



Bettendorf
PUBLIC LIBRARY

ANNUAL REPORT

FY 2024-2025



A Letter From the Director

Every year, as we gather our usage statistics and draft our annual reports, I'm amazed by the incredible things our talented staff has accomplished, and I'm also struck by the overwhelming support from our library users and volunteers.

The success of the library is not just measured by the number of books checked out, programs attended, or computer logged into. It's measured through the impact we have on our patrons and the community we create within our building. Success is seeing people's faces light up as they exclaim, "Oh, I LOVE the library!" when I tell them what I do for a living. It's watching library users stop to chat with staff or pop their heads into our Creation Studio to see what projects are being worked on. It's seeing the artwork our Teen Leadership Committee has drawn on the Quad windows to make the space more enticing to their peers and watching little ones excitedly run to the programming room for storytime.

Throughout this document, we've collected stories people have shared with us over the last year. We hope that combined with our statistics, these testimonials provide a better understanding of who we are and what our work provides to our city. We're more than just books. We're community.

Jillian Aschliman
Library Director





"I've received great service at the service desks. The library staff is so helpful, patient, and knowledgeable, and I really appreciate their assistance with my many questions."

—LIBRARY BOARD OF TRUSTEES MEMBER

A New Staffing Model

To better serve our community

In recent years, it had become apparent the Bettendorf Public Library's staffing structure had reached its limit and was hindering the library's growth. In the summer of 2024, we restructured staff to achieve three goals:

1. Specialization: empowering staff to focus on specific areas within scalable roles
2. Improved communication: enhancing dialogue among staff and with our community
3. Expansion of existing services

We reorganized our divisions from Youth Services, Adult Services, Technical Services, and Circulation into Programming and Public Services, Collection Services, and Customer Service.

The restructure has allowed for additional cross-training for Customer Service staff, resulting in greater scheduling flexibility and a more well-rounded, knowledgeable staff. That means fewer stops for library visitors to get the help they need!

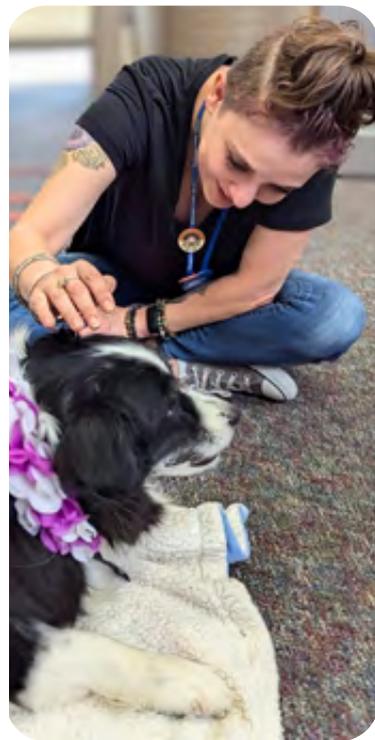


Some nonfiction sections have doubled or tripled in circulation since the completion of the project. ↓



Meanwhile, Collection Services revitalized the nonfiction section to make it more dynamic and enhance browsing for visitors. They've also streamlined the ordering, cataloging, and processing procedures, allowing library users to access items more quickly.

Programming and Public Services has seen greater collaboration in program planning, particularly for events like seasonal reading programs. While staff maintains diverse librarianship experiences, they can focus more intentionally on programming. Additionally, the restructure has enhanced marketing consistency and improved outreach effectiveness.



“Growing up my mom was a librarian in my hometown. I learned to always get a library card each time we move. Libraries are a necessity for a successful community.”

—LIBRARY USER

By the Numbers



19,638
Total Library
Cardholders



22,796
Computer Uses



582,763
Items Circulated



2,011
Outreach Visits



217,949
Library Visitors



404
Public Meetings

2,037

new people
joined the library

8.5%

increase in use of
computers with
internet access

Total Income

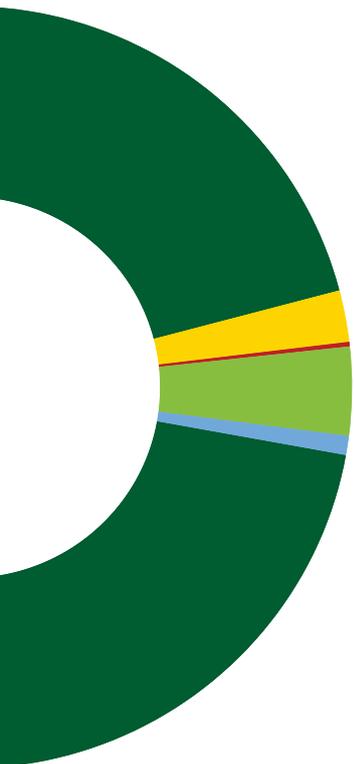
\$4,164,916

- City of Bettendorf: 93.1%
- State Library of Iowa: 2.2%
- Grants: .2%
- Endowments & Gifts: 3.8%
- Fines & Fees: .8%

Total Expenditures

\$3,948,630

- Salaries & Benefits: 78.4% ■
- Physical Collection: 6.2% ■
- Digital Content & Databases: 3.9% ■
- Operations: 11.5% ■



The Collection

Collection Expenditures

\$398,648

- Print Physical Collection: 48.2%
- Audio Physical Collection: 5%
- Video Physical Collection: 7.1%
- Library of Things Collection: 1.5%
- Ebook Collection: 9.6%
- Downloadable Audiobook Collection: 11.3%
- Databases & Other Digital Content: 17.3%



Increased Audiobook Use

Life is busy, and more library users are turning to audiobooks to get their reading in. There was a **15.6 percent** increase in audiobook usage this year compared to the previous year.



Newly Added

In response to public feedback, we added video games and board games to the library's collection in the fall of 2024. The video games in particular have been immensely popular!

Top Video Games



"I so appreciate the diverse books you have! Thank you for keeping different perspectives on the shelves."

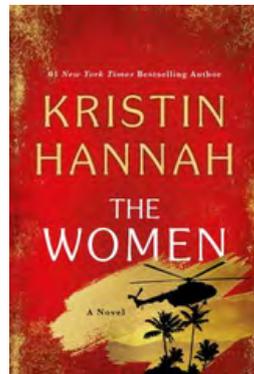
—LIBRARY USER

Top Checkouts

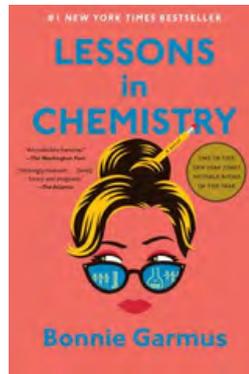
ADULT



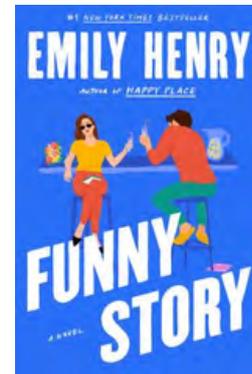
EQUIPMENT
Hotspot



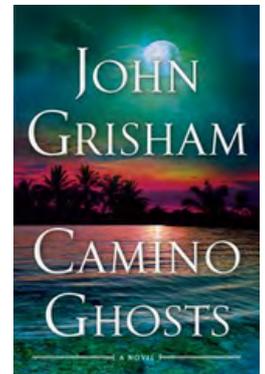
FICTION
The Women
Kristin Hannah



FICTION
Lessons in Chemistry
Bonnie Garmus



FICTION
Funny Story
Emily Henry

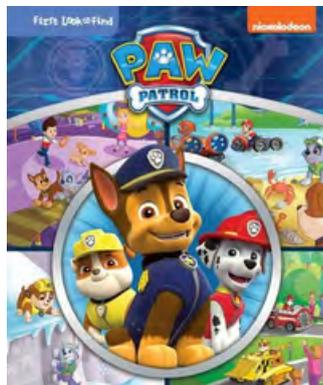


FICTION
Camino Ghosts
John Grisham

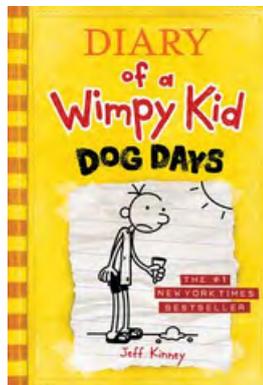
CHILDREN'S



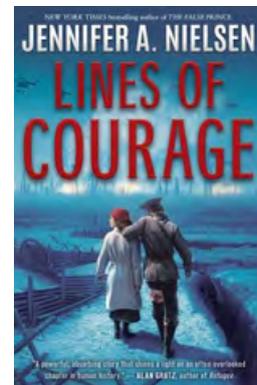
FICTION
The Midnight Children
Dan Gemeinhart



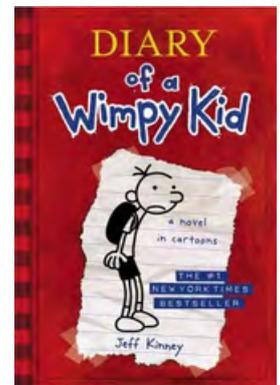
PICTURE BOOK
Paw Patrol



FICTION
Diary of a Wimpy Kid: Dog Days
Jeff Kinney



FICTION
Lines of Courage
Jennifer A. Nielsen



FICTION
Diary of a Wimpy Kid: Greg Heffley's Journal
Jeff Kinney

Checkouts by Intended Audience

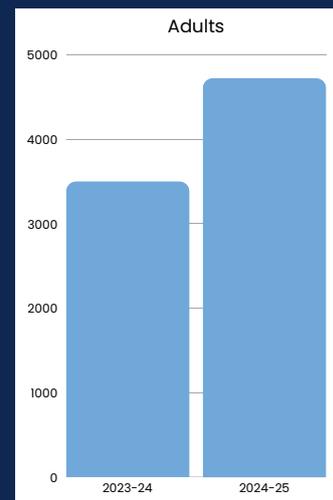
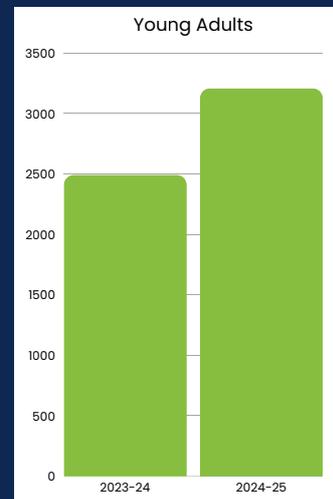
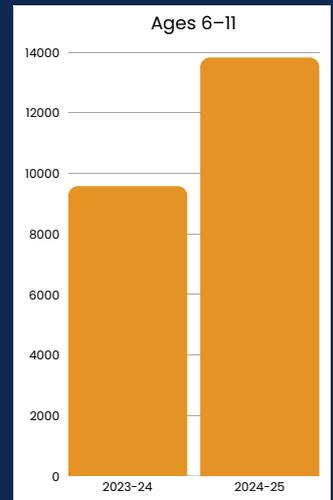


“The library has safe spaces for youth, programming for families, activities for for seniors, and programs for the whole community. A library is where people learn to come together as a community, and it is vital to us all.”

—LIBRARY USER



Event attendance increased across nearly all age ranges last year.



Hosting Events

Providing social, educational, and culture activities for all ages

This year, we focused on quality rather than quantity with our library events. Although we offered 61 fewer programs, attendance increased by **8.7 percent** across all events. Much of this growth occurred outside the library as we strive to connect with our community. Our outreach events saw a **26.9 percent** rise in attendance compared to the previous year.

29,120

library event attendees

1,349

Take-Home Kits provided

4,210

reading program participants



“My daughter sometimes has a rough time at school and considers the library her safe space. She absolutely loves spending her time there, and the [RPG] program has been a lifesaver.”
—LIBRARY USER



Teen Events

Our teen offerings experienced significant growth over the past year. Last year, we held 107 teen-focused events. This year, that jumped to **169 events**. Our Mario Kart Tournament during spring break was so popular that we introduced weekly tournaments in the summer. Overall, attendance at library events for teens increased by **28.8 percent** from the previous year.



Online Author Talks

The first year of online author talks brought 2-3 livestreamed events monthly with bestselling authors, featuring interactive Q&A sessions. All events are recorded and accessible for later viewing. Highlights from the past year include talks with authors Shelby Van Pelt, Elizabeth Acevedo, and TJ Klune.

10,739

online author talk views



“This was my first webinar. I enjoyed it very much and can't wait to sign up for more.”

—LIBRARY USER REGARDING TJ KLUNE AUTHOR TALK

Event Highlights

1. Discovery Fair

This annual event offers fun and educational activities for families across the entire Learning Campus.

Attendance
2,300



"We enjoyed all the hands on! Both my 10- and 3-year-old look forward to this event."

—LIBRARY USER



Concerts

10

Attendance

4,211

2. Summer Concert Series

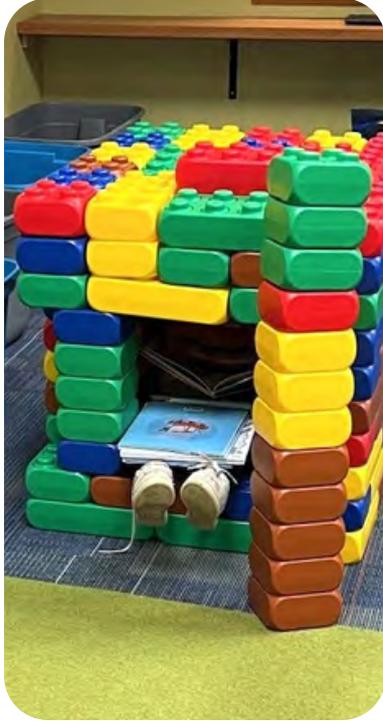
Every summer, we hold weekly outdoor concerts with popular Quad Cities bands, bringing families and friends together for music and memories.



3. A Home for EveryBunny.

We met adoptable bunnies from Iowa's only rabbit rescue and learned how to care for these unique pets.





“So glad to find books about kids and gender expression! Thanks for helping our family.”
—LIBRARY USER



A Welcoming Place for All

With a mission of providing access to information and ideas for all, the Bettendorf Public Library strives to ensure everyone feels welcome within our walls and at our community events.

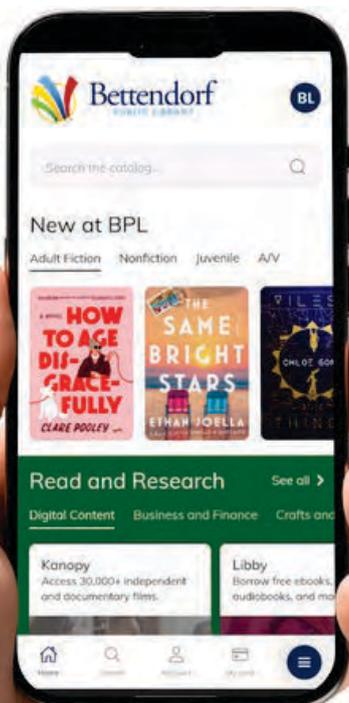
Dementia Friendly Library

To further that mission, staff completed training with Dementia Friendly America to make the library a Dementia Friendly Organization. We explored the fundamentals of dementia to understand its nature, the experience of living with it, and effective ways to communicate and support those affected.



Providing Services

Library staff serves our community in countless ways. From answering reference questions, to helping print documents, to fulfilling hold requests for materials, we are here to provide resources and information to our community. During a tour of all City of Bettendorf facilities, one resident was so excited about what they saw at the library that they returned the same weekend to fill out a library card application!



Bettendorf Public Library App

In the beginning of 2024, the library launched a mobile app, ensuring you are never without your library card. Manage all your family's accounts on one device, check out with a digital card, scan the ISBN of any book while shopping to see if the library owns it, place holds, reserve a meeting room, and much more. The app makes it easy to access all the library offers.

180

home visits made to those unable to access the library independently

18,476

reference questions answered

Helping Everyone Be a Maker



The Creation Studio

The Library's Creation Studio makerspace offers community access to new and emerging technologies that inspire interest in creativity, design, and STEAM activities. It's a community workshop in which makers can work on personal projects while sharing equipment, ideas, and knowledge with other makers.

This space continues to see growth, with a **40.7 percent** increase in use compared to the previous year. New to the makerspace is sublimation printing, a specialized print method that permanently binds ink to your material. We also introduced Skill Building Sessions, providing appointment-based, one-on-one or small-group learning time for Creation Studio equipment with a library staff member.



One of our most popular social media posts of the year was about gel plate printing! You can check out a gel plate printing kit with your library card and then elevate your artwork by creating a template in the Creation Studio.

1,311

people used
the Creation
Studio



Friends of the Library

The Friends of the Bettendorf Public Library make our numerous programs possible. Funding for monthly events, as well as for most reading programs, comes from this dedicated volunteer group.

The Friends approved over **\$46,786.32** in funding for projects requested by the library for the year, most which came from the Friends' bookshop in the lobby of the library.



Friends
OF THE BETTENDORF
PUBLIC LIBRARY



Lucky Day

To make library materials more accessible, the Friends rebranded their "Rapid Reads" collection to "Lucky Day." The collection consists of popular titles that typically have a long wait list. Previously, the books cost \$3 for a two-week checkout, and now they check out for free!



↑ 146%
increase in circulation after
Rapid Reads became Lucky Day



Bettendorf Public Library Foundation

Helping us increase community engagement

BETTENDORF
PUBLIC LIBRARY
FOUNDATION

Outreach Vehicle

In the fall of 2024, the Bettendorf Public Library Foundation started fundraising for the Library's new outreach vehicle—and met their goal of **\$255,000** within eight months! Funding came from grants, sponsors, and donations from library users. Our new vehicle has been ordered, and you can look forward to seeing us out and about in the community in the spring of 2026!



Two young library users (ages 4 and 6), were so moved by the idea of expanding library services that they each donated \$10 from their savings to the outreach vehicle fund!

Revitalized Website

The Foundation secured a grant to modernize the library's website, making it easier for our community to find library information and resources. Within the first month, our organic search results went up **20 percent**. That means more people finding library services!

Welcome to the
Bettendorf Library.

Creation Studio Makerspace

Library: Read, Watch, & Listen

Discover Online Resources

Discover Online Resources and Trusted Research Databases

Access premium online resources for free, 24/7 with your library card! Here you can access local news, learn a new language, find a new recipe, and so much more! Please note that many of the following pages require entering your library card's bar code to view the content, so it's a good idea to have your library card at the ready. We have also included several quick-start guides should you wish to view a tutorial on how to use that particular set of content.

Library Resources and Databases

Library Resources and Databases

- Newspapers, Magazines, and Journals
- Business, Finance, and Employment Assistance
- Health and Medicine

Learn and Develop Skills

Reading Resources

Learn and Develop Skills



The Bettendorf Library has always been and will always be my safe place.”
—LIBRARY USER



Thank You

For another great year

 (563) 344-4175

 2950 Learning Campus Drive
Bettendorf, IA 52722

 www.bettendorflibrary.com

 Monday–Thursday: 9 a.m.–8 p.m.
Friday–Saturday: 9 a.m.–5:30 p.m.
Sunday: 1 p.m.–4 p.m. (Sept.–May)

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