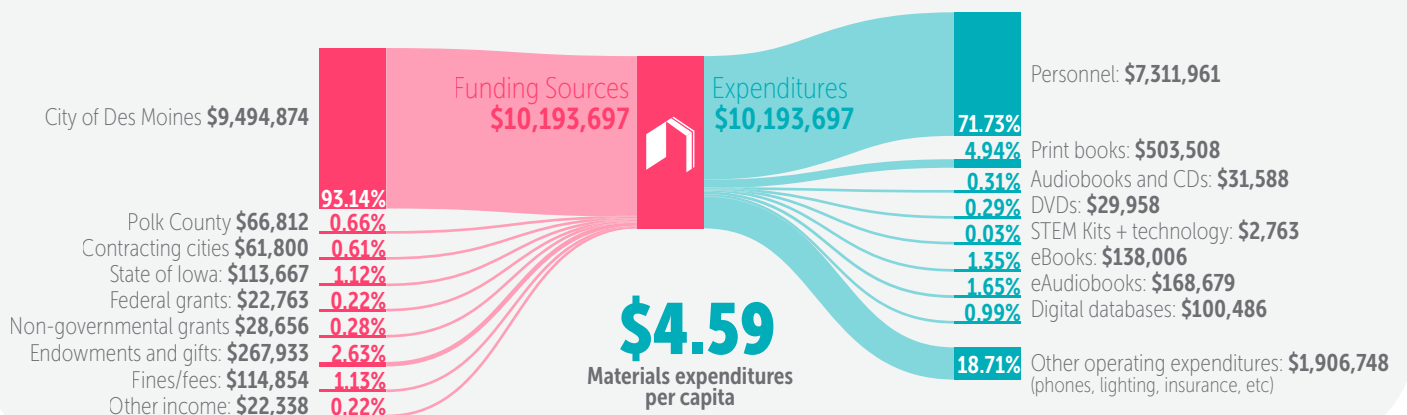


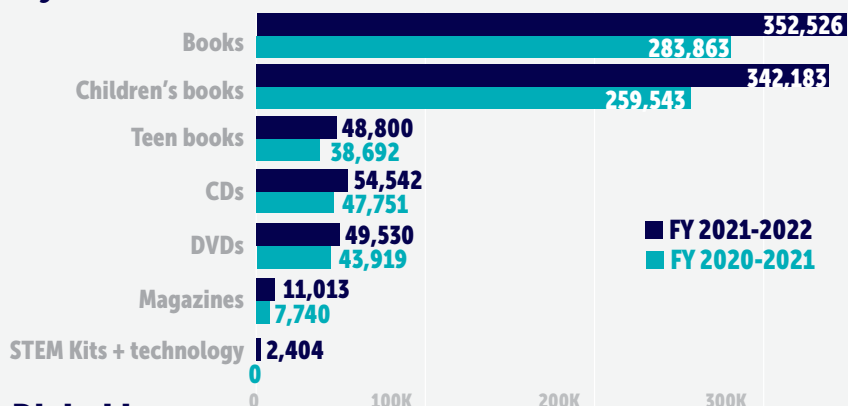
ANNUAL REPORT 2021 2022

2021-22 Funding & Expenditures

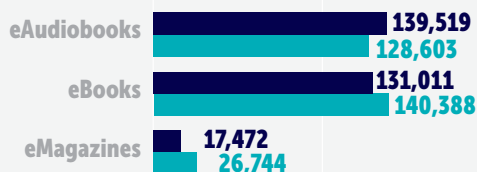


Circulation

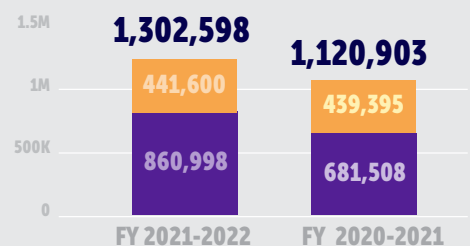
Physical Items



Digital Items



Total Circulation



Total Circulation Increase **16.2%**

Community Outreach

SIMPLE STEPS TO EARLY LITERACY SUCCESS



READ WRITE SING PLAY TALK



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!

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! **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.

ALL SUMMER LONG

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

327

free educational kids programs were hosted

865,440
minutes

(14,424 hours
or 601 days)
of reading and learning were logged by ASL participants



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



665 attendees at teen programs

55

VolunTeens contributed to the success of our summer efforts

831

hours of teen volunteer service supported our programming for youth



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



686

new library cards made for kids this summer

Core Services



607,272

Library visits



149,212

Reference transactions



61,397

Use of public computers



26,927

Wireless internet sessions



1,532,868

Website visits



1,681

Iowa Adventure Passes

Collections

NEW Added Items



43,319
Print books

1,603
CDS



1,414
DVDs



TOTAL Items in Our Collection



374,556
Print books

28,474
eBooks



27,102
eAudio



40,587
CDs



28,910
DVDs



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



131 new items were
added each day

The average active
library user saved
\$58 per month



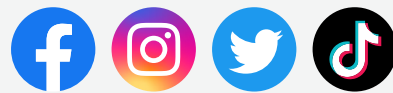
Programming



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.



178,458
Total engagements
across all platforms
(likes, comments,
shares)



Followers

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

TikTok Total Time Watched



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 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.

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



WE INFORM AND INSPIRE THE CURIOUS
dmpl.org | 515.283.4152