



EACH OF US
IS UNIQUE,
AND WHEN
WE COME
TOGETHER
THE PUZZLE
IS COMPLETE.

**20
23** *Community*
REPORT

Board Message

Your library has been busy this past year. In keeping with our mission to provide free access to information for all Anderson County residents, our staff found novel ways to engage with patrons at library branches, as well as to reach new users by expanding our presence in the community. If you've joined our Chair Yoga class, spied our Storywalk at the Civic Center, or picked up a book after hours at the Powdersville pick-up locker, know that our staff fulfilled its aim to emphasize outreach in creative ways.

We also expanded access to different kinds of resources, both online and in person. If you haven't yet, please "check out" our new LEAP (Learning, Experiencing, Adventuring, and Playing) stations in Anderson and Pendleton, which provide everything from vegetable seeds to musical instruments so that you can learn through hands-on experience. In addition, our Makerspace continues to provide equipment and instruction for all kinds of crafts and creative endeavors.

Please enjoy reading about the initiatives your library undertook in 2023. We seek to reflect our vibrant, rapidly growing community by fulfilling our patrons' needs for information, education, and services. On behalf of our board of trustees, thank you to our library staff and volunteers for their hard work and spirit of innovation.

Elaine Stoll
Chair, Board of Trustees

2023 Board of Trustees

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Pinkey Rinnix
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Wendy Tucker
District 6

Sara Crocker
District 7

Annie Sutton
Library Director

Library Director's Message

Hi! I'm glad you're reading this. 2023 was quite a year for the Anderson County Library, and I appreciate you taking the time to read about all the good things your Library did. We had a lot of changes and took many steps forward in being the Library our community needs, and I'm proud of our progress. I hope that you've seen us at community events, and were reminded of ways that the Library can fit into your life.

As we look ahead to 2024, we will be focusing on a few goals from our strategic plan, including the Patron Experience and Engaging our Team. The Main Library is undergoing a major carpet renovation, and soon we will also be making some needed improvements at our Honea Path Branch. On the horizon, we're transforming the former fire station to the new Library in Iva – we are super excited to see those plans coming together! It's important that we keep our community Libraries comfortable and welcoming. After all, we want to see you here.

Of course, we wouldn't have our buildings without our wonderful staff. It's important that we have a trained, connected staff available to help you with your needs. This year we will be focusing more efforts on employee engagement and retention as we learn to work with an ever-changing work force. This means better customer service, better programs, and a great library atmosphere.

So stop by and see what we're up to! I'm always happy to meet with patrons to talk about ideas, issues, or to brainstorm ways the Library could be more relevant to you. I hope you'll get a library card, check out a book physically or digitally, and maybe attend a program.

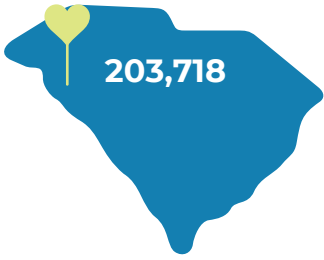
We appreciate your patronage and support.

See you at the Library!




Elaine and Annie
at Legislative Day.

Serving Anderson County



9 Branch Locations:

- Anderson
 - Belton
 - Iva
 - Jennie Erwin
 - Lander Memorial
 - Pendleton
 - Piedmont
 - Powersville
 - Westside
- +  A Bookmobile

Our Strategic Goals

Outreach and Advocacy:

We wish to turn nonusers into engaged library users, instill a sense of library importance, and strengthen community relationships.

Patron Experience:

We will strive to provide consistent services to all patrons, make all feel welcome, and provide materials patrons want in formats they want.

Engage our Team:

We will focus on hiring a diverse and engaged staff, providing training, tools, and resources to succeed, and clear consistent communication.

Innovation:

We will find innovative opportunities to provide unique services, programs, and materials.

Our Incredible Patrons



107,576

Total Library Cardholders



7,676

New Library Cards Issued (Woohoo!)



Issuing new library cards is one of our favorite things to do!

Know someone who doesn't have a library card?

We'd love to get them signed up! Every branch location and the Bookmobile can issue a library card.

By the Numbers



Library Visits

You came to see us
289,112 times.

Thanks for coming in!



77,350

Reference
Questions
Answered



39 mobile hotspots were among top performers in our collection, assisting patrons who don't have internet access at home.



You took part in **108** book club meetings.



Meeting Space

Outside groups used our main branch meeting spaces
3,431 times.



Documents Notarized

We provided notary services for **808** of your documents.



Computer Use

Community members logged on to our computers **32,126** times.



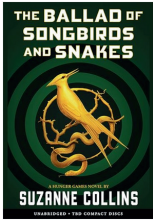
Bookmobile

We traveled **7,800** miles and made **728** stops to serve our patrons who don't have the ability to be in the library. The Bookmobile attended **15** community outreach events. **5,933** items were borrowed from the Bookmobile.

Fun Fact: (We like facts!)

The first bookmobile in Anderson County hit the road in 1937. We've had many bookmobiles over the years, and our current model will turn 20 in 2024!

Most Popular: Digital Collection



Young Adult Audiobook
The Ballad of Songbirds and Snakes (unabridged)



Young Adult eBook
The Summer I Turned Pretty



Comic
Teenage Mutant Ninja Turtles: The Last Ronin



Binge Pass
Hallmark Movies Now



up
20%

273,252
Digital Checkouts

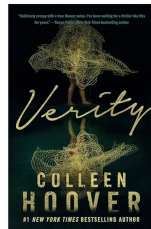
You accessed your library from home and on the go! Checkouts of eBooks, TV shows, music, magazines and more - increased 20%.



Magazine
Us Weekly



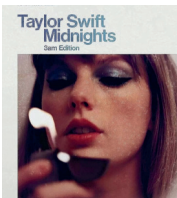
Movie
Leap!



eBook
Verity



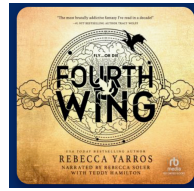
Juvenile Audiobook
Harry Potter and the Sorcerer's Stone (unabridged)



Music
Midnights [3am Edition]



TV
From the Cradle to the Grave
Brokenwood Mysteries - Season 8



Audiobook
Fourth Wing (unabridged)

Popular Research Databases

INVESTMENT



15,690 SESSIONS

GENEALOGY



14,007 SEARCHES

LANGUAGE



1,135 SESSIONS

PRODUCTS



1,656 VIEWS

CLASSES



417 SESSIONS

BOOK RECOMMENDATIONS



387 SESSIONS

Most Circulated: Physical Collection



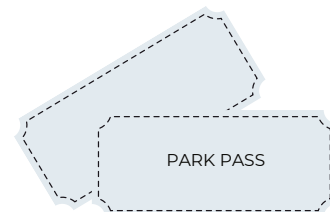
Seed Library



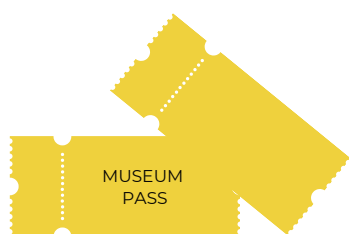
Wings of Fire Book Series



Yo-Kai Manga Series



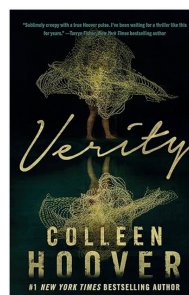
SC State Park Passes



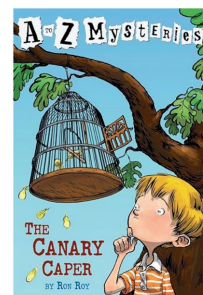
The Children's Museum of the Upstate Passes



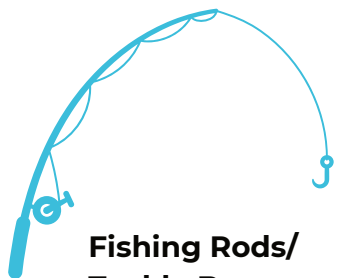
Mobile Hotspots



Verity Book



A to Z Mysteries Book Series



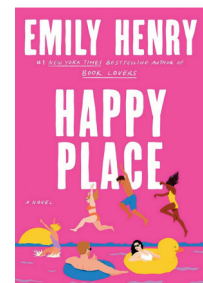
Fishing Rods/Tackle Boxes



It Ends With Us Book



Demon Copperhead Book



Happy Place Book



You borrowed both traditional and non-traditional items in 2023.

We'll continue to add to both collections and keep you coming back for more of what you like!

Library Programs



We welcomed **23,850** of you to **1,182** engaging library programs.



464

Children's Programs
(ages 0-5)



121

Young Adult Programs
(ages 12-18)



245

Children's Programs
(ages 6-11)



352

Adult Programs
(ages 19+)



31

All Ages Programs



Y'all come back now, ya hear?



We installed a 24/7 pickup locker at our Powdersville branch to increase anytime access to patrons.

We installed self-checkout stations in our Main, Pendleton and Powdersville branch locations.



We partnered with Anderson County Division of Parks, Recreation and Tourism to bring our first Storywalk to Anderson County, at KidVenture 2.0 playground.



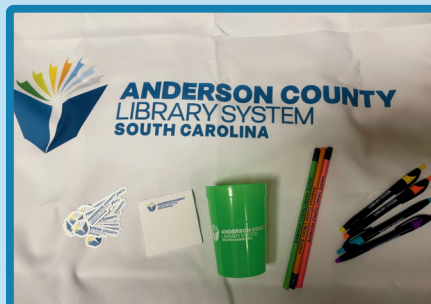
We partnered with the Cleo Bailey Experiment and the Friends of the Anderson County Library to provide a Little Free Library to the residents in the Cleo Bailey School neighborhood.

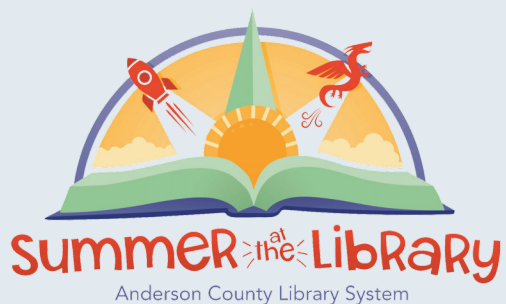
We created The LEAP Station (LEAP stands for Learn, Experience, Adventure, Play) at our Main and Pendleton branch locations. The LEAP Station offers non-traditional items for checkout - like park and museum passes, birdwatching kits, SmartGlobes, magnetic chess sets, ukuleles and more!

Community Outreach



From festivals and school literacy nights to library card sign up events and senior care center visits; we enjoyed getting out in the community and connecting with you at **65 events!**





2,548 of you took part in our Summer Reading Program, which featured 85 programs with 2,968 attendees!

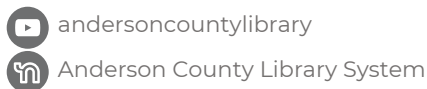
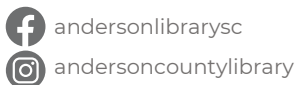


NEW FOR 2024!

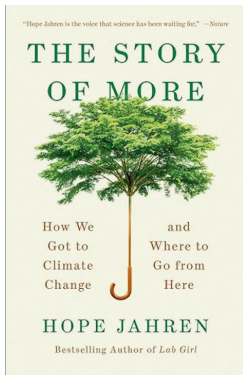
We're changing up our 2024 program to combine reading with activities. Fun, right?!

In our all-new 2024 Summer Learning Program, you'll be able to choose your summer adventure by combining reading with activities that participants of all ages and abilities will be sure to enjoy! **Enrollment starts in May.**

Check our website or social channels for updates!



Community Read



Our **'Books & Community'** community read program selection was 'The Story of More' by Hope Jahren. This book brings forward the importance of protecting the environment.

We enjoyed reading and discussing the topic of environmental stewardship as a community.



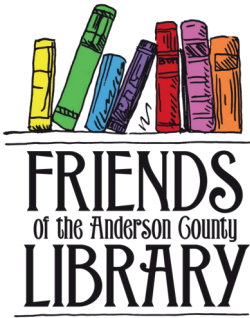
You joined in 26 programs that centered around the practices of recycling, gardening, composting and more.

Thanks for participating in our community read.



Friends of the Library

(more like bff's of the library.)



The Friends of the Anderson County Library is a nonprofit organization that supports the growth, development, and greatest possible use of the Library. Membership is open to everyone.

2023 Board Officers

Cathy Champ
(Chair)

Donna
Abercrombie
(Co-Chair)

Elisabeth Willett
(Treasurer)

Libba Kellner
(Secretary)

Some of the projects our friends helped to fund in 2023:

Summer Reading Program

Parent Child Study Carrol

1,000 Books Before Kindergarten Program

Little Free Library: Book donations

Stem Wall and educational toys for the Belton Branch

Cosplay Contest and Mini Fanfest prizes

Program speaker fees

Toddler play area in the Main Library

Library book donations

Gallery Wall in the Pendleton branch

Library Staff Day: luncheon

Library Volunteer Appreciation: luncheon



**197 Friends of the
Library members**



Cathy Champ



For more information on becoming a member, volunteering or shopping in the Friends of the Anderson County Library used bookstore and gift shop, visit

<https://www.andersonlibrary.org/about/friends-of-the-library/>

Library Improvements

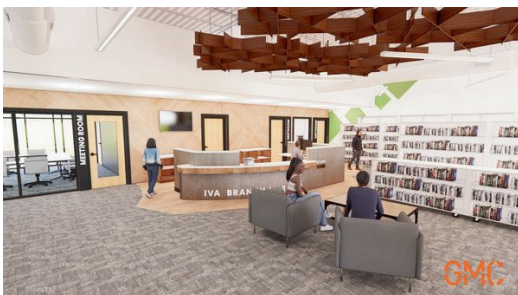
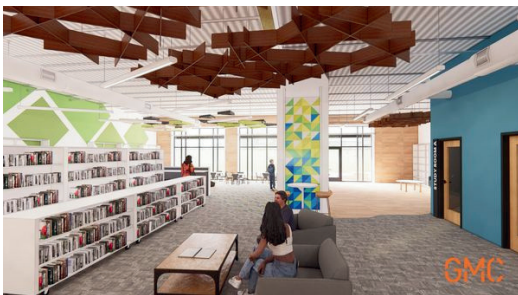
Belton:

We refreshed our Belton branch library with fresh paint, new carpet, updated furniture, shelving end caps and a cozy children's area - featuring new educational toys, furniture, and a STEM wall.



Iva:

We've started the process of transforming the former fire station into a new library. We'd like to thank Anderson County Council in helping us secure grant funding for this project and providing Special Projects to help facilitate. The project is ongoing, but we'll share updates along the way. We can't wait to open the doors to our new Iva Library Branch in 2025!



Library concept renderings.

Brand Refresh

We refreshed our visual branding!

Our new logo captures the essence of our library's rich history while embracing a fresh, contemporary design. It symbolizes our commitment to innovation and progress, while infusing our identity with movement, color and elements that visually communicate 'We're a library!'

ANDERSON COUNTY LIBRARY SYSTEM STYLE GUIDE



PRIMARY LOGO

ALTERNATE LOGO

Greyscale options.



PINWHEEL PATTERN

Pattern use ties to core branding in a playful way.



ALTERNATE COLOR LOGO

Secondary color options.



COLOR PALETTE



#1F7FAF

#F2D02A

#D1D2D4

#02ECCE

#FCB13F

#39B54A

#B7E4FA

Colors can be used freely (as demonstrated above.) The goal is to use fun, engaging colors to draw interest from passerby and bring a lightheartedness to library branding. The deliverable tone will dictate the appropriate logo use - (example: corporate vs. youth program)

FONT

Montserrat Bold

Montserrat Light

BRAND VOICE

Copy tone should be friendly and conversational.

ELEMENTS

Iconography use to simplify design and convey messaging in easy-to-read icons



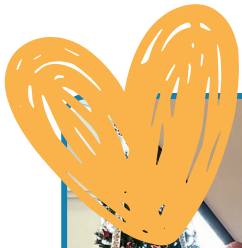
TAGLINE Explore. Discover. Connect.

PHOTOGRAPHY / VIDEOGRAPHY

Candid shots infuse personality and capture the joy of the library.



Serving our community
is our story.

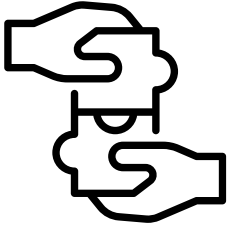


From all of us,
Thanks for loving your library!



ANDERSON COUNTY
LIBRARY SYSTEM
SOUTH CAROLINA





**Belton library
iva concepts
social media stats
rebrand
leap station
storywalk
CBE Little Library**

**New additions
Consumer Reports
Kovels
?**

**# of items in the collection?
non-traditional / leap items circulated in 2023?
items we've added/cataloged ?**

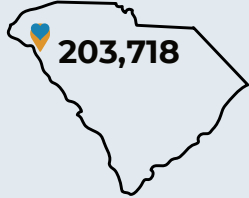


ANDERSON COUNTY LIBRARY SYSTEM AT-A-GLANCE



ANDERSON COUNTY
LIBRARY SYSTEM
SOUTH CAROLINA

Population Service Area:



9 Branch locations:

- Anderson
- Belton
- Iva
- Jennie Erwin
- Lander Memorial
- Pendleton
- Piedmont
- Powdersville
- Westside
- + A Bookmobile

295,314
Library Visits



18,342
Wi-Fi Sessions



16.7%
of households
in this service
area do not
have internet
access

20,468
Total
Hours
Open



77,350
Reference
Questions
Answered



2,631
Non-library
meetings
booked



1,259
Total Programs
21,989
Total Attendees



482
Children's Programs
(ages 0-5)

139
Young Adult
Programs
(ages 12-18)



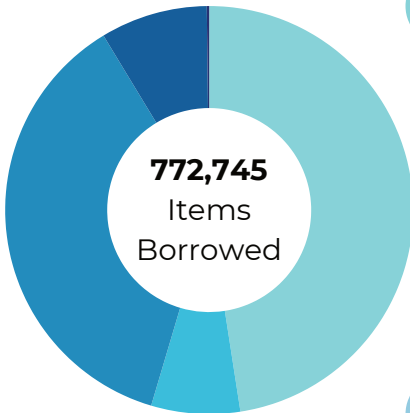
239
Children's Programs
(ages 6-11)



364
Adult Programs
(ages 19+)



107,576
Total Library
Cardholders



376,683 Books and other print items



50,238 DVDs and CDs



247,771 E-books, audio, video
and periodicals



98,053 Retrievals from subscription databases



2,114 Other physical items



202,718
Children's
and Young
Adult items
checked out



State Aid Increase

If state aid is increased to \$3.00 per capita, Anderson County Library System would receive approximately \$150,000.



What that means for our patrons

- More books in our youth collection = increased childhood literacy
- More title copies = less wait, meeting patron demand
- Flexibility to fulfill patron requests for specific titles = loyal and happy library users