
ANNUAL IMPACT REPORT



**Our mission is
to enrich the
residents of
Porter County
through
discovery,
exploration,
and the
sharing of
books and
resources.**

Words from the Community

PCPLS patrons left us glowing reviews in 2022!



"This Library is an underutilized resource in the community. The improvements to the interior environment, display of books, open space, fun stuff in the children's section and the newly created [Rotary Garden] has created a healthy destination to relax and enjoy yourself."



"What a wonderful experience. So many activities, great selection and [the employees] working were super kind and helpful."

"[The staff are] just good people who do great work and add to a good day."

"I've always loved this library and still do!!"

"[PCPLS is] loaded with unlimited resources for the public's enjoyment. Good Stuff! "

"This library has some of the most friendly and helpful staff and their children's area is really improving. There are a great many different items to borrow (aside from books) and the displays are always fresh; lots of new materials arrive regularly. This library is a great asset to the community and I highly recommend it!"

"I'd live in these walls if I could... hearing [staff] quickly and adeptly respond to patrons' individual needs in kind, polite ways brought joy to my face."

"I am continually blown away by this library. They are so good to our children and I love bringing my kids there. [The] library is unrivaled. This library is truly exceptional."



PCPLS

by the numbers

20

New
Patrons:
5,635

Total
Cardholders:
53,991

Total Visits to Our
Branches:
376,047

22

Physical Materials
Circulated:
506,588

Digital Materials
Circulated:
384,488

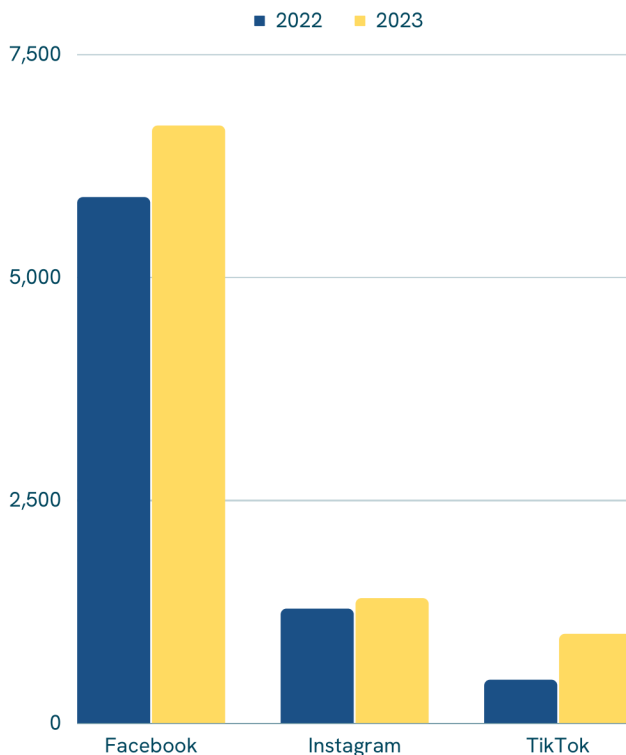
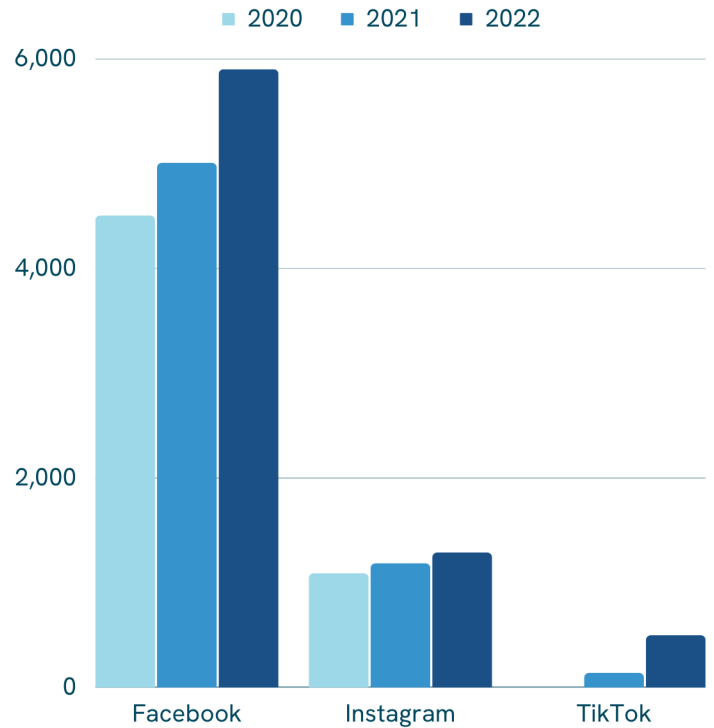
*Total Dollars Saved
by Patrons:
\$17,646,007

*Savings calculated based on what patrons might've spent on physical and digital materials, services, and more.

social media growth

Analyzing our social media performance over the past three years, it becomes clear that our following has steadily increased across platforms.

Our consistent posting of library happenings and our usage of our social media as a two-way communication channel for patrons continues to help us grow our engagement.



projections

for 2023

Based on current social media trends, our marketing team is projecting an increase of 1,000 followers on Facebook, 100 followers on Instagram, and 500 followers on TikTok in 2023.



EXPANDING OUR RESOURCES

In 2022, PCPLS joined not one, but two Indiana library consortia. A consortium is a group of organizations pooling their resources (in our case, our materials + offerings) for a greater goal (expanding our offerings and saving money). By joining Evergreen and IDL, we saved over \$40,000 in 2022!

EVERGREEN INDIANA

Evergreen Indiana is a library consortium that consists of over 100 public Indiana libraries sharing their materials and resources with one another. By joining Evergreen, we've expanded our collection to over five million items!



**INDIANA
DIGITAL
LIBRARY**

INDIANA DIGITAL LIBRARY

The Indiana Digital Library was founded in 2022, and PCPLS had a large role in the founding and creation, which expanded digital offerings to over 200 public libraries in Indiana. This consortium shares e-materials (e-books, e-audiobooks), saving taxpayers thousands of dollars a year.

CHECK IT OUT!

Our collection is huge.
We've got it all...

TOTAL PHYSICAL MATERIALS:

BOOKS: 375,335

DVDS: 48,550

PERIODICALS: 289

CDS: 15,141

TOTAL CHECKOUTS FOR 2022:

506,588

PHYSICAL
MATERIALS

384,488

DIGITAL
MATERIALS

DID YOU KNOW...

PCPLS ALSO OFFERS WI-FI HOTSPOTS FOR CHECKOUT, AS WELL AS STEAM KITS, BOOK CLUB KITS, GAME SYSTEMS, AND MORE!

TOTAL DIGITAL MATERIALS:

EBOOKS + AUDIOBOOKS:	1,277,265
GRAPHIC NOVELS:	26,795
MAGAZINES:	4,427
MUSIC ALBUMS:	354,451

TOTAL CARDHOLDERS:

2022: 53,991

THIS IS A 7%
INCREASE
FROM LAST
YEAR'S TOTAL,
50,537!

BABIES, TODDLERS, & CHILDREN





PCPLS: FOR THE KIDS!

PCPLS STRIVES TO OFFER AN EXPANSIVE RANGE OF SERVICES, MATERIALS, AND ACTIVITIES FOR OUR COMMUNITY'S CHILDREN AND FAMILIES!

SOME OF OUR MOST POPULAR CHILDREN'S OFFERINGS ARE...

- PROGRAMS
- STEAM LEARNING KITS
- OUR EDUCATOR TOOLKIT
- BOOK TASTINGS
- LIBRARY TOURS

WE ALSO MAKE SURE OUR COMMUNITY'S KIDS CAN ENJOY THE LIBRARY'S OFFERINGS OUTSIDE OF THE LIBRARY, BY OFFERING...

- MOBILE APPS
- DIGITAL RESOURCES FOR LEARNING + ENTERTAINMENT
- TAKE-HOME ACTIVITIES AND READING CHALLENGES
- ACTIVITIES + EVENTS CO-HOSTED WITH COMMUNITY PARTNERS!

READING CHALLENGES

SUMMER READING CHALLENGE *2022: Oceans of Possibilities*

Our 2022 summer reading included visits from Humane Indiana, Porter County Recycling, SmartyPants the Balloon Artist, and more! Our largest reading challenge of the year, 2022's Summer Reading included over 2,400 participants of all ages, over 20,000 books read, and nearly 850,000 minutes read.



FALL READING CHALLENGE *Our first annual HallowRead!*

In 2022, we hosted our first annual HallowRead - a short and sweet reading challenge for the month of October, with the goal of encouraging daily reading throughout the school and work year. All participants could log their reading, as well as a variety of fall activities, through our Beanstack reading app. All participants earned a PCPLS HallowRead 2022 button.

WINTER READING CHALLENGE *2022 - 2023: Winter Flurries*

Our annual winter reading challenge takes place with Porter County schools' winter break in mind, in hopes of giving patrons the most free time possible to participate. This year, participants were able to choose from a mixture of snow-themed activities and reading increments to complete the challenge. All participants received a Winter Flurries button, and five participants won a winter-themed basket of goodies.



QUICK MATH...

Kids' checkout stats

eBook & eAudio checkouts

19,929

Book checkouts

282,891

M
O
R
E

W
A
Y
S

T
O

L
E
A
R
N

Digital Offerings



A to Z the World

Learn about countries & cultures around the globe!



Beanstack

Track your reading progress for challenges + fun!



Brainfuse HelpNow

Tutoring, writing assistance, 24/7 homework help + more!



Inspire

Indiana's digital library with access to over 40 databases!



Little Pim + Mango

Learn languages with exercises, videos, and more!



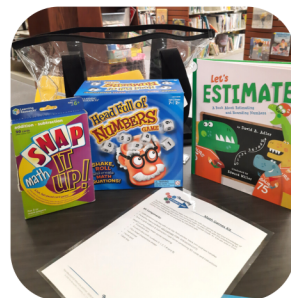
Tumblebooks

Children's eBooks aloud with a cursor that follows along!

New Additions

Steam Kits

Our Penworthy STEAM to Go! kits provide fun, hands-on learning tools for a variety of ages.



Bag of Books

These curated bags are for those who have a certain theme in mind (princesses, dinosaurs, you name it!)

Community Partners



TUNE IN FOR...

PROGRAMMING + OUTREACH

PCPLS offers programs tailored towards every age group, with activities that touch on a variety of interests. With programming for babies, toddlers, elementary, middle, and high schoolers, everyone has a place!

See all of our events at bit.ly/PCPLSEvents



Children create scratch-art bookmarks at our first annual Fall Fest.



Porter County Recycling's Allison Anderson hosts "Lovely Ladybugs" at the Hebron branch as part of our 2022 Summer Reading program.

PCPLS loves to bring our programming and experiences to the kids as well! In 2022, we worked with 169 classes, Girl Scout troops, and community groups to help share our library's resources and educate all ages on what we have to offer!

Total number of programs for 0-18:	604
Total kids' program attendees in 2022:	15,313
Average number of programs per month:	51
Average number of attendees per program:	26



Programming Coordinator Ashley Montelongo illustrates PCPLS's sidewalk square at Valparaiso's annual Chalk the Walk event, hosted by the Family + Youth Services Bureau.



The City of Valparaiso's Birds of Paradise Kick-Off in the Rotary Garden was a blast for patrons of all ages!



Top row of photos from left to right: Artist Melissa Washburn displays the Birds of Paradise coloring book she illustrated for the project, a patron receives an airbrush bird tattoo, and a patron poses against our wooden bird-wing art display.

Bottom photo: Valparaiso team member Allison G. creates bird illustrations on the sidewalk surrounding the Rotary Library Garden.



TEENS AND ADULTS

CIRCULATION CELEBRATION

18,676

YA
books

checked out

203,856

Adult
books

checked out

11,975

YA
eBooks

checked out

157,627

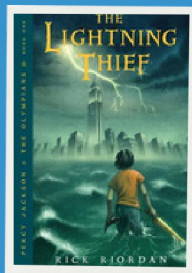
Adult
eBooks

checked out

Teens make up a small but mighty portion of our cardholders, and they just can't put these titles down!



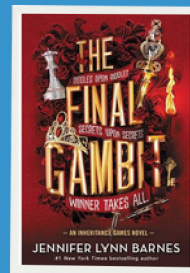
The Ballad of Songbirds & Snakes
by Suzanne Collins



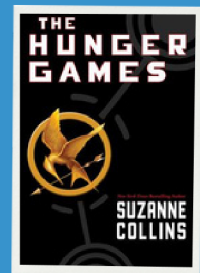
The Lightning Thief
by Rick Riordan



Speak
by Laurie Halse Anderson

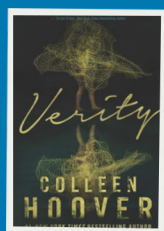


The Final Gambit
by Jennifer Lynn Barnes

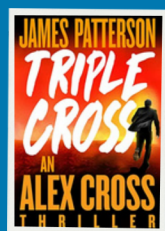


The Hunger Games
by Suzanne Collins

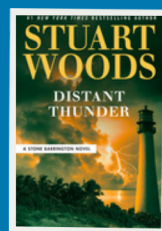
Adult cardholders make up 79% of our patrons. They really have a sweet spot for these books!



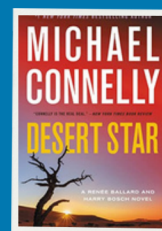
Verity
by Colleen Hoover



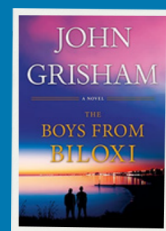
Triple Cross
by James Patterson



Distant Thunder
by Stuart Woods



Desert Star
by Michael Connelly



The Boys from Biloxi
by John Grisham

THE DIGITAL AGE AT PCPLS

Resources

Our digital resources are free for all patrons - and nearly all of them can be accessed remotely from anywhere with internet.

With resources covering everything from automotive repair to business and legal advice, crafting and creating to reading and streaming, and so much in between, we offer something for everyone.

By taking advantage of our digital resources, patrons saved \$2,773,927.80 last year!

In 2022, our digital resource use increased by 9% - coming in at 139,039 uses by our patrons.

Pay for eBooks? Never!

PCPLS offers eBooks that patrons can download directly to their tablets, phones, or even just read via computer at any time. Want something we don't have? Request a purchase in the Libby app and we'll handle the rest.

Online Learning

Through GreatCourses, Craftsy, InfoBase Learning Cloud, Universal Class, and Mango Languages, PCPLS offers hundreds of hours of online classes in the form of interactive coursework, step-by-step video tutorials, self-paced lectures, and more. These courses serve as a great chance for community members to further their education without having to pay out of pocket.



SERVICES

Copying
+ Faxing

Exam
Proctoring

Notarizing

Small
Business
Toolkit

WiFi

Meeting +
Conference
Spaces

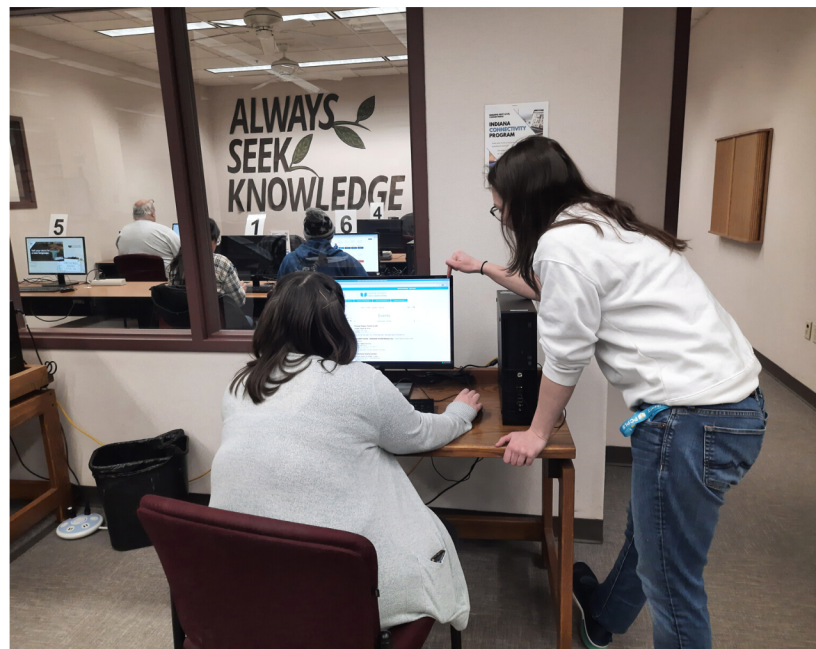
Computer
+ Laptop
Usage

Zoom
Rooms

Study
Rooms

PCPLS's services are utilized nearly as much as our books!

Using these services in 2022, patrons saved *over six million dollars.*



COMMUNITY ENGAGEMENT

PCPLS is always active in our community – we co-host events with community partners, and attend their events as well!



Valparaiso International Center's annual World Cultural Fest was a huge success in 2022, and a great way for PCPLS to be more active in our community.



PCPLS staff hosted a booth at the Valparaiso Creative Council's SK8 community fundraiser last August.



PCPLS's 2022 Spring Cleaning Book Drive in partnership with Porter County Recycling was a hit, with thousands of books donated.

Partnerships & Collaborations





LIBRARIES ARE FOR EVERYONE

INCLUSION & ACCESSIBILITY



Dyslexia Friendly Text + Large Print Materials

Curbside Pickup + Home Delivery



Accessible Catalog Computers

Multilingual materials + Mango Languages



ORGANIZATIONS WE PARTNER WITH TO EXPAND INCLUSION AND ACCESSIBILITY IN PORTER COUNTY

Valparaiso Police Department



Goodwill & Opportunity Enterprise



Opportunity Enterprise Respite Center



Housing Opportunities



Valparaiso International Center & Compass International Family Center



NEW TO PCPLS

PORTER COUNTY
PUBLIC LIBRARY SYSTEM



GETTING OUTSIDE THE WALLS

STORYWALKS

Permanent StoryWalks



Butterfly Meadows Park



Rotary Library Garden



Sunset Hill Farm County Park

Temporary StoryWalks

- Local School Corporations
 - Portage Community Schools
- Event Collaborations
 - Dunes LitFest

Collaborative StoryWalks

- Girl Scout Troops
- School Classes
 - Central Elementary
- Local Authors
 - Kristina Cherep
 - Julie Wennekes

LIBRARY GARDENS



Rotary Library Garden

The Rotary Library Garden at the Valparaiso branch was completed and debuted in 2021, and since then has been a soaring success for community gatherings, class field trips, and library programs!

Coming Soon: Library Garden Expansion

Thanks to \$700,000 of ARPA funding allocated by Porter County, we will be making gardens a reality at all of our branches! The City of Portage will be contributing \$800,000 towards the Portage Library Garden, with PCPLS contributing an additional \$140,000 to be put towards these gardens, as well.



**Portage
2023**



**Kouts
2023**



**Hebron
2024**



**South Haven
2024**



Our StoryWalks have been host to plenty of fun events, and have become a staple in Porter County's parks and gardens.



Top photo: Our Rotary Library Garden StoryWalk hosts a Money Smart Week story in collaboration with Purdue Extension.

Bottom row of photos from left to right: Local author and patron Kristina Cherep signs copies of her book My Rainbow of Emotions, at her Not So Spooky Halloween StoryWalk event; Cherep reads aloud to children at StoryWalk read-along events.

PCPLS MERCHANDISE



In 2022, we wanted to think outside the box with how to promote our library system, while also offering something fun for the community. Alas, the PCPLS merchandise store was born!



Babies + Kids



Teens + Adults



Gifts + Accessories

The PCPLS merch store operates at cost, meaning that all merchandise is sold for no profit. We want to provide an affordable and fun opportunity for both patrons and staff to show their PCPLS pride and put the our library system's name out into the community.

visit our merchandise store at
pcpls.myshopify.com

UPDATES & UPGRADES

FACILITIES IMPROVEMENTS

Repairs & Replacements

2022 was a big year for repair and replacement projects at PCPLS.

The Hebron branch underwent major construction on the building's entrance, including replacement of the exterior doors, railings, and staircase.

Portage and Valparaiso both also had exterior doors replaced, and major HVAC work. Replacements were ongoing at the South Haven, Portage, and Valparaiso branches for a majority of the year.

The Valparaiso branch also received a fresh paint and seal in the parking lot.

Going Green

In 2022, we saw PCPLS making a more conscious effort to "go green" wherever possible - from prioritizing our use of digital marketing materials (saving plenty of paper and trees) to our new water bottle refill stations (below) at Kouts, Portage, and Valparaiso!



Furniture

PCPLS was able to allocate funds via a state ARP grant to purchase new comfy chairs for all of our branches, a long time request from our patrons.

The teen areas at the Kouts and South Haven branches also received sleek, tall, cafe-style tables and chairs. These tables make a great addition to each area and add a more modern touch for our young adults!

UPDATES & UPGRADES

CHILDREN'S OFFERINGS

Children's Department Redesign

The end of 2022 saw the beginning of a redevelopment of the children's department layouts at our branches.

Our Youth Services areas are being rearranged to provide more open spaces for kids to sit, work, and play.

We were able to order new, easily cleanable vibrant tables and chairs for the kids to enjoy, as well as some fun and interactive pieces, like our giant rideable snake (which doubles as a large bench seat)!

January of 2023, we introduced these additions and saw great reception from patrons. We cannot wait to continue to rework our children's departments throughout the upcoming months.

Professionally Made Carnival Games

In November 2022, PCPLS placed an order for a variety of professionally built and painted wooden carnival games - skeeball, a Nerf range, high striker, and milk bottle toss.

This one time purchase will be a long term benefit for all of our branches, as it allows us to provide professional-grade entertainment to our patrons, without the cost of rentals, cheaply made one-time use games, or taking staff away from patron services.



Book a Librarian

"Book a Librarian" is a new resource we've implemented that aims to connect local schools and businesses with the library for additional programming.

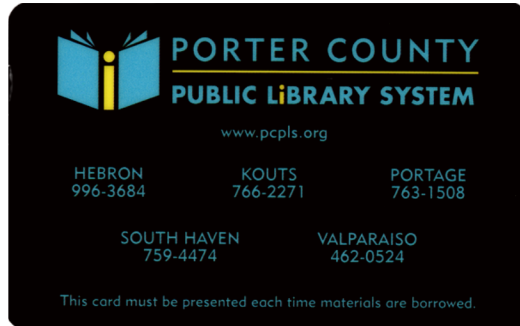
This resource is available on our website, and can be booked up to four months out, but must be booked one week in advance. Those who use the Book a Librarian tool are paired with librarian(s) who will collaborate with them on a curated program either at the library or at their location (classroom, business, etc).



UPDATES & UPGRADES

PCPLS BRANDING + MARKETING

Library Cards



former PCPLS library cards



refreshed PCPLS library cards

Digital Display Integration



Wall-mounted hand sanitizing stations double as digital flyer displays to promote library materials, events, and resources.

PCPLS has been working on quite a few changes to our marketing materials both inside and outside of the library. We want to be easily identifiable, fun, and lively, while also promoting what our library system is all about!

One major shift we made in 2022 was transforming our library cards. Our previous cards solely identified the name of our library system and the contact information in our library teal and yellow on solid black - the legibility was not ideal, and there was no identification of what we represent. PCPLS's new cards feature an illustration of the Indiana Dunes, complete with a trail of books flying away from our logo - very quickly making us recognizable as Porter County, and as a library, while also being more light and fun! Our website and branch info has been shifted to the back of the cards, so that it is still readily available.

Our Marketing and IT teams also worked together to learn how to broadcast digital flyers via our handsanitizing stations. These flyers can be updated in an instant to advertise our resources and events all year long!

UPDATES & UPGRADES

PCPLS BRANDING + MARKETING

PCPLS Color Palette



former brand colors

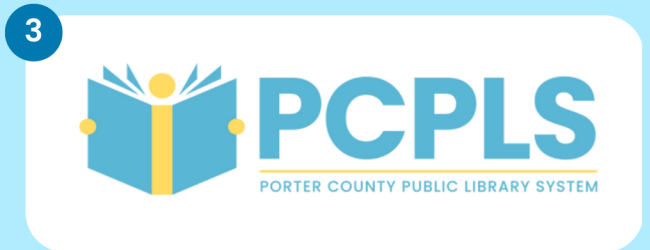


refreshed brand colors

Logo Design



former logo variations



refreshed logo variations

PCPLS's branding has undergone some changes over the past year, including a shift in our color palette and our logo. A cohesive brand is imperative in making PCPLS more easily recognizable.

When revamping our color palette, we wanted to stay close to our previous yellow and teal, while making the colors more versatile, modern, and clean. We decided to shift to a more true blue, and a lighter, more fresh yellow. We also added a wider range of blues, as to provide versatility while still being cohesive.

Our emblem (1) has been updated so that it is more identifiable as a person reading a book, and has been made sleeker and more refined. PCPLS's primary logo (2) has been transformed to Poppins Extrabold font, which is more legible, and now incorporates our emblem, making it more easily recognizable. The formal logo (3) now focuses more heavily on identifying us as PCPLS, while adding in our full title, Porter County Public Library System, as a subheading.



FINANCES & FUNDING

GIVING BACK TO THE LIBRARY

Amazon Smile



Our patrons donated \$288.03 to PCPLS this year with Amazon Smile. This money was donated as they shop, without any added cost to them.

Friends of the Library

The Friends of the Library is a nonprofit organization that raises funds and promotes the library. This year the Friends have raised over \$33,000.



That money has helped to fund Summer and Winter Reading Prizes, scholarships to further staff education, and more. Their next project is to raise funds for a new outreach vehicle and allow us to

continue to bring the library to you, our patrons.

Volunteers at PCPLS

We are thankful for our awesome team of volunteers at the Porter County Public Library System. Opportunities vary and can include outdoor maintenance, light cleaning, and shelving books. This year, volunteers offered over 1000 total hours of their time to help our library continue to thrive.

Library Garden Contributions



PCPLS continues to grow our outdoor spaces. Support this growth through naming opportunities, sponsorships and other donation opportunities.

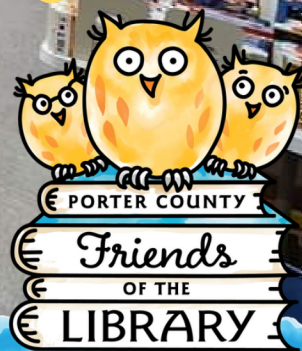
To support us, visit bit.ly/SupportPCPLS



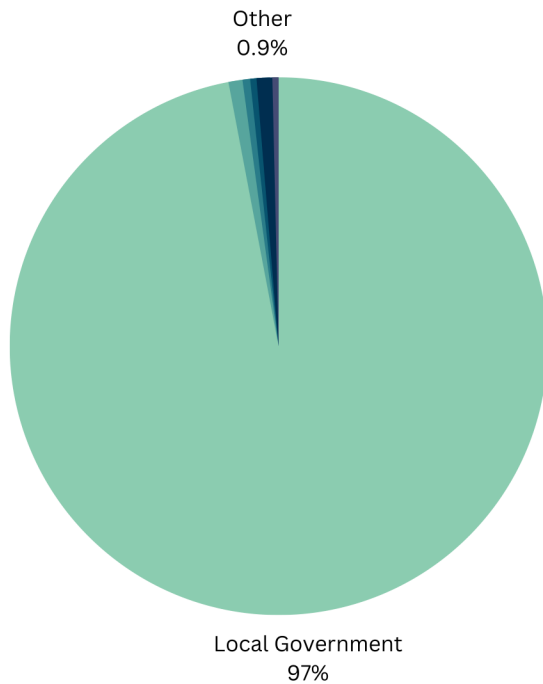
Our Friends of the Library members volunteer their time at our programs, Holiday open houses, and outreach events all year long!



Did you know the Friends of the Library book sales can raise an average of \$1,000-\$2,000?



REVENUE



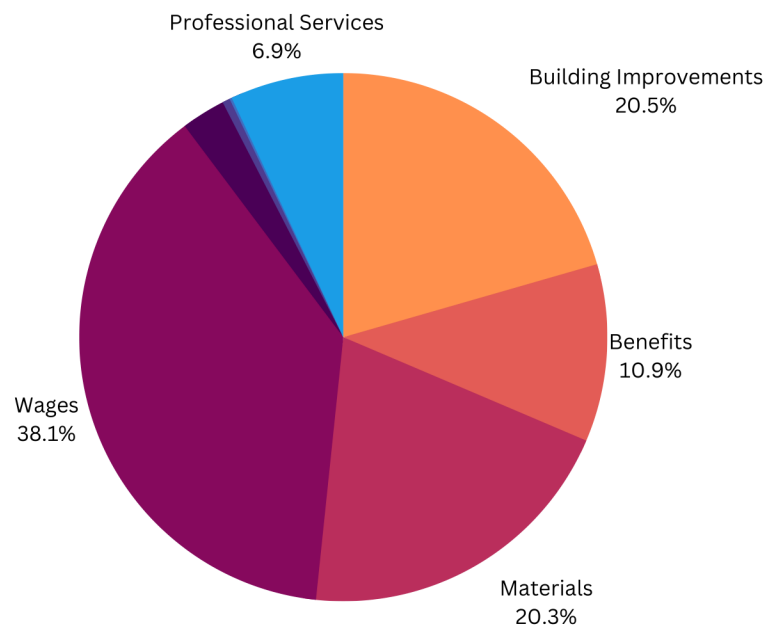
Local gov.	\$6,678,766
State gov.	\$31,560
Federal gov.	\$26,050
Fees	\$57,993
Donations + Grants	\$25,675
Other	\$64,553

\$38.70
per capita tax
expenditure

per capita
tax levy
\$39.97

EXPENSES

Wages	\$2,533,889
Benefits	\$722,339
Materials	\$1,347,048
Facilities	\$1,366,570
Professional services	\$462,165
Programming	
Supplies, furniture + equipment	\$31,071
Other	\$179,528
	\$9,288



DONATIONS & SPONSORSHIPS

PCPLS is very lucky to be part of a community that loves to give back. We are so thankful for the generosity of our donors, whose contributions allow us to provide more for our patrons and improve our libraries. Donations over the past year have helped us offer incredible prizes during our Summer and Winter Reading Challenges, as well as at our seasonal open houses at each branch.

We also benefit greatly from both public and private grants that assist us in a number of areas - including but not limited to our ability to provide internet access for patrons, updating our facilities and furniture, offering larger scale programs, and more!

Private Individuals

Memorials & Bequests

Private & Individual Donations
\$24,406

Bequeathments
\$65,549

Memorials
\$3,490

Friends of the Library

Financial Contribution
\$9,072

Staff Scholarships
\$1,200

Grants

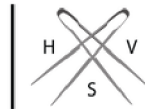
Porter County
Community
Foundation
\$500

Indiana
Humanities
\$675

State
Technology
Grant
\$31,560

First Source
Bank
\$25,000

DONATIONS & SPONSORSHIPS



Businesses

PCPLS is also elated by the kindness and generosity of other organizations in our community, whose donations allow us to provide for our patrons at our major events throughout the year.

Thanks to donations from the above organizations, we were able to give out enough snacks and drinks for nearly 3,000 patrons at our annual Fall Fests and Holiday Open Houses at all five of our branches. We were also able to host fun contests and giveaways throughout the year, with locally made art and gift cards for restaurants throughout Porter County as prizes.

LOOKING FORWARD



TECHNOLOGY IMPROVEMENTS



Patron Computer Refresh

We are very excited to announce that our Information Technology department has been able to organize an upgrade to our patron computers at all five branches.

Our patrons will be soon be able to enjoy all new computers that run Windows OS and offer Microsoft Office for the first time.



Creativity Labs Debut

After quite some time in the works, PCPLS will be debuting all new Creativity Labs for patron use. These labs will feature a variety of tools and programs for creating music, art, and more. Featured offerings will include:

- Glowforge laser cutter & engraver
- Cricut smart cutting machine
- Large format printers & laminators
- Full audio-visual green screen studio



Why creativity labs?

These Creativity Labs will be open for public use. They'll be a fantastic support towards our county's students and small businesses. The wide variety of offerings will carry something useful for everyone!

MATERIALS ADDITIONS

What is a Library of Things?

A Library of Things is a new offering done by quite a few library systems. It is a way to offer patrons materials outside of the norm. PCPLS's Library of Things has grown for a few years, and currently includes video game systems, board games, birding kits, STEAM kits, and more.

Roku Streaming Devices

Roku streaming devices will be one of the most exciting new additions to our collection in 2023. These devices directly connect to any television with an HDMI port, and come with access to a variety of streaming services. All that's needed is WiFi (which can also be checked out at PCPLS with one of our WiFi Hotspots).

Streaming services will include Netflix, HBO Max, and DisneyPlus, among others!



Gardening Kits

Another beautiful addition to our collection, Gardening Kits will be premiering in our catalog very soon. These kits will include a lightweight multi-purpose cart, 3 books on gardening, 2 kneeling pads, a watering can, a soil scoop, a trowel, a cultivator, a weeder, a hand rake, pruning shears, and a carrying tote!

Thank you
for your
support of
our library
system in
2022.

We can't wait
to see what
2023 brings!





PORTER
COUNTY

If you have a garden
and a library
you have everything

