



LIBRARY BOARD OF TRUSTEES



**2023-2024**

JUNE 1, 2023 - MAY 31, 2024

ANNUAL REPORT



Apache Junction Public Library



# MESSAGE FROM LIBRARY DIRECTOR

## PAM HARRISON

It is an honor and a privilege to share with you the highlights and accomplishments of our library over the past year. We have expanded access, focused our communications, increased community engagement, and created better spaces.

We take great pride in our work and wish to thank our dedicated volunteers and loyal patrons for helping us build a vibrant and innovative institution that empowers individuals and strengthens our community. Together, we will continue to write the next chapters of our story.



# AJPL 2022-2025 STRATEGIC PLAN

What is a strategic plan?

A strategic plan is a comprehensive document that outlines the library's long-term goals, objectives and strategies for meeting the needs of its community effectively. It serves as a roadmap for guiding decision-making and resource allocation over a specified period, typically ranging from 3-5 years. A strategic plan serves as a dynamic tool for guiding organizational growth, enhancing service delivery and maximizing impact within the community it serves.

## MISSION

The Apache Junction Public Library is a welcoming destination providing education, technology, information and entertainment, enriching lives of individuals and families in our diverse community.

## VISION

The Apache Junction Public Library strives to be a leader in connecting people, fostering creativity, providing cutting edge technology, and inspiring personal growth.

## GOALS



The community will enjoy convenient access to Library resources.

**Strategic Focus: ACCESS**



Patrons and staff will easily obtain the information they need about Library resources, services and programs.

**Strategic Focus: COMMUNICATION**



Library resources and services will reflect the wants and needs of the community.

**Strategic Focus: COMMUNITY ENGAGEMENT**



Uphold high standards for spaces that are welcoming, comfortable, well-maintained and valued by the community.

**Strategic Focus: SPACES**

## AJPL STRATEGIC PLAN 2022-2025



ACCESS



COMMUNICATION



COMMUNITY  
ENGAGEMENT



SPACES



# ACCESS

## Broadening Services

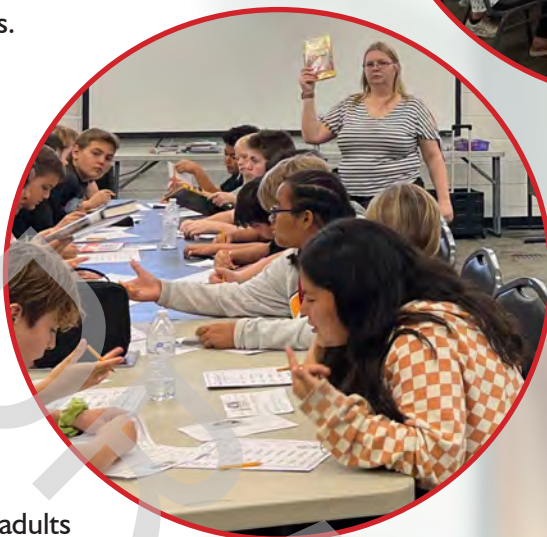
### A Fresh Start

In October, the Library Board of Trustees gave the green light to waive and delete expired accounts over 7 years old that hold fees in the amount of \$49.99 or less (excluding those with collection agency fees). This strategic move not only cleans up the library database by removing uncollectible fees but reduces barriers to library access.



### Beyond Books

We offer a diverse range of services and activities that cater to patron wants and needs as identified in our Strategic Plan. The library has brought back instructional computer classes and digital device workshops due to high demand. However, our DIY maker programs have become the main attraction, drawing in younger adults who are interested in creating their own food (Biblio Bites), crafts (Basket Weaving, Sunflower Wreaths), and exploring the latest creative technology (Custom Aprons with the Cricut, 3D Print Design).



## AJPL STRATEGIC PLAN 2022-2025



The community will enjoy  
convenient access to  
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ACCESS



COMMUNICATION



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SPACES

# COMMUNICATION

## Sharing Information

### New Marketing Plan

The library strives to redefine its role as a dynamic hub for learning, exploration, and community enrichment. Recognizing the importance of inclusivity and accessibility, the library's new and innovative marketing strategy is geared toward expanding its reach beyond traditional library users with a particular focus on engaging the Spanish-speaking community.

To actively promote our vast array of digital collections and resources, a strategic emphasis is being placed on YouTube and Pinterest platforms to captivate audiences through visually compelling content and an interactive experience. Ultimately, we hope to foster increased usage and engagement among our community's diverse demographics.



### Communications Committee

The Communications Committee was established to enhance internal communications among all staff members. Recognizing that effective communication is essential for fostering collaboration and productivity, the committee has taken proactive steps to improve this aspect of organizational culture.

The committee, consisting of full-time and part-time staff members from all departments in the library, utilizes surveys to collect anonymous feedback from staff regarding the efficiency of information sharing processes within the organization. Subsequently, they assess and analyze new or updated communication methods. This collaborative approach is producing successful and positive outcomes, and the committee will continue to develop and assess internal library communication.



## AJPL STRATEGIC PLAN 2022-2025



ACCESS



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SPACES

Patrons and staff will easily obtain the information they need about Library resources, services and programs.

# COMMUNITY ENGAGEMENT

## Mobile Library

The Mobile Library celebrated its first anniversary in March 2024. It has been requested at so many community events that we often make multiple stops in one day. Our outreach team maintains a strong presence in the community by providing a range of services, including checkouts, new card registrations, storytimes, crafts, 3D printing, and on-the-go programs.

## Statistics

In 2022/2023 we connected with 4,691 individuals through our outreach initiatives, surpassing all previous years. We are delighted to announce that in 2023/2024 we reached 10,078 individuals, more than double the number from the previous year. We eagerly anticipate increased community engagement as the city continues to grow and we expand our outreach endeavors.



Library resources and services will reflect the wants and needs of the community.

## AJPL STRATEGIC PLAN 2022-2025



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SPACES



# SPACES

## Transformations

The former TeenSpace room has been updated and refreshed just in time for summer. Featuring new gaming systems, wall-mounted TV monitors and vibrant furniture and paint, the new Teen Game Zone is a comfortable place for teenagers to gather and socialize.

When it's time to read and study, the new Teen Lounge (once a computer lab) is a welcoming refuge featuring attractive seating in a space just for teens.



Teen Lounge



The new and improved North Wing (now the Goldfield Room) boasts space-saving mobile shelving, allowing more space for tables and seating in a variety of room configuration options. Library patrons are pleased with the modern look and accommodating environment.

It is likely you have observed the new naming convention of our public rooms, which now reflects the minerals indigenous to Arizona. This not only serves as a tribute to the region's natural resources, but also enhances the overall experience for guests by fostering a sense of community connection to the local area.



Uphold high standards for spaces that are welcoming, comfortable, well-maintained and valued by the community.

## AJPL STRATEGIC PLAN 2022-2025



ACCESS



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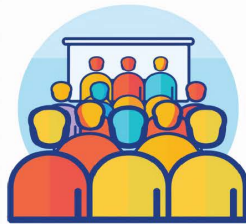
SPACES

# STATISTICS



Library Visits

228,569



Adult Programming/Attendance

709/10,921



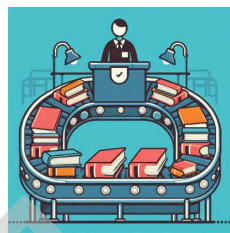
Computer Sessions

20,969



E-Content Circulation

162,246



Physical Circulation

353,462



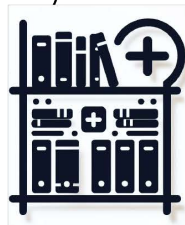
Outreach

14,244



New Registrations

6,472



Added to the collection

9,644

## STATISTICS



Volunteer Hours

4310.5



Wi-Fi Use

15,982



Active Cardholders

21,862



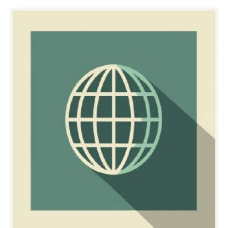
Physical Collection

82,659



Children/Teens Programming & Attendance

550/15,180



Website Visits

293,240



## RETURN ON INVESTMENT

Apache Junction Library is a great value! For every \$1 invested in our library, \$4.47 is returned to the community based on these popular services.

Quantity of Use	Library Services	Retail Value	Value of Services
179,751	Books Borrowed	\$20.00	\$3,595,020
760	Periodicals Borrowed	\$6.00	\$4,560
136,610	DVDs Borrowed	\$10.00	\$1,366,100
2,393	Music CDs Borrowed	\$10.00	\$23,930
3,399	Audiobooks Borrowed	\$15.00	\$50,985
78,018	eBooks Downloaded	\$15.00	\$1,170,270
57,188	Audiobooks Downloaded	\$15.00	\$857,820
17,554	Digital Magazines Downloaded	\$6.00	\$105,324
7,978	Movies Streamed	\$4.00	\$31,912
5,766	Music Downloaded	\$1.00	\$5,766
20,969	Patron Computer Use	\$20.00	\$419,380
15,982	Wi-Fi Use	\$5.00	\$79,910
1,842	Study Room Use	\$20.00	\$36,840
15,180	Children and Teen Library Programs	\$20.00	\$303,600
10,921	Adult Library Programs	\$20.00	\$218,420
9,089	Video Games	\$50.00	\$454,450
1,090	Museum Passes	\$20.00	\$21,800
1,036	Hotspots & Roku Sticks	\$50.00	\$51,800
		TOTAL VALUE	\$8,797,887

Based on ROI Calculator developed by the Ohio Library Council

## CITY OF APACHE JUNCTION PUBLIC LIBRARY

Fiscal Year: 2023-2024

### STATEMENT OF PROPERTY

Location:

1177 North Idaho Road  
Apache Junction, AZ 85119  
The building resides on the  
Apache Junction Municipal  
Government 20-acre complex.

Legal Description:

W 1/2 SW 1/4 of Section 16  
Township 1 North Range 8 East  
Gila and Salt River Base and  
Meridian, Pinal County,  
Arizona.

Money:

Received, where derived, how  
used and expended. See the attached  
financial statement.

**CITY OF APACHE JUNCTION PUBLIC LIBRARY**  
**FINANCIAL STATEMENT**  
Fiscal Year 2023-2024

REVENUES (As of May 31,2024)

GENERAL FUND

Library Fines	\$	441
Charges for Services		18,345
Other Revenues		1,470
TOTAL GENERAL FUND	\$	20,256

DEVELOPMENT FEE FUND 761,322

LIBRARY FUND 185,026

GRANTS-IN-TRUST 248,106

TOTAL REVENUES \$ 1,214,710

EXPENDITURES (As of May 31, 2024)

GENERAL FUND

Personnel Costs	\$	1,507,890
Charges for Services		68,348
Commodities		174,424
Capital Equipment Outlay		76,595
TOTAL GENERAL FUND	\$	1,827,257

DEVELOPMENT FEE FUND 8,885

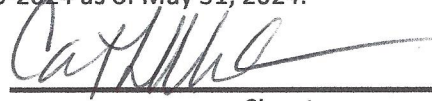
LIBRARY FUND 71,723

GRANTS-IN-TRUST 413,153

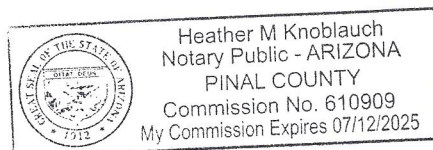
DEBT SERVICE -

TOTAL EXPENDITURES \$ 2,321,017

I, Catherine Meek, Secretary of the Library Board of Trustees, do hereby verify that the above financial statement for the Apache Junction Public Library represents a true and accurate record of all receipts and disbursements for the fiscal year 2023-2024 as of May 31, 2024.

  
Signature

Subscribed and sworn to before me this 5 day of June, 2024.



  
Notary Public

Pinale  
County

My Commission Expires:

7/12/2025