2021-22 Funding & Expenditures

City of Des Moines $9,494,874
Polk County $66,812
Contracting cities $61,800
State of Iowa: $113,667
Federal grants: $22,763
Non-governmental grants $28,656
Endowments and gifts: $267,933
Fines/fees: $114,854
Other income: $22,338

Funding Sources $10,193,697
Personnel: $7,311,961
Print books: $503,508
Audiobooks and CDs: $31,588
DVDs: $29,958
STEM Kits + technology: $2,763
eBooks: $168,679
eAudiobooks: $138,006
Digital databases: $100,486
Other operating expenditures: $1,906,748

Expenditures $10,193,697

Materials expenditures per capita $4.59

Circulation

Physical Items
Books 283,863
Children's books 74,743
Teen books 49,550
CDs 43,919
DVDs 7,740
Magazines 11,013
STEM Kits + technology 12,404

Digital Items
eAudiobooks 139,519
eBooks 131,011
eMagazines 17,472

Total Circulation

FY 2021-2022 FY 2020-2021
Total Circulation Increase 16.2%

ANNUAL REPORT 2021-2022
Community Outreach

SIMPLE STEPS TO EARLY LITERACY SUCCESS

551 programs hosted by DMPL
13,875 families participated in early literacy activities
51 early childhood educators received Simple Steps early literacy training

DMPL’s Simple Steps messaging and resources bring awareness to early literacy activities that can be easily incorporated into daily routines to create a love of reading and learning! DMPL works with community organizations to create systems where early literacy activities, materials and books are more accessible to families in Polk County by addressing barriers of time, transportation, and language. Our library programs and outreach for kids from birth to five years old are developed with the Simple Steps as their foundation: READ, WRITE, SING, PLAY & TALK.

Rosie Reader Outreach

5,846 attendees at Spring Rosie Reader visits to preschools
2,983 attendees at Spring Rosie Reader visits to elementary schools
11,786 total attendees at Rosie Reader programs and outreach events

Wow! Our class loved when Rosie came to visit! Every time I said Rosie was coming, our whole class was jumping for joy and talking about previous times Rosie was there.
—DMPS 2nd grade teacher

For a variety of reasons, there are kids and families in our community who are not able to visit the Des Moines Public Library. Rosie Reader outreach brings the DMPL to classrooms in Des Moines Public Schools to ensure that all kids have access to books and literacy materials that will foster a joy of reading and learning!

Rosie Reader Outreach priorities include DMPS preschools and targeted second grade and after-school programs during the school year and youth camps and food pantries over the summer.

Each DMPS preschool class keeps a deposit collection of books throughout the school year, and twice each month, Rosie and her Librarian friend, Maddie, visit the classroom to share books and activities. Through these outreach visits, kids and their families get to know Rosie Reader and the resources available at their local library. The kids see Rosie at their school, at community events and each time they visit the Des Moines Public Library!
Des Moines Public Library summer reading initiative makes an impact on childhood literacy

The Des Moines Public Library’s summer reading initiative took place June-August 2022.

- **8,085** new books were handed out at registration to build personal libraries
- **865,440** minutes (14,424 hours or 601 days) of reading and learning were logged by ASL participants
- **327** free educational kids programs were hosted
- **10,393** attendees at kids’ programs
- **28** All Summer Long grand prize winners received $25 VISA gift cards
- **52** free educational teen programs were hosted
- **55** VolunTeens contributed to the success of our summer efforts
- **665** attendees at teen programs
- **831** hours of teen volunteer service supported our programming for youth
- **686** new library cards made for kids this summer
- **7** community summer care sites incorporated ASL into their curriculum, with **289** kids receiving regular visits and incentives from DMPL Youth Librarians to support their completion the program
- **112** Outreach visits reaching **3,549** kids outside the library
Core Services

- Library visits: 607,272
- Reference transactions: 149,212
- Use of public computers: 61,397
- Wireless internet sessions: 26,927
- Website visits: 1,532,868
- Iowa Adventure Passes: 1,681

Collections

- NEW Added Items:
  - Print books: 43,319
  - CDs: 1,603
  - DVDs: 1,414

TOTAL Items in Our Collection:

- Print books: 374,556
- eBooks: 28,474
- eAudio: 27,102
- CDs: 40,587
- DVDs: 28,910

Total combined physical and downloadable items in collection: 501,140

On Average...

- A library item is checked out every 24 seconds.
- 198 people visited the library every hour.
- The average active library user saved $58 per month.
- 131 new items were added each day.
**Programming**

<table>
<thead>
<tr>
<th>Ages</th>
<th>Number of library programs</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>674</td>
<td>8,031</td>
</tr>
<tr>
<td>Young Adults</td>
<td>210</td>
<td>14,248</td>
</tr>
<tr>
<td>Ages 6-11</td>
<td>390</td>
<td>14,681</td>
</tr>
<tr>
<td>Ages 0-5</td>
<td>381</td>
<td>2,752</td>
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</tbody>
</table>

Total number of programs (includes uncategorized programs): 1,777
Attendance (includes uncategorized programs): 44,031

**Digital Engagement**

In December 2021, the library started a TikTok account in order to connect with readers of a younger demographic. With Digital Marketing Specialist Kelly Marble at the helm, the account quickly became popular, garnering nearly 10,000 followers in just seven months.

The most popular videos on our TikTok account are usually our Most Requested titles and readalikes for popular books.

Followers:
- Total followers June 30, 2022: 27,387
- Total followers July 1, 2021: 17,090
- Increase: 60.2%

TikTok Total Time Watched:
- 3,631 Hours
- 151 Days
Library Administration

Susan A. Woody, Director
Jon Hobbs, Deputy Director
Jennifer Tormey, Supervising Librarian, Technical Services
Tim Paluch, Marketing & Communications Supervisor
Ashley Molzen, Community Engagement Supervisor
Rhonda Frevert, Supervising Librarian, Central Library
Brooke Santillan, Senior Librarian, Central Library
Michelle Abrahamson, Senior Librarian, East Side Library
Paige Knotts, Senior Librarian, Forest Avenue Library
Nikki Hayter, Supervising Librarian, Franklin Avenue Library
Katherine Young, Senior Librarian, North Side Library
Alicia Mangin, Senior Librarian, South Side Library
Jon Choda, Building Maintenance Supervisor

Des Moines Public Library Board of Trustees

The Library Board of Trustees is comprised of five central Iowans who volunteer their personal time throughout the year. Members are appointed by the Mayor of Des Moines and approved by the Des Moines City Council. The autonomous board meets monthly to set policies and guide the library’s administration.

Trustees serving during FY 2020-2021:

Isobel Osius, President
Jennifer Fiihr, Vice President
Bob Mahaffey, Secretary
Wes Graham
Jule A. Thorsen

Des Moines Public Library Foundation

The Des Moines Public Library Foundation supports and enriches the capabilities, resources, and services of the Des Moines Public Library system. The mission of the Des Moines Public Library Foundation is to raise funds and advocate for the Des Moines Public Library. The DMPL Foundation has one full-time executive director and one half-time administrative assistant, plus a volunteer board of directors. For more information about the Des Moines Public Library Foundation and to find out how you can support the library with a donation, go to dmpl.org/foundation.