "Gently read" books, unique gift items, art by Arkansas artists, and interesting programs for all ages are easily accessible on the Main Library campus.

Technological advances have revolutionized the way people live in the 21st century. While making lives easier, technology has also increased the pace of everyday life and created a technological divide that is a detriment to a democratic society. The library is a bridge between those with access to the latest electronic devices and those without that same access. By offering free wireless access,

computer use, and computer classes, CALS provides opportunities for patrons to increase their computer comfort level and skills as well as to undertake a job application process that is increasingly an online endeavor.

In a society in which electronic communication sometimes overshadows face-to-face connections, community centers that offer opportunities for personal interaction are vital to the health of that community. Each CALS branch is unique and caters to the area in which it is located. Whether it is in the urban setting of downtown Little Rock or the rural atmosphere of Perry County, the patrons who use that branch develop relationships with the library staff and other patrons. The library serves as a community center and resource by providing reading, viewing, and listening materials, meeting space, programs, reference assistance, and Internet services.

A survey by the Americans for Libraries Council identifies four specific challenges libraries are ideally situated to help communities meet:

- Provide a safe and engaging space for teens
- Support adult literacy and other components of workforce development
- Expand access to the Internet and other uses of technology
- Become a community hub, making government forms and services easily available

CALS continues to create spaces that serve the needs of our patrons. The most recent additions include the Hillary Rodham Clinton Children's Library & Learning Center, which features a teaching kitchen, theater, program space, and greenhouse set on a six-acre site landscaped to reflect the topography of the state of Arkansas. The Main Library's Level 4 Teen Center, one of the country's largest areas devoted strictly to teens, includes areas for quiet study, group activities, gaming, and food/snacks. The Ron Robinson Theater is a multi-purpose venue on the Main Library campus designed for films, music performances, plays, readings, lectures, and children's activities.



Level 4 Teen Center, Main Library



Main Library campus

THE DIRECTOR'S TEN YEAR PERSPECTIVE

*You could not step twice
into the same river; for
other waters are ever
flowing on to you.*

— *Heraclitus*
(c. 535 – c. 475 BCE)

Heraclitus never saw a public library, but he got it right about the inevitability of change.

Ten years ago, CALS measured its success on four fundamental things: how many people walked in the door, how much material patrons checked

out, how many questions the staff answered, and how many patrons used the Internet. By those traditional measures, CALS is doing well—attendance is up 56%, circulation up 89%, questions answered up 121%, and Internet use up 72%. However, a close look at those numbers and other measurements reveals another library emerging alongside the traditional one.

Let's talk about circulation figures in just the last five years and you will see what I mean. In that period, circulation of adult books, in fact, declined by 13% and juvenile circulation barely held its own, growing by just 6.8%. At the same time, circulation of DVDs increased by 71%. Even more significant than the rapid rise of DVD use is eBook circulation. Since the first full year of eBook availability in 2010, check outs have increased by 4,081%! This new technology is fundamentally altering the way many people receive their books. In fact, if you think of eBook distribution as a bricks-and-mortar library and compare it to the book circula-

CALS ATTENDANCE AND CIRCULATION

ATTENDANCE		CIRCULATION	
2013	2,196,959	2013	2,763,724
2012	2,260,175	2012	2,527,622
2011	2,040,310	2011	2,494,114
2010	2,005,452	2010	2,332,502
2009	1,945,219	2009	2,303,702
2008	1,815,774	2008	2,083,226
2007	1,693,640	2007	1,884,330
2006	1,657,676	2006	1,744,242
2005	1,488,126	2005	1,594,358
2004	1,407,495	2004	1,458,937

tion of each of our branches, only the Main Library checks out more traditional volumes. Thus, our circulation is now driven by eBooks and DVDs, not paper books. That trend will not change, so aside from this growth, what else can you expect to see happening in the public library?

Alongside the circulation of DVDs and eBooks, library

programming and the use of digital databases are the dynamic areas of library growth. In the last ten years, attendance at programs both for young people and adults has jumped by 215%. The use of online databases is also growing rapidly. A good example of this use is the rate at which people access the Butler Center's Encyclopedia of Arkansas History & Culture. This database is the most widely consulted source in the world for information about Arkansas. Last year 2,035,182 people visited that site, which is only slightly less than the 2,196,959 total physical visits to all our libraries.

Traditional services may not be as dynamic as they were ten years ago, but they are still important. We will continue to devote resources to keep them healthy. At the same time, we will allocate resources to support the new services that our patrons expect. That is why we built the Hillary Rodham Clinton Children's Library & Learning Center, the Level 4 Teen Center, and the Ron Robinson Theater. These new facilities allow us to respond to the growing desire for bigger and better programming. We are also responding to the demand for the virtual library by purchasing more eBooks and adding online services for movies, magazines, and music. If all goes well, traditional library services will continue to grow alongside the new services that our patrons want. But, to paraphrase Heraclitus, it will always be a different library.

— *Bobby Roberts*



Ron Robinson Theater

"I don't believe in the kind of magic in my books.

But I do believe something very magical can happen when you read a good book."

— *J. K. Rowling*

CALS READING SERVICES

It is safe to say that CALS believes reading is a good thing. Many organizations have created their own lists of benefits for regular reading, and most include the same things. The American Academy of Pediatrics advises parents to read to their children to help increase their children's vocabulary and improve memory function and writing skills. The benefits of reading are enjoyed by readers of all ages.

BENEFITS OF READING

- Mental Stimulation
- Stress Reduction
- Knowledge
- Vocabulary Expansion
- Memory Improvement
- Stronger Analytical Thinking Skills
- Improved Focus, Concentration, and Discipline
- Better Writing Skills
- Tranquility
- Free Entertainment
- Builds Self-Esteem and Empathy
- Improves Creativity

CALS has over 910,000 books that can be checked out by patrons who live or work in Pulaski and Perry Counties. Those books are enjoyed individually by readers, but there are many different ways to incorporate reading into daily lives. Each branch hosts book clubs and special reading programs. Book clubs combine the pleasure of reading with the benefits of group discussion. Some book clubs coordinate their own material and others are organized by branch staff. Find information about CALS book clubs at www.cals.org at the Events tab. Community book club kits with ten copies of a book and a reader's guide are available for check out by groups. For more information about book club kits, contact 918-3032 or email bookclubkits@cals.org.

TOP 10 DVDS CHECKED OUT IN 2013

- Looper
- Brave
- The Dark Knight Rises
- Men in Black 3
- Puss in Boots
- The Help
- The Vow
- Lincoln
- Ice Age: Continental Drift
- Thor



TOP 10 BOOKS CHECKED OUT IN 2013

- The Racketeer, John Grisham
- The Forgotten, David Baldacci
- Alex Cross, Run, James Patterson
- Inferno, Dan Brown
- Private Berlin, James Patterson
- Private London, James Patterson
- Notorious Nineteen, Janet Evanovich
- 12th of Never, James Patterson
- The Hit, David Baldacci
- Second Honeymoon, James Patterson



Reaching the end of a book (or movie!) and leaving beloved characters can be bittersweet. CALS librarians regularly help patrons find their next great read or viewing experience. Librarians share a love of reading, and their knowledge of authors and available material can lead to reading treasures both old and new. Options for finding new titles include asking for suggestions from the librarian and visiting the Explore tab at www.cals.org for award winners and new materials lists. NextReads are newsletters with regular lists of titles in twenty-five genres sent to your email inbox. The newsletters are connected to the CALS catalog to make requesting the book easy. Click on the NextReads icon on www.cals.org to sign up.

- Armchair Travel
- Audiobooks
- Biography and Memoir
- Business and Personal Finance
- Christian Fiction
- Fantasy
- Fiction A to Z
- Historical Fiction
- History and Current Events
- Home, Garden, and DIY
- Horror
- Kids' Books
- Mind and Body Fitness
- Mystery
- Nature and Science
- New York Times Fiction Bestsellers
- New York Times Nonfiction Bestsellers
- Picture Books
- Popular Culture
- Romance
- Science Fiction
- Spirituality and Religion
- Teen Scene
- Thrillers and Suspense
- Tween Reads

For patrons unable to leave home because of a temporary or permanent disability, CALS offers Books by Mail, a free service for qualifying individuals in Pulaski and Perry Counties. An application must be signed by a physician, nurse, social worker, or library manager, and is available by clicking on the Services tab at www.cals.org. For more information about Books by Mail, contact 918-3032 or email booksbymail@cals.org.

CALS TECHNOLOGY AND DIGITAL RESOURCES

Now that books and music can be downloaded, and videos can be streamed via the Internet, it's not enough for a library to offer only physical books, DVDs, children's programming, and other traditional library services. CALS is committed to providing the up-to-date technology our patrons want and need, whether they are visiting a library branch or accessing library resources from the comfort of home or via a mobile device.

Some who may be resistant to technology in other forms have embraced social media as a way to maintain ties with far-away family and childhood friends or keep up with recent news. CALS maintains an active, informative social media presence so patrons can know what is happening at the library. Facebook, Twitter, Instagram, and newsletters are all effective ways to communicate electronically with patrons of all ages. Connect with us today.



www.facebook.com/
CALibrarySystem



CALibrarySystem



@CALibrarySystem

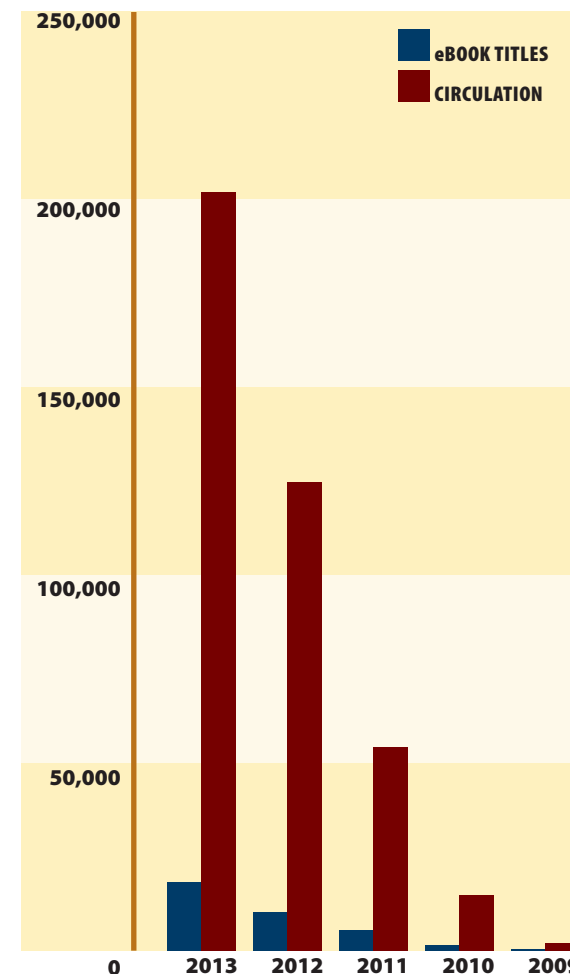
Digital services at CALS include resources that provide for electronic access to education and entertainment in many different ways. Beginning in late 2009, CALS began adding downloadable services to our digital offerings. These services let patrons check out eBooks; download songs and videos; read and keep magazines; and stream movies, television shows, audiobooks, and music albums. Usage of these services has been extensive, resulting in a 4,081% increase of digital checkouts.

Through Freegal, a downloadable music service, patrons can download and keep up to three songs per week (or one music video and one song) from Freegal's available catalog of music. The songs can be synced with personal iTunes libraries. The Zinio Magazine Collection presents magazines for patrons to download and keep. Hoopla Digital provides streaming movies, television shows, audiobooks, and music albums. The music and magazine services during the first year were very popular, with almost 35,000 songs downloaded and about 7,000 magazines downloaded. The response to the 2014 launch of streaming services indicates a similar high level of usage.



OverDrive

	eBOOK TITLES	CIRCULATION
2013	20,297	201,506
2012	14,201	123,583
2011	7,661	54,819
2010	1,676	18,080
2009	480	2,323



Patrons use self-check stations for quick check out.

FIND HELP FROM CALS DATABASES

Decide which appliance to buy

Consumer Reports

Learn a new language

Mango

Find a science fair project

Science Online

Research family history

Ancestry Library Edition

Find a grant

Foundation Directory Online

View sample cover letters and resumes

Ferguson's Career & Guidance Center

Find up-to-date stocks and fund information

Morningstar Investment Research Center

cals.org

When patrons visit a CALS branch, they can use one of many desktop computers to access the Internet or they can check out a laptop to use inside the building. Many individuals bring their own laptops, tablets, or other devices to use on the library's free wireless access. When patrons choose books or DVDs to take home, they can use one of our self-check stations to check out the items. Computer classes are available for those who want to sharpen their computer skills.

These tools and services represent only a small part of CALS' focus on providing the latest technology. The advent of eBooks, downloadable music, streaming video, and

other digital content means that patrons no longer have to enter a building to access library resources. With a CALS library card, patrons can read books and magazines, listen to music, stream or download a movie, and do research for work or school at any time of the day or night.

CALS also uses technology in patron communication. Our website functions as a

virtual branch, usable at any time of the day for requesting books, checking accounts, signing up for a library card, or finding information. Savvy patrons use the website to learn which books and DVDs have been ordered, see when programs will take place, and get suggestions for reading material.

CALS has offered access to online research resources for approximately fifteen years. Many patrons, especially students, take advantage of these free resources. For example, patrons can search full-text magazine articles, research their family history, or find a grant for their nonprofit organization.



Our digital collections and technology will continue to grow and adapt to patrons' changing needs. In the near future, CALS will add new tools to allow patrons to create their own content, whether via video and music editing or 3D printing. Patrons who still prefer reading physical books or watching DVDs shouldn't worry, though. CALS will continue to maintain and purchase traditional materials for as long as they are available.

SPECIAL PROJECTS

CALS' mission to provide information and entertainment is carried out through several special projects and departments. The Butler Center for Arkansas Studies, the Arkansas Literary Festival, the Ron Robinson Theater, and River Market Books & Gifts are all diverse avenues for enjoyment and learning.



BUTLER CENTER FOR ARKANSAS STUDIES

The Butler Center for Arkansas Studies, a department of CALS, was created in 1997 through an endowment by the late Richard C. Butler Sr. for the purpose of promoting a greater understanding and appreciation of Arkansas history, literature, art, and culture. Since its beginning, the Butler Center has significantly increased the services and programs offered to those interested in Arkansas's history.

The Butler Center offices are in the Arkansas Studies Institute (ASI) building at 401 President Clinton Ave., located on the Main Library campus. The building employs the principal of adaptive reuse, linking three individual buildings built in three different centuries, and features more than 100 photographic image panels throughout depicting life in Arkansas from frontier days to modern times. The innovative building has received numerous awards from architectural and design firms as well as the American Library Association.

A primary service of the Butler Center is to offer access to research databases and collections in diverse areas of Arkansas history and culture covering military history, farming, land use, genealogy materials, county records, maps, photographs, and much more. CALS and the University of Arkansas at Little Rock (UALR) have formed a partnership through which the two institutions have made more than 10 million documents and photographs on Arkansas history available for public use in a shared research room. Together, the Butler Center and UALR hold the papers of



Butler Center workshops help teachers present Arkansas history.

seven Arkansas governors.

The Butler Center houses five art and exhibit galleries. A retail gallery features works by Arkansas artists, and Concordia Hall is an exhibit gallery that hosts larger exhibitions with an Arkansas connection. CALS' art collection includes more than 1,500 pieces of Arkansas art, some of which are displayed in the galleries and in branch libraries.

Outreach is a specialty of the Butler Center. The following programs serve professional researchers, students, teachers, authors, and all those interested in the state's history and culture:

BUTLER CENTER BOOKS, a publishing program made possible by a gift from John G. and Dora "DeDe" Ragsdale

ARKANSAS HISTORY HUB, a collaboration with the Department of Arkansas Heritage offering free lesson plans, workshops, and other resources for teaching Arkansas history and using it to enhance other subject areas

BOOKS FOR ARKANSAS STUDENTS' EDUCATION (BASE), an innovative program to provide free books about Arkansas's natural, cultural, and political history to public high schools across the state

A PRIZED EVENING, which highlights the work of two noted Arkansas authors through the annual awarding of the Worthen and Porter literary prizes

NUMEROUS PUBLIC PROGRAMS, including an annual genealogy conference, a monthly genealogy workshop, a monthly lecture series, book signings, and art exhibition openings

RON ROBINSON THEATER

CALS' newest multi-purpose event venue is the Ron Robinson Theater in the Arcade Building in downtown Little Rock's River Market District. The single-screen theater combines the best of the golden age of theater with today's top technological advances. Plush seating for 315 people coupled with state-of-the-art projection, lighting, and sound systems, offer central Arkansas residents an exceptional performance experience. The theater is designed to host programs for all ages, including films, music performances, plays, readings, lectures, and children's activities.



Cast members of Devils Knot and Jason Baldwin attend the U.S. theatrical premiere at Ron Robinson Theater.

ENCYCLOPEDIA OF ARKANSAS HISTORY & CULTURE



The Encyclopedia of Arkansas History & Culture (EOA) is a definitive, comprehensive, and accurate record of America's twenty-fifth state, offering more than 3,600 entries and 4,800 pieces of media to date. The mission of this free online encyclopedia is to collect and disseminate information on all aspects of the state's history and culture and to provide a comprehensive reference work for historians, teachers, students, and others seeking to understand and appreciate Arkansas's heritage. The only state encyclopedia in the country to be produced by a library system, the EOA is accessed by an average of 7,000 daily visitors. In 2013, there were 2,035,182 visits to the site.

ARKANSAS SOUNDS



The Arkansas Sounds music series, focusing on Arkansas music and musicians both past and present, hosts musical performances, songwriting workshops, and other events throughout the year. As part of its focus on Arkansas music, the Butler Center's archives contain original recordings, sheet music, and other information about Arkansas music. The Encyclopedia of Arkansas Music is a special print project of Arkansas Sounds and the EOA published by Butler Center Books. This colorful, photo-filled reference work spanning all aspects of Arkansas's musical history and culture includes more than 150 entries on musicians, ensembles, musical works, and events.

...SPECIAL PROJECTS



ARKANSAS LITERARY FESTIVAL

The Arkansas Literary Festival, a project of CALS, is held each April with a stimulating mix of sessions, panels, special events, performances, workshops, presentations, book sales, and book signings, as well as opportunities to meet authors. Most events are free and open to the public. The Festival's mission is to encourage the development of a more literate populace, and it has become the premier gathering of readers and writers in Arkansas. It offers once-in-a-lifetime visits with favorite authors and the chance to find new favorites. Each Festival brings about 80 local and national presenters, including best-selling authors and Pulitzer Prize winners.

Special events during the Festival include a cocktail reception with the authors, writing workshops, concerts, and panels. Children's special events include storytime programs, treasure hunts, plays, and exhibits.

Through the Writers In The Schools (WITS) initiative, the Festival provides presentations by several authors for Pulaski County elementary, middle, and senior high schools and area colleges. WITS is an extremely popular part of the Festival for authors and students. This interaction is frequently the first time a student has met a published author. Some students have found mentor relationships through these presentations that could have a lifelong influence.



RIVER MARKET BOOKS & GIFTS

In 2001, CALS renovated the Cox Building, originally a warehouse for Thomas Cox and Sons Machinery Company constructed in 1906. Part of the Main Library campus, the Cox Creative Center is home to River Market Books & Gifts and Bookends Café, as well as exhibit and meeting space. The historical building featured one of the earliest drum-type traction hoisting machines (elevators) ever manufactured, which was operational until its removal in 2001. Sculptural remnants are displayed near the building's entrance.

River Market Books & Gifts, the library's "gently read" book store, offers a wide selection of used and new books, collectible books, and literary gift items. It is the largest used book store in the area. The store is operated in partnership with Friends of Central Arkansas Libraries (FOCAL), and FOCAL members receive a 20% discount on all purchases at the store.

Also inside the Cox Creative Center is Bookends Café, the library's literary café, which is a great place to enjoy lunch with friends or a cup of coffee and a favorite book. Coffees, pastries, hand-made milkshakes and smoothies, and cookies, as well as a variety of freshly-made sandwiches, soups, and salads, are available daily. Bookends Café also provides catering for meetings on the Main Library campus.

BOOKENDS COFFEE FREEZE

PUT THE FOLLOWING IN A BLENDER:

- 3 scoops Vanilla Ice Cream
- 1 cup of cold coffee
- Chocolate syrup (to taste)

Blended until ingredients are combined.

Top with whipped cream if desired.

Makes a 20 oz. beverage.



CALS VOLUNTEERS AND FRIENDS

CALS appreciates and values those who believe in and support the library through their efforts as volunteers. Volunteers serve as an extension of the library staff, helping to implement our mission and enhance the services offered to our patrons by participating in ongoing work or special projects within the library setting.

Volunteers at CALS help in many different areas. Each branch has its own dedicated volunteers, and volunteers at the Main Library help in several departments. Volunteers aged sixteen and up provide support in the fourteen branches and Youth Services Department by re-shelving books, clearing tables, preparing for programs, and other duties. Teen volunteers are particularly valuable in the summer months during Summer Reading Club activities.

Volunteers who help with special projects at the Main Library benefit the Butler Center for Arkansas Studies, Encyclopedia of Arkansas, Arkansas Literary Festival, Arkansas Sounds music series, River Market Books & Gifts, and Friends of Central Arkansas Libraries (FOCAL). Tasks completed by volunteers cover a wide range and include sorting, pricing, and transporting books for used book sales; cashiering; assisting with authors at book signings; fact checking and researching; and providing administrative assistance. The value of volunteer service at the library translates beyond appreciation to real savings for taxpayers. In 2013, 745 volunteers served 12,917 hours at a value of \$318,372.72. To volunteer at CALS, contact the Volunteer Coordinator at 918-3095.

FOCAL is another way patrons support CALS. FOCAL began as the Citizens' Library Association in 1937 with the purpose of securing immediate support for the library. The group evolved with the library, incorporated as a 501 (c)(3) organization, and became Friends of Central Arkansas Libraries in 1975 when the Central Arkansas Library System was formed.

FOCAL volunteers work in programs raising money through book sales; a partnership with CALS' River Market Books & Gifts; and membership. With funds generated through these projects,

TWO TYPES OF VOLUNTEERS:

- Indirect service volunteers who participate in activities such as drives, collections, fund-raisers, etc.
- Board/commissions/advisory councils

Type of Volunteer	Number of Volunteers	Total Hours Served	Total Dollar Value Per Hour	Total Dollar Value
Indirect Service	715	12,377	\$21.36	\$264,372.72
Boards	30	540	\$100.00	\$54,000.00
Total	745	12,917		\$318,372.72

FOCAL sponsors programs such as branch grants to CALS' fourteen branches, Summer Reading Club, Read To Me (supplying books to newborns and toddlers when their parents register them for a library card), storytelling, music and puppet shows at the Main Library, and many public programs at CALS branches. In 2013, the organization of over 1,100 members donated over \$90,000 of funds and services to CALS. For more information on FOCAL, email focal@cals.org.



FOCAL MEMBERSHIP APPLICATION

PLEASE PRINT

NAME (MR./MS./MRS.) _____

FAMILY MEMBERSHIP SECOND NAME (MR./MS./MRS.) _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ EMAIL _____

SEND FOCAL POINT AND PROGRAM UPDATES BY: EMAIL* POSTAL MAIL

*IF YOU CHOOSE TO RECEIVE INFORMATION BY EMAIL, GET A \$2 DISCOUNT ON MEMBERSHIP FEE.



MEMBERSHIP CATEGORIES

*IF YOU CHOOSE TO RECEIVE INFORMATION BY EMAIL, GET A \$2 DISCOUNT ON MEMBERSHIP FEE.

- | | POSTAL MAIL | EMAIL* |
|--|-------------|--------|
| <input type="checkbox"/> SENIOR (60+)..... | \$15 | \$13* |
| <input type="checkbox"/> INDIVIDUAL..... | \$17 | \$15* |
| <input type="checkbox"/> FAMILY (2 ADULTS + CHILDREN)..... | \$27 | \$25* |
| <input type="checkbox"/> PATRON INDIVIDUAL..... | \$52 | \$50* |
| <input type="checkbox"/> LIFETIME INDIVIDUAL..... | \$152 | \$150* |

A MEMBERSHIP CARD WILL BE MAILED TO YOU. A CARD MUST BE PRESENTED FOR EACH INDIVIDUAL'S ADMISSION TO FOCAL EVENTS AND FOR DISCOUNTS

MEMBERSHIPS ARE VALID THROUGH DECEMBER 31, 2014

RETURN COMPLETED FORM TO:

FOCAL

100 ROCK STREET, LITTLE ROCK, AR 72201

USAGE STATISTICS

The value of the public library to the community can be calculated in a variety of ways. Library staff members collect statistical information in three primary areas: circulation, attendance, and programs. In the last ten years, CALS experienced a large growth in attendance, materials circulation, and programming.

Circulation statistics include the number of items checked out by card holders. The CALS collection includes a wide variety of items, such as books, CD books, DVDs, and magazines. Each type of material is counted separately and by location. This

information allows library staff to make informed decisions about acquisitions and collection maintenance. In 2013, the library system checked out 2,763,724 items. Last year, library branches and the library's digital branch checked out 1,806,073 books, eBooks, and magazines for adults and youth. The system circulated 957,651 nonprint items, which include downloadable audiobooks, CD books, music, games, DVDs, and even fishing poles. Circulation of nonprint materials is an area of tremendous growth for the system.

CHECK THESE OUT AT CALS LIBRARIES

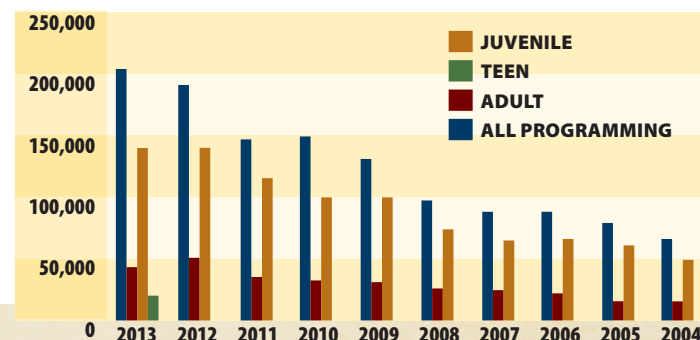
- Books: Hardback or Paperback*
- Audiobooks: Downloadable or CDs*
- Movies: DVD or Streaming Files*
- eBooks: Print or Audio*
- Magazines: Paper or Digital*
- Music: Downloadable or CDs*
- Television Shows: DVD or Streaming Files*
- Book Club Kits*
- Engravers*
- Fishing Poles*
- Games*
- Laptop Computers*
- Energy Efficiency Testing Meters*
- Sheet Music*
- Ultra Violet ID Pen*

WHAT'S YOUR CALS CARD WORTH?

	AVERAGE COST	2013 CALS USAGE	2013 VALUE
Books	\$27.00	881,494	\$23,800,338.00
Children's Book	\$15.00	750,623	\$11,259,345.00
Audiobooks	\$29.00	103,453	\$3,000,137.00
Inter Library Loan	\$25.00	13,038	\$325,950.00
eBooks/Audio Books downloaded	\$15.00	150,926	\$2,263,890.00
Magazines Borrowed	\$5.00	23,030	\$115,150.00
Movies Borrowed	\$9.00	744,861	\$6,703,749.00
CDs borrowed	\$15.00	11,544	\$173,160.00
Magazine/Newspaper use in library	\$7.50	54,766	\$410,745.00
Meeting Room use per hour	\$50.00	101,162	\$5,058,100.00
Auditorium use per hour	\$250.00	16,021	\$4,005,250.00
Adult programs/classes attended	\$20.00	45,028	\$900,560.00
Children's programs/classes attended	\$10.00	160,248	\$1,602,480.00
Computer use per hour	\$24.00	358,409	\$8,601,816.00
Reference questions asked	\$15.00	655,500	\$9,832,500.00
Database search	\$20.00	9,403,987	\$188,079,740.00
TOTAL			\$266,132,910.00

In 2013, CALS opened our thirteenth and fourteenth locations and renovated an existing branch. Total attendance for the system was 2,196,959. During their visits to the library, people used public access Internet computers approximately 358,409 times. Library staff answered over 350,000 reference and readers' advisory questions such as, "What is the capital of Madagascar?" or "What should I read next?" Staff provided one-on-one or small group instructional assistance (which often consists of teaching someone how to use a computer, eReader, or other electronic device) more than 460,000 times. Locations throughout the system have meeting facilities that are available for public use. In 2013, over 6,000 groups met at the library. These numbers, as well as the extensive use of in-library resources, including staff time and materials, show that the physical library is a valuable resource in our community. The Massachusetts Library Association created a calculator which assigns a dollar value to typical services. Using those figures for the 2013 usage of CALS services shows a value to the community of \$266,132,910.

ALL PROGRAMMING	ADULT	TEEN	JUVENILE
2013	205,276	45,028	139,528
2012	192,814	52,304	143,510
2011	149,789	35,469	114,320
2010	152,254	32,120	102,134
2009	132,355	31,490	100,865
2008	99,943	25,483	74,460
2007	89,900	23,855	66,045
2006	89,470	20,890	68,580
2005	80,840	16,081	64,759
2004	65,060	14,292	50,768
TOTAL	140,216	30,736	109,480
	2.155	2.151	2.156



Library programming is taking on an increasingly important role in the library's contribution to the community and must be considered when calculating the library's value. Library programming efforts and attendance at library programs increased again in 2013. Library programs are free to the public and are designed to appeal to a variety of ages and interests. Last

year, the system presented over 2,000 programs for adults and 5,400 programs for children and teens. Regular programming includes tours for school groups and community partners, computer classes, book clubs, eReader "petting zoos," and storytimes. Other special program topics include tabletop gaming, a Doctor Who society, meditation and yoga, and the hands-on Garden Club at the

Children's Library.

CALS has adapted to serve our patrons significantly in the last ten years while still providing traditional library services. Increases in the baseline statistics of attendance, circulation, and programming are impressive. In a decade, circulation has increased 89%, attendance has increased 56%, and programming has increased 215%.

CALS BUDGET

In 2013, CALS spent slightly more than \$17,000,000* in operational revenue. Ninety-three percent of that support came from voter-approved local property taxes. The balance is from state aid, fees, fines, and gifts. CALS receives no operational funding from the governments of Little Rock, Pulaski County, Perry County, or Maumelle. We do receive modest financial assistance from Wrightsville, Jacksonville, and Sherwood to help maintain their library buildings.

Last year, CALS spent \$17,020,611 providing materials and services to about 320,000 citizens. Sixty percent of those expenditures were designated for employee salaries and benefits. Books, DVDs, CDs, magazines, and digital material accounted for another 12%; while operations, which includes supplies, insurance, utilities, Internet fees, maintenance, etc., absorbed 27% of the budget. We spent only 1% of the general budget for capital improvements, but another \$9,750,000 came from library bonds that Little Rock voters approved in 2012. We used these funds to expand the Sidney S. McMath Library, to build the Ron Robinson Theater, to refurbish the Adolphine Fletcher Terry Library, and to complete the Hillary Rodham Clinton Children's Library & Learning Center. We also upgraded computer equipment and acquired significant rare Arkansas history materials for the Butler Center for Arkansas Studies.

CALS received additional support from our foundation, from FOCAL, and from several trusts. In 2013, these various sources generated over \$172,000 for the system. We used those funds to purchase books, to fund the distinguished lecture series, to support many of the Arkansas-related activities of the Butler Center, to assist with the summer reading program for children, and to provide general assistance to each of our branches.

Since the recession began in 2008, many public libraries have suffered severe revenue losses and consequently have had to drastically reduce services. CALS has not been immune from the economic forces that have damaged many families, businesses, and local governments. For example, our property tax revenue growth has declined from a high of 6.9% in 2008 to a yearly average of only 2%. Demand for our services continues to grow faster than our income. Still, compared to many public libraries in America, our balance sheet is strong and we can continue for several more years to meet the growing demand for our services even though our revenue growth has slowed by over 4% since 2008.

*This includes \$1,307,429 from the 2012 library general improvement bonds that were spent to strengthen the library system's book, DVD, CD, and digital collections.



Expansion of the McMath Library thanks to the 2012 library general improvement bonds

DONATE TO CALS

The CALS Foundation was created to support our mission of offering top-quality services to Pulaski and Perry County residents. As a public institution, CALS strives to be a good steward of the funds with which we are entrusted. We believe that a memorial or honorarium to be used for the good of the community through library programming or book purchases is an especially fitting tribute to a friend or loved one. We will acknowledge each gift to the family or honoree, list the gift in the FOCAL newsletter, and place a bookplate in a book or make a similar acknowledgement as appropriate.

We need your help in accomplishing this vision. Please use the form below to be a part of CALS' work (the completed form and check can be mailed to Central Arkansas Library System at 100 Rock St., Little Rock, AR, 72201), or go online to www.cals.org/about/donation. Your donation is tax deductible under Section 501 (c)(3) of the Internal Revenue Code of 1986.

**For more information,
contact the CALS Public Relations department at 918-3086.**



I WANT TO HELP THE CENTRAL ARKANSAS LIBRARY SYSTEM CONTINUE TO PROVIDE BOOKS, MATERIALS, AND QUALITY PROGRAMMING.

HERE IS MY GIFT OF \$500 \$250 \$100 OTHER _____
MAKE CHECK PAYABLE TO CALS FOUNDATION

NAME(S) OF DONOR _____

ADDRESS _____

CITY / STATE / ZIP _____

EMAIL _____ PHONE _____

PLEASE SEND AN ACKNOWLEDGEMENT TO _____

ADDRESS _____

CITY / STATE / ZIP _____

As needed

BRANCH LIBRARIES

- Main Library
- Millie M. Brooks Library
- Hillary Rodham Clinton Children's Library & Learning Center
- John Gould Fletcher Library
- Maumelle Library
- Sidney S. McMath Library
- Max Milam Library
- Esther D. Nixon Library

- Oley Rooker Library
- Amy Sanders Library
- Adolphine Fletcher Terry Library
- Roosevelt Thompson Library
- Sue Cowan Williams Library

CALS PROGRAMS

- Arkansas Literary Festival
- Arkansas Sounds music series
- Art Program
- BASE (Books for Arkansas Students' Education)

- Book Purchases
- Butler Center for Arkansas Studies
- Cox Creative Center
- Distinguished Lecture Series
- Encyclopedia of Arkansas
- Bill Clinton State Government Project
- PART (Protect Arkansas's Resources & Treasures)
- Ragsdale Publishing Fund
- Ron Robinson Theater
- Youth Services
- Worthen Literary Prize

OUR BUILDINGS AND AWARDS

A building's structure, access, and personality reflect the materials and design that went into its construction. CALS strives to show its respect for the history of our community and for its natural resources in its building design and choice of materials. Whenever

The third site for the library, the adaptively reused 159,000-square-foot facility opened at 100 Rock Street in 1997. The Main Library offers patrons thousands of books and audiovisual items for children and adults. The five floors feature reading rooms on the first and fifth floors; dedicated areas for children and teens; individual and small group study areas; public meeting rooms; the Sturgis Center for Technology Training, a public computer lab; wireless Internet access; the Prose Garden Café; and an extensive reference department.

Fourteen branches in Little Rock, Maumelle, Sherwood, Jacksonville, Wrightsville, and Perryville serve Pulaski and Perry County residents.



Main Library

possible, construction on CALS structures includes sustainable techniques or adaptable reuse of existing facilities. Architecture and interior design associations have honored many of CALS' buildings in recognition of this commitment.

The Main Library campus comprises four buildings: the Main Library; the Cox Creative Center, which houses River Market Books & Gifts and Bookends Café; the Arkansas Studies Institute building—a joint project of CALS and the University of Arkansas at Little Rock that adaptively reuses two historic buildings—which is home to the Butler Center for Arkansas Studies; and the Ron Robinson Theater.

The Main Library, the flagship of CALS, is housed in the renovated Fones Brothers Warehouse in Little Rock's historic River Market District.

Each library is unique to its neighborhood, and the buildings have been designed to serve as community centers of information and entertainment. Meeting rooms and study spaces offer opportunities for small gatherings or quiet study.

Some buildings include spaces that allow for special usage such as plays, large meetings, or after-hours events. Auditorium space is



Hillary Rodham Clinton Children's Library & Learning Center Greenhouse



Oley E. Rooker Library



Dee Brown Library

GROUPS HONORING CALS BUILDINGS

- American Institute of Architects
- American Library Association
- University of Arkansas Fay Jones School of Architecture
- Chicago Athenaeum Museum
- American Institute of Steel Construction (AISC)
- Historic Preservation Alliance of Arkansas
- American Society of Interior Designers South Central Chapter
- American Institute of Architects Arkansas Chapter
- South Central Construction
- Quapaw Quarter Association
- Arkansas Times
- Associated Builders and Contractors

available at the Main Library's Darragh Center for Intellectual Freedom, the Hillary Rodham Clinton Children's Library & Learning Center's Linda Bly Theater, and the Ron Robinson Theater. The Children's Library includes a teaching kitchen and greenhouse.

Outdoor spaces are important to CALS. The Children's Library is landscaped to reflect the topography of Arkansas's ecosystems and has an outdoor amphitheater, the Nixon and Rooker Libraries have outdoor pavilions, and the grounds of each library feature native flowers and trees. The Maumelle and McMath Libraries have ponds, observation piers, and walking paths. Many libraries also exhibit outdoor public art.

CENTRAL ARKANSAS LIBRARY SYSTEM



Adolphine Fletcher Terry Library



Maumelle Library



Sue Cowan Williams Library



Amy Sanders Library

CALS LITTLE ROCK LIBRARIES

MAIN LIBRARY

100 Rock St.
918-3000

DEE BROWN LIBRARY

6325 Baseline Rd.
568-7494

HILLARY RODHAM CLINTON CHILDREN'S LIBRARY & LEARNING CENTER

4800 W. 10th St.
978-3870

JOHN GOULD FLETCHER LIBRARY

823 N. Buchanan St.
663-5457

SIDNEY S. MCMATH LIBRARY

2100 John Barrow Rd.
225-0066

OLEY E. ROOKER LIBRARY

11 Otter Creek Ct.
907-5991

ADOLPHINE FLETCHER TERRY LIBRARY

2015 Napa Valley Dr.
228-0129

ROOSEVELT THOMPSON LIBRARY

38 Rahling Circle
821-3060

SUE COWAN WILLIAMS LIBRARY

1800 Chester St.
376-4282

CALS LIBRARIES OUTSIDE LITTLE ROCK

MILLIE M. BROOKS LIBRARY

13024 Hwy. 365 South, Wrightsville
537-3186

MAUMELLE LIBRARY

10 Lake Pointe Dr., Maumelle
851-2551

MAX MILAM LIBRARY

609 Aplin Ave., Perryville
501-889-2554

ESTHER DEWITT NIXON LIBRARY

703 W. Main St., Jacksonville
457-5038

AMY SANDERS LIBRARY

31 Shelby Dr., Sherwood
835-7756



Esther Dewitt Nixon Library



Millie M. Brooks Library



Roosevelt Thompson Library



John Gould Fletcher Library

OTHER CALS DEPARTMENTS

Main Library
General Information.....918-3000
Circulation.....918-3040
Computer Lab.....918-3061
Meeting Rooms918-3030
Reference.....918-3000
Youth Services918-3050

**BUTLER CENTER FOR
ARKANSAS STUDIES**
401 President Clinton Ave.
320-5700

COX CREATIVE CENTER
120 River Market Ave.
918-3093

RON ROBINSON THEATER
100 River Market Ave.
320-5715