

A woman with a child is looking at an outdoor display in a park. The woman is wearing a striped shirt, black leggings, and a backpack. The child is wearing a white patterned outfit. They are standing on a path surrounded by trees and fallen leaves. In the background, another person is visible looking at a similar display.

HOOVER PUBLIC LIBRARY

ANNUAL REPORT

2021

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words from the **Director**

I used to read about 50 books a year. For the last two years in a row, however, I've doubled that number. Throughout the pandemic, books have provided me humor, travel, cheer, solace, friendship, escapism and most of all, stress relief. Needless to say, I've needed books more than ever.

Likewise, I think people need libraries more than ever. They need computer access, unbiased information, early literacy programs, entertainment and most of all, connection.

2021 did not look exactly like we hoped; we held our summer reading program for kids entirely outdoors and we had to cancel our annual Southern Voices festival for the first time in its history.

However, we still accomplished quite a bit. We launched a new website, a project that had been in the works for several years. We partnered with Hoover Helps to place 14 little free libraries at local apartment complexes. We installed a StoryWalk® at Aldridge Gardens. We tried new programs such as Fantasy Football, Hoops with Santa, and a string of educational programs that proved to be very popular.

Our biggest accomplishment was the opening of a remote locker and weekly programming at the East59 café in Lee Branch. Patrons in the East Hoover area can now conveniently attend weekly library programs and pick up materials.

Lastly, we spent a good portion of this year updating our strategic plan and looking forward to the next five years. Though our values and goals remain the same, we plan to increase our reach outside our four walls, raise our commitment to inclusion, seek new and innovative ways to add value to the lives of our patrons, enhance the skills of our staff, and closely evaluate our building needs and organizational structure to be more effective and efficient.

Thanks to everyone who has supported the library over the past year. In addition to books, I can personally say I needed you more than ever also.

Best,

Amanda



*Reading gives us someplace to go
when we have to stay where we are.*

– Mason Cooley



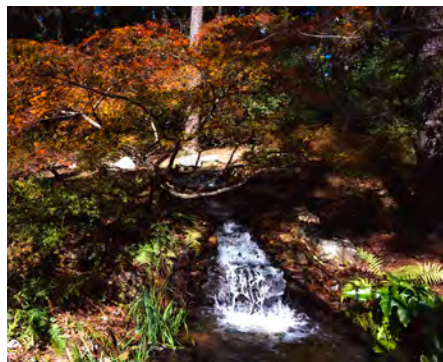
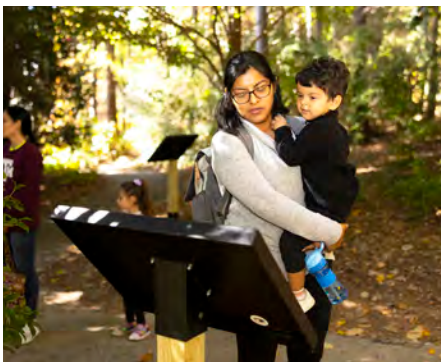
taking the library
Outside Our Walls

As we work toward a new full-service branch library, we made one of our goals finding new and inventive ways to expand our services beyond the library walls. Having programs and materials available in alternate locations, not only provides convenience to our patrons, but also enhances the impact and well-being those services bring.

Our current offerings include, a new remote library at East 59 Cafe with programming and events, 7 book drop locations, 14 little free libraries, a StoryWalk®, and outdoor events at Aldridge Gardens and Veterans Park. We are also raising funds through our Library Foundation for a new mobile library.

lets take a **STORYWALK**[®]

ALDRIDGE GARDENS



A StoryWalk[®] is a way for children and adults to enjoy reading and the outdoors at the same time. Large printed book pages are mounted on wooden frames and placed along a designated path. This path is usually in a wooded area where nature and the story can combine to create a unique and enriching experience.

In the summer of 2021, we installed our first StoryWalk[®] at Aldridge Gardens in an enchanted

StoryWalk[®] has always been about promoting early literacy, physical activity, and family time together in nature.

— Anne Ferguson

tree-canopied trail that includes a pixie village and a hidden waterfall.

Our current story is *Baby Bear Counts One* by Ashley Wolff and includes 18 large pages beautifully illustrated and easy to read. We will change the story with each season.

StoryWalks[®] have been installed in 50 states and 13 countries including, Germany, Canada, England, Russia, Malaysia, Pakistan and South Korea.

little free **Libraries**

Over the past year, we have installed 14 Little Free Hoover Libraries at apartment complexes and green spaces all across the city. We are excited about this opportunity to provide citizens access to books outside the walls of our library. It is part of our commitment to offer greater convenience and ease of access to everyone in our community. We would also like to foster some new readers along the way.

This project was made possible by Hoover Helps and a generous donor.



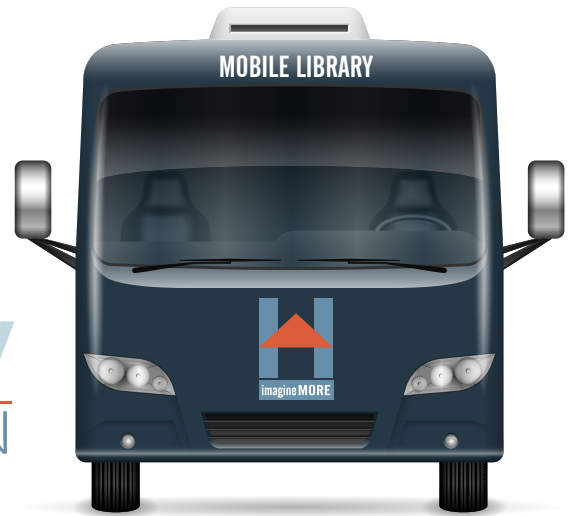
outdoor **Events**

During the pandemic, we started offering children's programming outdoors to allow for social distancing. This has now grown into a service we want to continue as part of our goal to take the library outside our walls.



During the warmer months, we held storytimes and other events at Aldridge Gardens, Moss Rock Preserve and Veterans Park. These are wonderful settings for kids to learn and interact while surrounded by nature and sunshine. They also help us to be more accessible to our patrons around the city, and especially, those in East Hoover.

Mobile Library Campaign



In our Comprehensive Strategic Plan from 2018-2021, we identified a need to increase access to library services and resources for every resident in the City of Hoover, regardless of where they live. Many of our patrons have limited opportunities to utilize our services and programs because of unintentional barriers such as a lack of transportation or awareness. The best way for us to meet this need is to have a mobile library that can

travel throughout our community taking remote services and resources to every person in our city.

In the summer of 2021, we launched our first major fundraising campaign which focuses on raising \$250,000 needed to make this plan a reality. While the foundation will continue funding other projects for the library, the Mobile Library is their primary objective.




by the
Numbers

**2021 saw a rebound at the end of the year.*

While in-person visits have not bounced back, our collection use at 1.3 mil. remains high.

**LIBRARY
VISITS**

299K*

**CIRCULATION
COLLECTION USE**

1.36M

**EVENTS &
PROGRAMS**

750*

**PROGRAM
ATTENDANCE**


62K

**CARD
MEMBERS**

48K

**COLLECTION
ITEMS**

281K

**SOCIAL MEDIA
FOLLOWERS**

↑26%

East 59 Cafe LEE BRANCH



As our city has grown, so has the need for library services. With 90,000 residents spread out over a very large area, we needed to find new ways to expand our services and access to everyone in the community.

This need coupled with our goal to build a new branch, and our desire to find other ways to expand our materials, services and programs beyond the library walls, lead us to the idea of a remote library.

As luck would have it, East 59 Cafe, that operates inside the Hoover Library, was building a new full-service location in Lee Branch. We thought, “We have a café in a library, wouldn’t it be great if we had a library in a café, too?” East 59’s mission to be a community gathering space is in line with our own. As our purposes were simpatico, partnering with them was the next logical step. They were thrilled with the idea of working with us and having our remote locker in their café.



We had our grand opening on October 26, 2021, and now anyone with a library card can request materials to be delivered to the remote locker. We also are offering weekly programming including storytime, crafts, book talks and much more.

The remote lockers were made possible by a federal grant offered through the Alabama Public Library Service and additional funding by the City of Hoover.

“This is a great opportunity to serve Hoover residents in the eastern part of the city, as well as others in the north Shelby County region who want to use the “fabulous” Hoover Public Library.”

— Hoover Mayor Frank Brocato



a new season of
Exceptional Performers



Madeleine Peyroux

We were excited to kick off our new Library Theatre Season in 2021. Having to cancel last season has made us miss the great talent we are accustomed to seeing.

Our new season includes Grammy Award winning Take 6, jazz singer Madeleine Peyroux, bluegrass legends Rhonda Vincent & The Rage, gospel singer David Phelps, Danú, Irish ensemble, the '60s and '70s Americana show Live From Laurel Canyon, and singer-songwriter-producer-scholar Paula Cole.

We started this season with Madeleine Peyroux, Paula Cole and Take 6. Peyroux who spent her early life in Georgia and Paris is the curator of nine albums and has performed sold-out tours worldwide. Cole has 11 albums to her credit, as well as garnering seven Grammy nominations



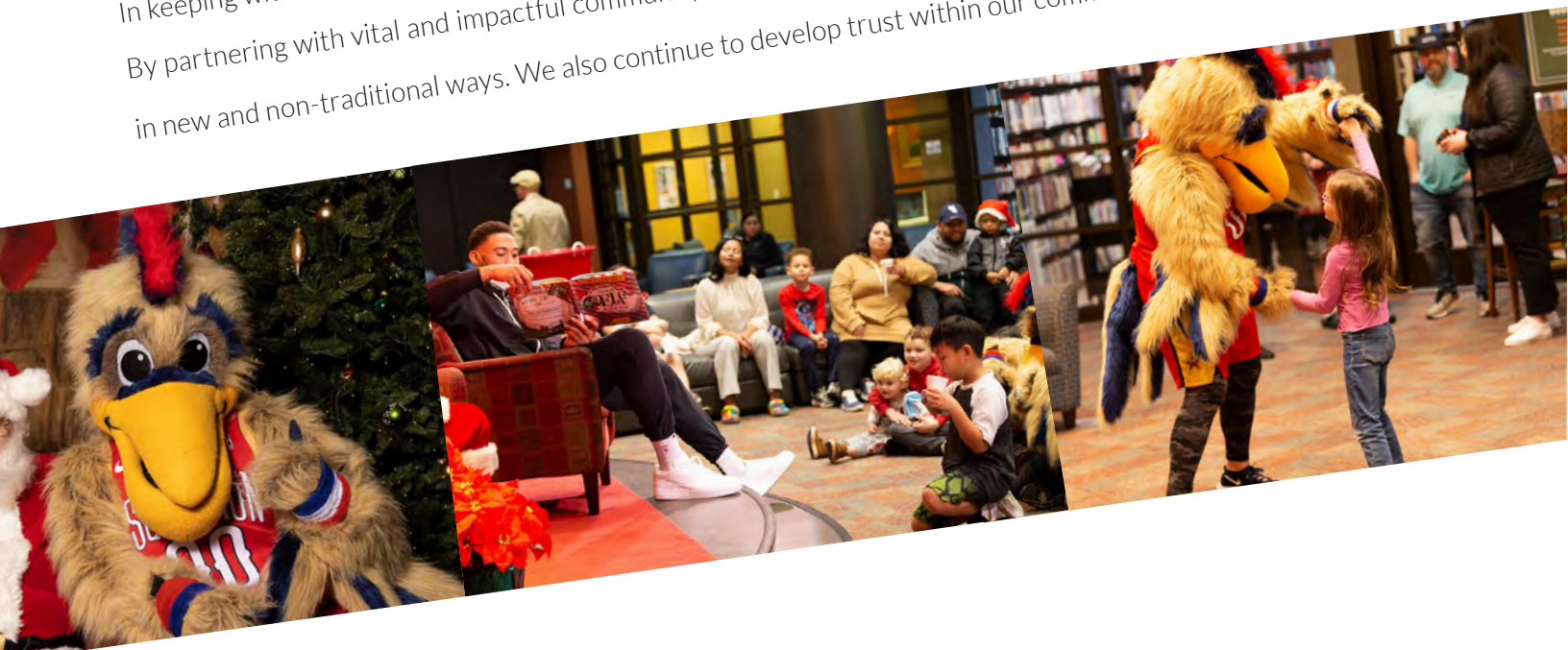
and a Grammy win for Best New Artist in 1997. Take 6 started in Huntsville and now have 10 Grammy Awards, 10 Dove Awards, 2 NAACP Image Awards, a Soul Train Award and 3 Gold albums.





reaching our community through
PARTNERSHIPS

In keeping with our mission of being more than a library, we want to be an active, vibrant member of the community. By partnering with vital and impactful community organizations, we can help serve our patrons and our community in new and non-traditional ways. We also continue to develop trust within our community and with our patrons.





AARP Tax-Aide provides in-person and virtual tax assistance to anyone, free of charge, with a focus on taxpayers who are over 50 and have low to moderate income. Volunteers are trained and IRS-certified every year to make sure they understand the latest changes to the tax code. In 2021, HPL volunteers served 450 people from as far away as Montgomery.



HOOVER HELPS

Hoover Helps is a 501(c)3 non-profit organization that is actively engaged with school leaders, churches, businesses and other organizations to help align community resources. Resources will be used to address current unmet needs such as food insecurity. HH has assisted with food donations at the library and recently provided funding for 10 of our Little Free Libraries.



Every year, the HCS celebrate Kindness Week, encouraging people to stand up against bullying. The week coincides with National Pink Shirt Day in support of respect, caring and inclusion. We support Kindness Week with crafts, reading lists and programs. We also partner with the HCS to distribute free lunches to kids during the summer.



The Birmingham Squadron is an NBA G League affiliate of the New Orleans Pelicans. The Pelicans relocated their G League team to Birmingham for the 2021-22 season. We had our first program with them in December and plan to participate in a literacy program at Legacy Arena on March 7, 2022.

new ways to **Connect**

This year, in an effort to attract non-traditional library users, we ventured into the world of sports with our first fantasy football league. Sports have been a big part of literary history. Jack Kerouac entered Columbia on a football scholarship; Tom Wolfe played baseball in high school, college and semi-professionally; and Stephen King is a baseball fanatic. We hosted several leagues for various skill levels with an end of season party and awards.



In July, we opened our puzzle exchange. This is a brand new service unlike any other we've had at the library. Patrons are able to swap their old puzzles for different ones from the exchange. Patrons can keep the puzzle, swap it for another puzzle, or simply return it to our nonfiction department for someone else to enjoy. Since its launch, the exchange has been a big hit with our patrons and a great success. We had 40 donations and 37 exchanges in our first month.

the return of
Staff Day

**EVE
RYO
NE.**

**Hoover Public Library
Staff Training and Awards Program
Tuesday, November 30, 2021**

This past year, we were excited to have our annual Staff Day back with a commitment to diversity and inclusion. It was a fun time of learning and sharing together headlined by our guest speaker, Melva Tate. Ms. Tate spoke on diversity, equality and inclusion, which is a critical skill set for customer service and public service.

While Melva's official title is Human Capital Strategist, she's best described as a networking master and high-energy coach. Her passion is seeing people and companies flourish, and she is driven to nurture dreams and cultivate relationships.

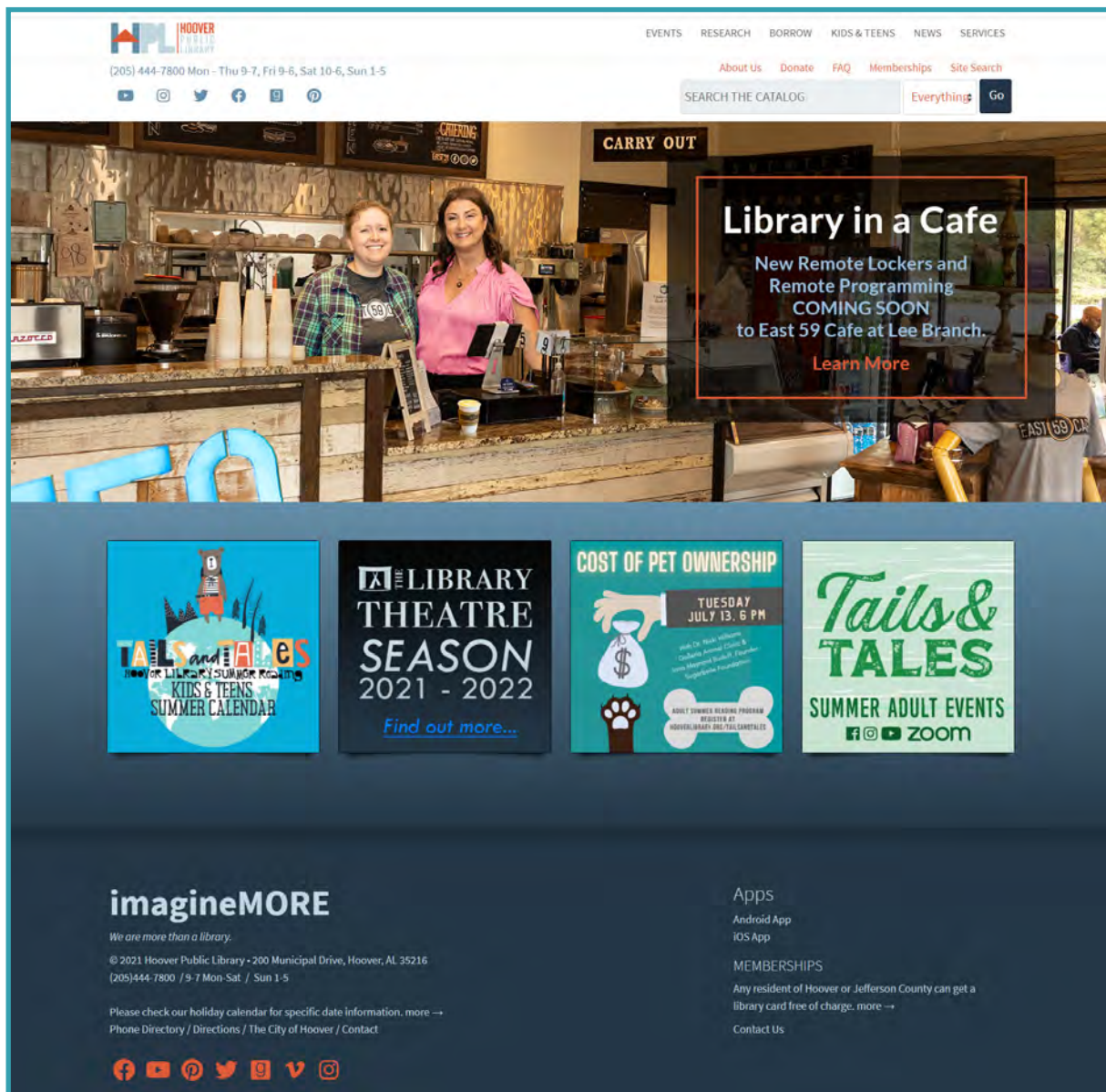
Melva Tate lives by one rule: "Put in the work," and she's been putting in the work for more than two decades, serving as the Director of HR & Administration for two start-up organizations. She's also a radio personality, best-selling author, and a feature writer and contributor to leading newspapers and magazines.



AWARDS



new & improved Website



One of our marketing goals has been to revamp our website. As this is a massive undertaking, we started preparing for the change in 2020. As 2021 came, we were ready to organize and develop our site for public use. Our team worked tirelessly to create a site from the ground up. We wanted it to be clean and attractive, easy to navigate and even easier to update, maintain and utilize.

LONG RANGE PLAN

2022
thru
2026

MORE
INCLUSION
&
DIVERSITY

BETTER
COMMUNICATION
WITH
PATRONS

VARIETY
OF
COHESIVE
PROGRAMS

ADAPTABLE
SOCIAL
MEDIA
PLAN

SERVICES
& NON-
TRADITIONAL
ITEMS

DEVELOP &
ORGANIZE
EXISTING
SPACE

APPLY
BUILDING
IMPROVEMENTS

INCREASE
COMMUNITY
ENGAGEMENT

BETTER
UTILIZATION OF
EMPLOYEE
STRENGTHS

