



**COLLEGEDALE
PUBLIC LIBRARY**
& COMMUNITY LEARNING CENTER



ANNUAL REPORT

Fiscal Year 2022

CONTENTS



3 Director's Letter

4 Programs and Events

8 Services

9 Strategic Plan Goals

14 Statistics

Director's Letter

While 2021 was the year of adapting to the “new normal,” in 2022, the Collegedale Public Library focused on the “new.”

Shaking up our traditions helped us see our community as adaptable and open to new experiences. This year, we tried a variety of new programs and experiences while ensuring our old favorites were represented.

2022 began with the introduction of LEGO Robotics events, a new and engaging experience for teens and children that allowed participants to build at their own pace. Everyone from kindergarten to 12th grade can learn coding skills while also having fun building a variety of colorful projects.

Our Summer Reading Program, Oceans of Possibilities, had the most visits from partnering organizations. Several furry, scaly, and slimy animal ambassadors from the Tennessee Aquarium and Chattanooga Zoo visited the Library. We also had hands-on science experiments with the Creative Discovery Museum. Outside of the Summer Reading Program, we developed collaborations with various partners to add adult programming beyond the expertise of our staff, from professional financial advice to Medicare Q&A to GED classes. Our partnerships also saw new circulating park passes for the Creative Discovery Museum and Audubon Acres Wildlife Sanctuary.

Staying in theme with the new and different, we hosted outdoor storytimes with a variety of themed reading challenge each month. New preschool math kits were added to our Library of Things to allow our patrons easy access to early learning resources.

The Collegedale Public Library is grateful to our community for exploring and experimenting with us as we try all things new. We're keeping the innovation moving in 2023, so please join us on our journey as we continue to expand our horizons.

Natalie Wright | Library Director



Programs and Events



Oceans of Possibilities Summer Reading Program

To fit this year's Summer Reading Program's theme on water and how we connect to its life-giving cycle, we started the summer with a sea shanty celebrating sailing on the ocean. We invited several partners in for programming, including visits from the Tennessee Aquarium, Chattanooga Zoo, and Creative Discovery Museum. These programs brought animal ambassadors and science experiments to the Library for all ages to enjoy. In addition to these visits, Parks and Recreation led us in creek exploring, our children's librarians took us on many water adventures in Storytime, and teens tried out some ocean-themed crafts including pirate chests and messages in bottles. Our End of the Summer Party featured our annual favorites: a magic show, pony rides, and a petting zoo. New additions included sand bracelets, a rainbow fish craft, and a photo booth with a pirate and a mermaid! 639 people completed the Summer Reading Program and earned their own book.



Escape From Neverland – Annual Escape Room Event

Due to popular demand, we expanded our fourth annual escape room event to two nights. Themed after the children's classic, Peter Pan, participants worked with Wendy, the lost boys, a mermaid, and Peter Pan himself to solve puzzles and track down Tinkerbell, who was kidnapped by Captain Hook. 131 people solved puzzles including matching constellations, answering riddles, making a potion (chemistry disguised as magic!), and counting the teeth of a sleeping crocodile to find their way to the final showdown with the pirate captain.



Year-Round Reading Challenges with Beanstack

The Library continued to expand its reading challenges with ten additional challenges beyond the Summer Reading Program. Reading challenges lasted from one to two months and had different themes including the IditaRead, which challenged readers of all ages to read as many minutes as there were miles in the Iditarod Dog race in Alaska. Children were also encouraged to read books about Alaska and dog-sled racing. Other themes embraced seasons like fall and spring and another challenge involved cute Arctic animals. Readers who completed a challenge received a collectible challenge-themed button and a small bag of candy. 115 people earned their buttons in 2022, and we're hoping for even more in 2023.

LEGO Robotics

With grants from the Friends of Collegedale Public Library, the state of Tennessee, and a generous contribution from the city budget, we were able to purchase 20 tablets and 20 LEGO robotics kits for children and teens in late 2021. Programming started in January with our first monthly LEGO Robotics event for teens; we included a monthly event for children in February and expanded into a second session to meet growing demand. Children and teens both learned engineering concepts to build their robots and simple coding based on the Scratch visual language to program their robots. Parents notified us during strategic planning that regular STEM (science, technology, engineering, math) programming was on their wish list, and we are happy to provide a monthly program where children and teens can build on their skills each month.





Outdoor and Playtime Storytimes

The Library offered sessions of Baby & Toddler Storytime and Preschool Storytime under the Commons pavilion to take advantage of the good weather and allow participation for those whose health required spaces outside the Library. These outdoor storytimes ran from May through September and were often more popular than indoor storytimes.

We garnered feedback from our patrons and made each month's last week of storytimes an open playtime with group games and activities. Open playtime provided much needed social development to complement the literacy skills that children learned in regular storytime sessions and gave parents and caregivers a chance to engage with each other as a community.



Services

Community Partnerships

The Library partnered with local organizations for adult programs with more specialized expertise. A collaboration with Thrivent Bank involved monthly One-on-One private sessions with a Financial Advisor where patrons could sign up to have their investing and retirement planning questions answered. Another partnership with Humana insurance allowed the Library to offer once-a-month Medicare Question and Answer sessions for seniors.

We also added two new passes to our Library of Things. The pass to Audubon Acres allows patrons to explore a local Audubon Wildlife sanctuary which includes a Native American history museum and birds egg collection along with miles of hiking trails. Our second pass provides access to the very popular Creative Discovery Museum. Both organizations were excited to provide circulating passes for more families to enjoy creative and engaging local experiences.

Makerspace

We were very excited to open our 3D printer and Cameo Silhouette cutter for public access. Patrons can print an item on the 3D printer for just \$0.10/gram of plastic. Use of the Cameo Silhouette is free when patrons supply their own materials for making custom cut-outs, stickers, and t-shirt transfers.

Strategic Plan Goals



Goal: Connect

Collegedale Public Library and Community Learning Center is the partner of choice for service agencies and community leaders.

We reached out to the community more this year with visits to Greenbriar Cove's Lifestyle Fair, Audubon Acre's Little Owl Festival, and our local VFW chapter. We also hosted several classes of students in May to introduce them to the Summer Reading Program. The Library offered an all-ages monthly reading challenge with June and July combined for the Summer Reading Program. 891 collectible buttons were earned by readers who completed the challenge.

We hosted the Parks & Recreation Community Garden in front of our building, helped keep the plants watered when volunteers were unavailable, and supplied the scarecrow; Pete the Cat found a permanent home guarding the garden. We served again as a drop-off location for the Samaritan Center's annual school supply and food drives.

The Library's collaboration with the Ooltewah/Collegedale Council of the Chattanooga Chamber of Commerce involved distributing surveys to uncover what resources local businesses need so we can better plan how to expand library services in the future.

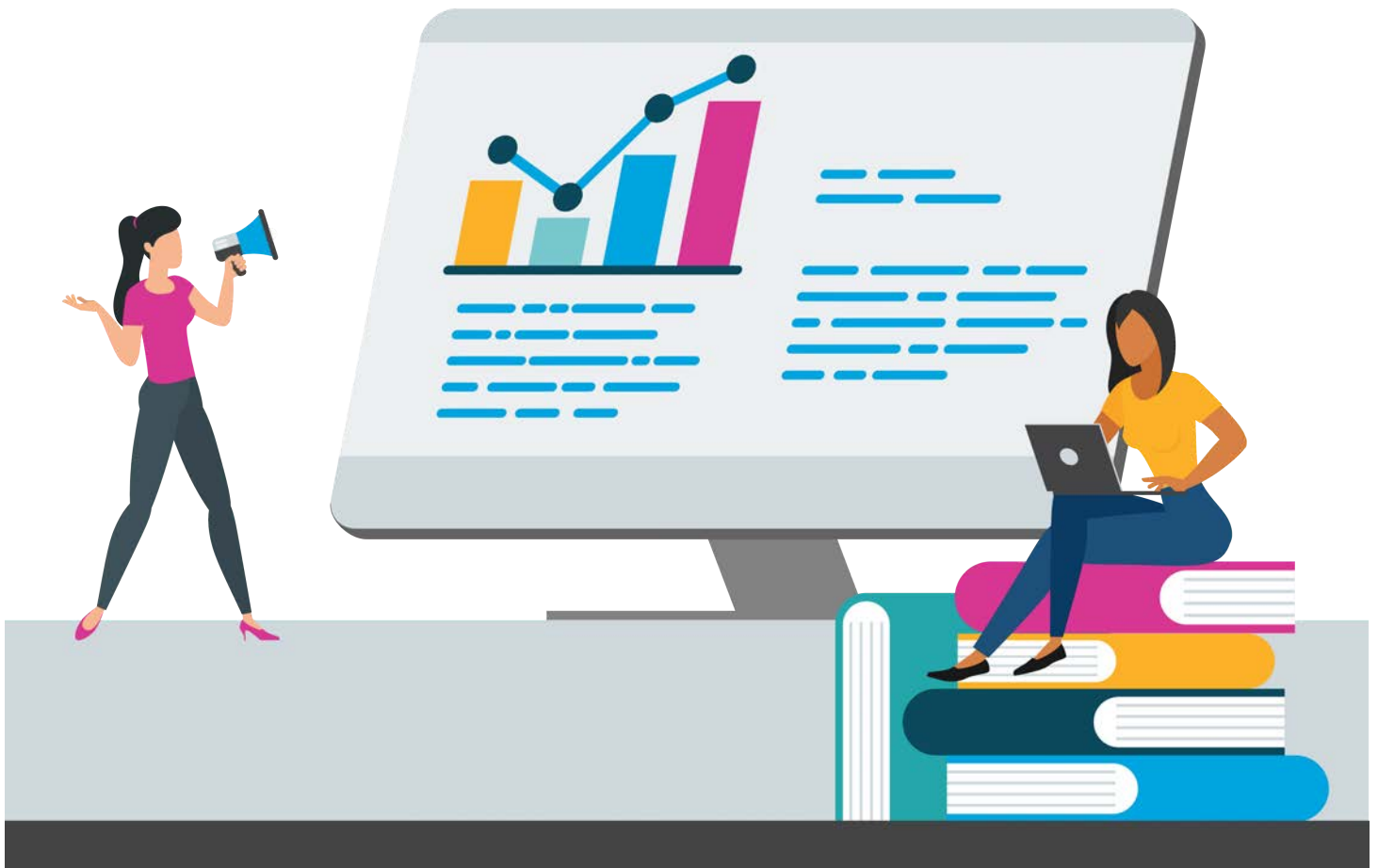


Goal: Communicate

Collegedale Public Library and Community Learning Center provides clear messaging surrounding Library services.

We started a “drip” email campaign for all new cardholders; within a week of signing up, they received a series of notifications of all our available library services. With an average open rate of 60%, the campaign has proven effective in notifying new patrons about library offerings.

The Library asked the city to sign up for Nextdoor, an app for neighborhood networking, and we have marketed several events to raise awareness in the community and reach those who are not following the Library’s social media accounts. We also had some events featured in local publications: the Chattanooga covered our Natalie Lloyd Author Talk and Ooltewah Living magazine wrote an article about our new Lego Robotics program. We also received permission to post flyers on our services at the Southern Adventist University campus to reach students who may not be aware of local library services.



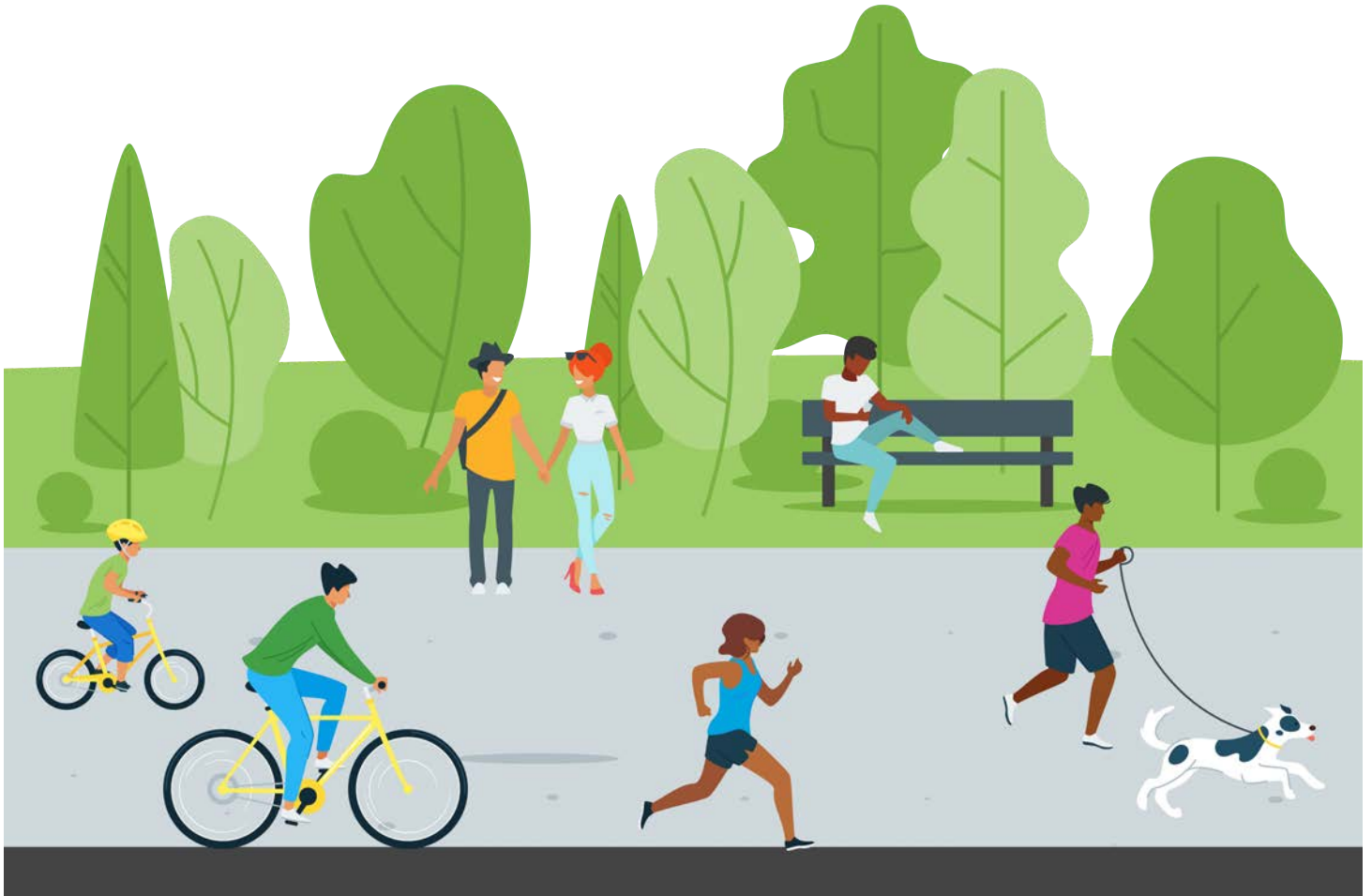
Goal: Enhance

Collegedale Public Library and Community Learning Center provides an experience that surprises and delights.

Additions to our popular Library of Things this year included a tabletop telescope, a literacy kit about pirates to match our Oceans of Possibilities Summer Reading theme, a kit featuring the movie *Encanto*, and three Early Math kits for preschoolers with early math concepts involving pattern recognition and shape identification.

For the Library's collection, we analyzed our nonfiction children and adult titles to remove books containing outdated information. Geography, science, and technology are always changing, and we want our collection to reflect the most current information available. Our display shelves were rearranged to feature new adult books and movies and new books in our children's and teen's collections. Pictures of our new titles have been featured on our social media channels to generate interest in the new book displays.

The Library sponsored crafting tables at the Independence Day Festival; those awaiting fireworks created sea serpents or wishing stars. We built a five-foot blue pigeon from the children's classic, *Don't Let the Pigeon Drive the Bus*, for our entry in the Collegedale Scarecrow contest. At the annual Christmas in Collegedale event, we offered two ornament crafts (marbled ornaments and rustic reindeer), glitter tattoos, and a storytime corner. Our children's librarian, Katherine, dressed as Mrs. Claus and read to the children waiting in line to see Santa.



Goal: Educate

Collegedale Public Library and Community Learning Center is the center for lifelong learning in Collegedale.

Registrations for the Summer Reading Program doubled over last year's numbers. Our goal of offering regular STEM programming to children and teens by starting regular LEGO robotics classes each month was met. We also offered our very first GED preparation class for adults in the spring. Our program, 1,000 Books Before Kindergarten, was added to Beanstack, an online reading tracking app to provide easier use for busy parents.



STATISTICS



51,634
Library Visits



2,691
Open Hours



794
New Library Cards



117,219
Physical Circulation



52,079
Electronic Circulation



639
Summer Reading
Participants



7 All Ages
Programs
903 All Ages
Attendance

61
Adult
Programs

268
Adult
Attendance

41
Teen
Programs

152
Teen
Attendance

200
Children's
Programs

2,682
Children's
Attendance



3,710
Computer
Sessions



4,373
Wi-Fi
Sessions