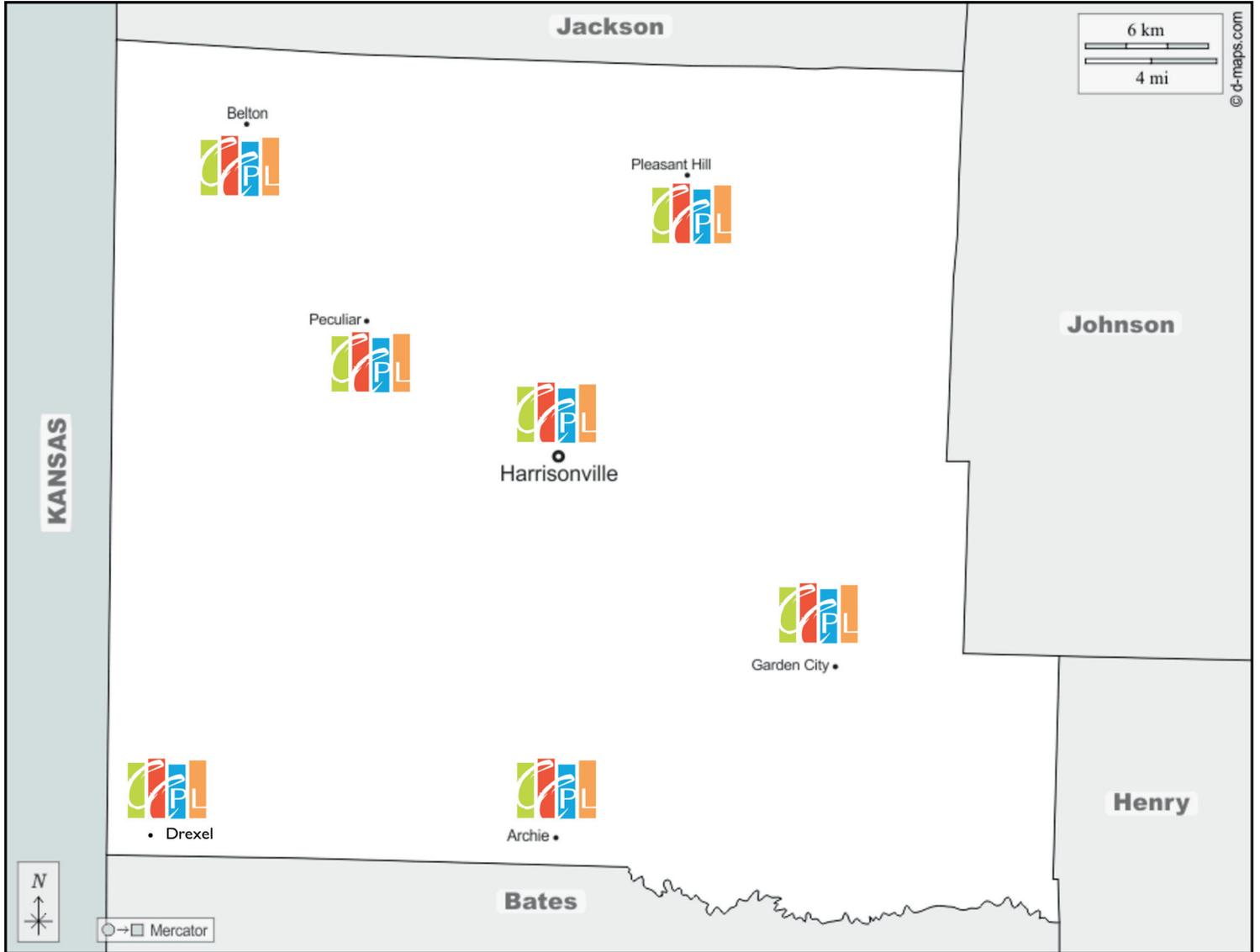


# Cass County Public Library ANNUAL REPORT



2024

# Coverage Area



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“I have [visited the Peculiar Express Library] and it’s so cool!”

**-Amo B.**

**Facebook Comment**

“It was a good quiet and peaceful place to get your stuff done.”

**-Leslie L.**

**Google Review, Garden City Branch**

# Locations

## **Administration**

400 E Mechanic St.  
Harrisonville, MO 64701  
816-380-4600

## **Genealogy**

400 E Mechanic St.  
Harrisonville, MO 64701  
816-884-6285

## **Archie**

207A S Main St.  
Archie, MO 64725  
816-293-5579

## **Harrisonville**

400 E Mechanic St.  
Harrisonville, MO 64701  
816-884-3483

## **Bookmobile**

2121 Royal St  
Harrisonville, MO 64701  
816-258-2244

## **Northern Resource Center**

1741 E North Ave.  
Belton, MO 64012  
816-331-0049

## **Drexel**

211 E Main St.  
Drexel, MO 64742  
816-819-5050

## **Peculiar Express Library Kiosk**

250 S Main St.  
Peculiar, MO 64078  
816-258-2244

## **Garden City**

201 Date St.  
Garden City, MO 64747  
816-819-5060

## **Pleasant Hill**

101 MO-7  
Pleasant Hill, MO 64080  
816-987-2231

# BoardOf**Trustees**



Tonya Long  
**President**



Sherri Peters  
**Vice President**



Becky Klein  
**Treasurer**



Diana Larson



Dennis Minich

The Cass County Public Library system is governed by a five-member board of trustees. Trustees are appointed by the County Commission and serve four-year terms.

The board meets the third Wednesday of the month at 4:45 pm in the Harrisonville Library Branch Meeting Room, 400 East Mechanic Street, Harrisonville, MO, unless otherwise noted. Regular board meetings are live streamed on the [Cass County Public Library YouTube Channel](#).

# Mission & Values

## MISSION

Our mission is to provide informational, educational, and enrichment services and resources to the community through a comprehensive and efficient library system.

## VISION

The vision of Cass County Public Library is to encourage discovery, community, and collaboration through quality collections and connections.

## VALUES

### **Patron needs come first:**

We place the highest priority on service to our patrons and treat every request with equal value.

### **Respect for people:**

We recognize the contributions of our staff and we treat all our patrons and each other with respect.

### **Learning organization:**

We commit to the professional growth and enrichment of our staff.

### **Access to information:**

We ensure access to information for people of all ages, abilities and means.

### **Freedom of information:**

We protect our patrons' freedom to read and view all library information.

### **Privacy and confidentiality:**

We safeguard our patrons' right to request and obtain information in confidence.

### **Quality:**

We strive to deliver the highest quality service possible. We strive to provide up-to-date library materials for our service population.

### **Stewardship of community resources:**

We respect the contributions of the community to its library. We hold ourselves accountable for the efficient and effective use of all resources - people, time, assets, and funds.

### **Integrity:**

We follow the highest ethical standards, which have been adopted by Cass County Government and our profession.



# LetterFrom**Director**

**Dear Cass County Community,**

*As I reflect on my first year as Director of Cass County Public Library, I am proud of the progress we've made and look forward to the work ahead. Our focus has been on enhancing library services, strengthening community partnerships, and ensuring that each branch and service point reflects the mission and values of our library system while continuing to meet the unique needs of its local community.*



*This year, we celebrated several key milestones. In partnership with the City of Peculiar, we secured a permanent home for the Peculiar Express Kiosk, expanding access to library materials in that community. We also acquired the Royal St. Annex, which will provide dedicated space for the bookmobile, outreach services, facilities, and, in the future, our IT department. Additionally, we began a system-wide branding initiative that includes accent walls and updated signage to create a more consistent and welcoming experience across all branches.*

*Looking ahead, we are developing a comprehensive capital improvement plan to guide our future growth. A major priority is relocating our Harrisonville branch and administrative offices to better serve patrons and staff. We are also planning facility updates across multiple branches, with a focus on improving public spaces, enhancing technology, and expanding programming capabilities. Throughout these projects, we will continue to collaborate closely with our Board of Trustees to ensure that our decisions align with the needs of our communities and our mission of providing informational, educational, and enrichment services.*

*Thank you for your continued support and engagement. We are excited to build on this momentum and look forward to the opportunities the future holds for Cass County Public Library.*

*With gratitude,*

**Robin Hudson, MLS**  
**Library Director**

# Strategic Plan

Goal 1: Provide quality library services to more residents throughout the community.

Objective A: Increase Active Cardholders by 10%

Goal
13,421 active cardholders
2023 baseline
12,201 active cardholders
2024 year end
12,092 active cardholders

Objective B: Increase Annual Visitors by 10%

Goal
241,819 visitors
2023 baseline
219,836 visitors
2024 year end
212,591 visitors

Objective C: Increase Physical Item Circulation by 19,000

Goal
477,130 physical circulation
2023 baseline
458,130 physical circulation
2024 year end
465,516 physical circulation

Objective D: Increase Digital Item Circulation by 30,000

Goal
162,624 digital circulation
2023 baseline
132,624 digital circulation
2024 year end
156,254 digital circulation

Goal 2: Enhance the library's collection to best serve the county's growing population.

Objective A: Ensure Collection Represents the Community

2024 Status: No comparable data available until collection management program is in place.

Objective B: Increase Non-Print Circulations (Exploration Library)

Goal
600 non-print circulation
2023 baseline
264 non-print circulation
2024 year end
508 non-print circulation

Objective C: Digitize More Genealogy Items

Goal
477,130 digitized items
2023 baseline
280 digitized items
2024 year end
289 digitized items

Goal 3: Increase program offerings to inform, educate, and enrich library visitors. The library will offer informative, thought-provoking, uplifting opportunities to enhance a person's interaction with the information they are engaging in.

Objective A: Increase Number of Events by 10%

Goal
2,059 events
2023 baseline
1,872 events
2024 year end
2,300 events

Objective B: Increase Event Attendance by 10%

Goal
34,123 event attendance
2023 baseline
31,021 event attendance
2024 year end
35,671 event attendance

# Strategic Plan

Goal 4: Create and maintain designated and welcoming library spaces throughout the county.

Objective A: Implement Capital Improvement Plan

2024 Status: Final steps in progress; execution set for 2025

Objective B: Optimize Branch Hours

2024 Status: Adjustments made in Pleasant Hill (2023) and Archie (2024) branches

Goal 5: Expand the library's reach beyond its physical buildings by offering enhanced outreach services to reach residents who may not be able to visit a branch.

Objective A: Increase Outreach Event & Attendance

Goal	Goal
507 events	6,446 attendance
2023 baseline	2023 baseline
441 events	5,605 attendance
2024 year end	2024 year end
661 events	8,516 attendance

Objective B: Increase Library By Mail (LBM) Participation

Goal
59 LBM patrons
2023 baseline
39 LBM patrons
2024 year end
28 LBM patrons

Goal 6: Cass County Public Library will remain fiscally responsible.

Objective A: Receive Clean Audits

Status Update: Clean Audit received for 2023.

Objective B: Maintain 20% Fund Balance

Status Update: 2023 Reserves were \$1,084,960. 2024 Reserves were \$1,517,890.

# Library **Visits**



212,591  
**In-Person**

5,293  
**Community Stops**

59,878  
**Total Website  
Users**

182,607  
**Total Website  
Pageviews**

# Library **Cards**

3,729  
**New Cards Issued**

12,092  
**Active Users**

“A public resource supporting members of the public. It’s the perfect use of resources and what PUBLIC entities are meant for. Thank you Cass County Public Library!”

**-Jen I.**

“Wonderful a public library serving all of its community.”

**-Janet M.**

# Borrowing & Lending

30,321

**Consortium Borrowing**

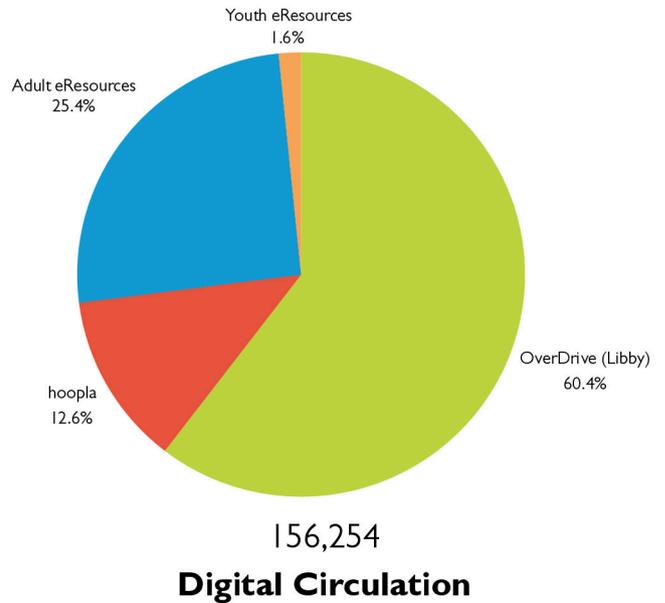
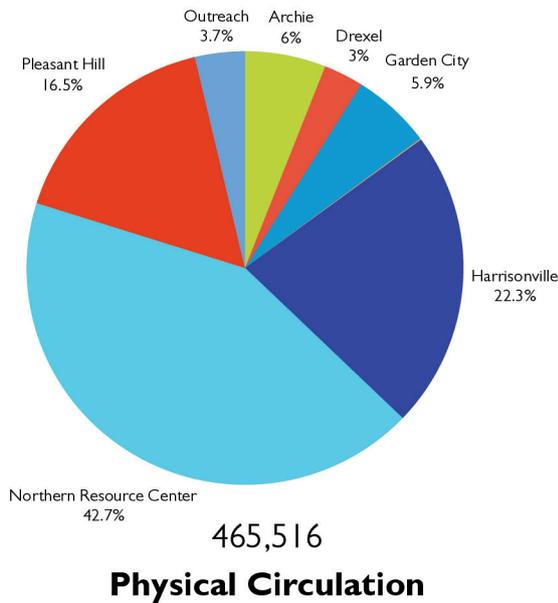
11,342

**Consortium Lending**

“I love being able to do housework and listen to a book!!”  
-Maggi L.



## Circulation



621,770

**Total Circulation**



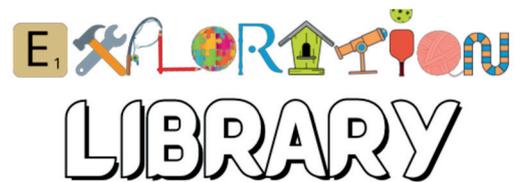
# Exploration**Library**

The Exploration Library at Cass County Public Library offers a variety of things for patrons to check out and explore – from Pickleball to Ghost Hunting to STEAM Kits. The collection supports lifelong learning and creativity all while giving patrons the opportunity to explore interests and try new things.



97  
**Items**

508  
**Total Annual  
Checkouts**



---

## Meeting**Rooms**

“A calm, quiet environment with a couple of cubicles that are just right for a change of scenery during a work-from-home day. Renovation is also done now on several small meeting rooms. So pick up an iced drink from Dutch Brothers just out front and it makes a pretty good alternate workspace.”

**-Shannon L.,  
Google Review**

3,139  
**Meeting Room  
Reservations**

(includes Community and Study Rooms)



# Computer Usage



14,964

**Library Computers**

10,787

**Total WiFi Usage**

25,751

**Total Computer Usage**

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# Youth Outreach

“The staff is amazing. They make [the Pleasant Hill] branch even more outstanding. There is a wide variety of events for all ages and the book selection is fantastic.”  
**-Emmalyn W.**

169

**Outreach Events**

2,750

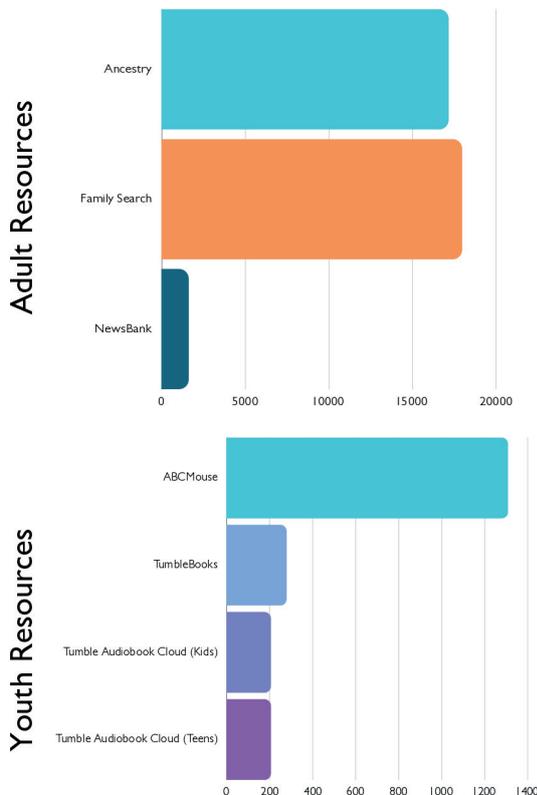
**Community Attendance**

13



# DatabaseUsage

## Top Featured Resources



## New Resources Added in 2024



43,949

**Total Usage**

6% increase from 2023

“Libby and Hoopla are fantastic options for audio and ebooks. The staff at NRC and Harrisonville are super friendly and helpful. The displays of new and seasonal books have inspired me to choose new genres of books to read.”

**-Satisfaction Survey Response**

## Collections

2,885  
**Adult Print  
Titles Added**

1,269  
**Adult eMedia  
Items Added**

11,607  
**Items  
Cataloged**

# Adult Programming



“The Library is a wonderful SAFE place to wander around to find books, movies, activities, or a quiet place to read. I use Hoopla and Libby several times a month. There is no judgement on the types of patrons or the materials people choose. The library provides something fun and accessible for every age and stage in life.”

**-Satisfaction Survey Response**

We had a total of 548 events reaching 5,365 adults and seniors.

# Youth Programming

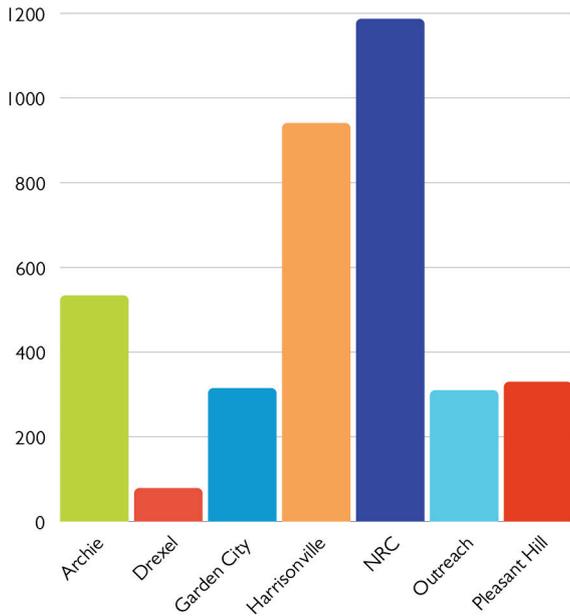
We had a total of 1,573 events reaching 27,502 children and teens.

We love the library. Great events for our family. A good mix of offerings.

**-Satisfaction Survey Response**



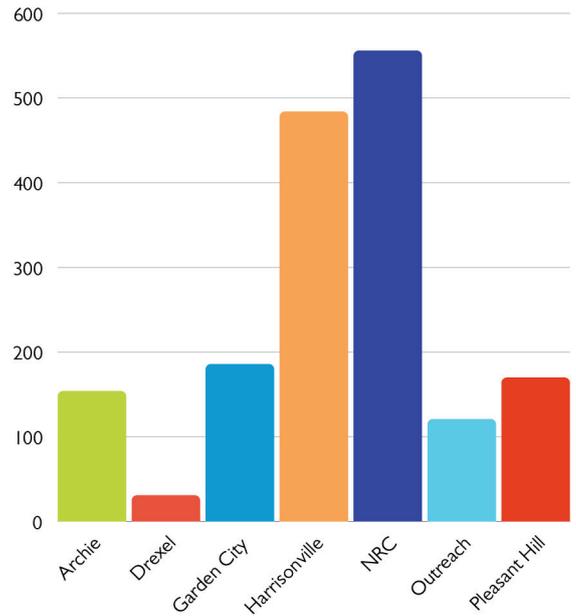
# Reading Programs



3,696

## Total Signups

Across All 2024 Reading Challenges



1,702

## Total Completions

Across All 2024 Reading Challenges

# SummerLibraryProgram

Summer Library Program: Adventure Begins at Your Library! We had 2,200 registrations, with 1,179 participants completing the program and reading a total of 26,000 books.

**ADVENTURE**  
— BEGINS AT —  
**YOUR LIBRARY™**



# Winter Reading Challenge



We had 668 participants with 419 completing the program and reading a total of 1,711 books (88,276 minutes).

# 1000 Books **Before Kindergarten**

1000 Books Before Kindergarten is an ongoing program that encourages parents and caregivers to read with their children early and frequently. The program is based on research showing that the more books children ages 0-5 hear read aloud, the more prepared they will be to begin reading on their own.



# Adult**Outreach**

10

**Outreach Events**

155

**Community Attendance**



# LibraryBy**Mail**

“Thank you for sending all the audio books! My mom is really enjoying them!”

**-Kathy**

**Library by Mail Patron**

13

**Newly Added**

**Homebound Patrons**

29

**Total Active**

**Homebound Patrons**

# SpanishLanguage**Materials**

In an effort to improve and grow our collection for children, youth, and adults in Spanish, the Technical Services Coordinator created a survey for Spanish-speaking patrons to fill out and share what types of materials would be most beneficial to them.

136

**Titles**

**Added**

207

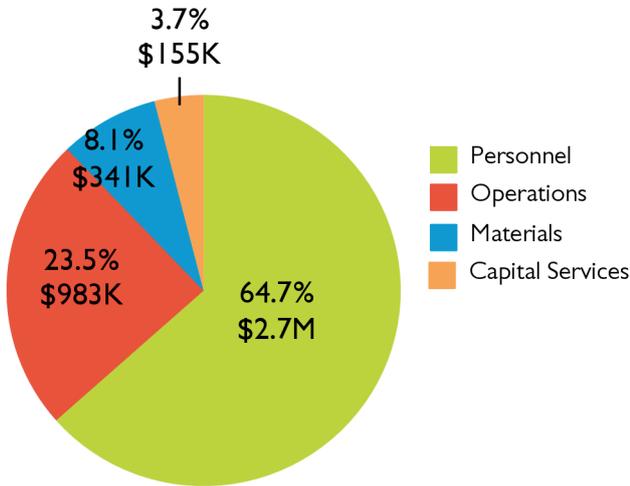
**Items**

**Cataloged**



# Financials

Expenses by Category



## ACTUAL EXPENDITURES

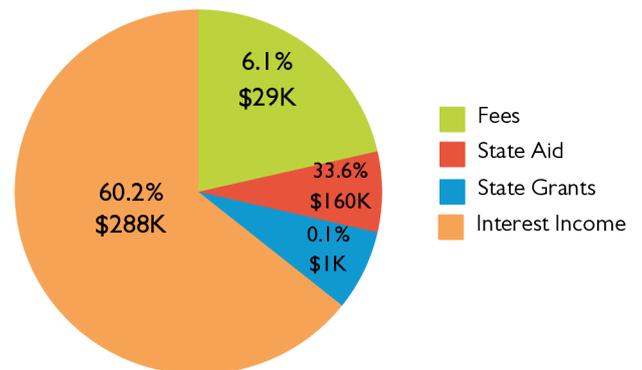
Library Materials	\$341,345
Operations	\$983,790
Personnel	\$2,718,462
Capital Services	\$155,893
<b>TOTAL EXPENDITURES</b>	<b>\$4,199,490</b>

**CAPITAL RESERVES** \$484,960

## ACTUAL REVENUE

Tax Levy	\$5,238,595
Fees	\$29,048
Interest Income	\$288,798
State Aid	\$160,939
<b>SUBTOTAL</b>	<b>\$5,717,380</b>
State Grants	\$795
<b>TOTAL REVENUE</b>	<b>\$5,718,175</b>

Additional Funding by Category



Most funding is sourced by local taxes:  
\$5.2 million was received

# Community Engagement

25\*

**Marketing Emails Sent**

\*excludes New Cardholder email campaign

242,049

**Marketing Emails Opened**

106,670

**Social Media Reach**

6,340

**Social Media Engagements**



Bookmobile and NRC staff attended Welcome Wellness's FUNesta event with a resource table for fun family fun and learning!



Northern Resource Center and Outreach Services staff attend the Belton Fall Fest



Outreach Services Coordinator Amy Burkholder and Business Manager Lori Schneider attended the Raymore Chamber Coffee



The Garden City Branch Manager Jana Riggs mans a table at the Garden City Fall Festival



Neisha, Teen Specialist at Harrisonville Branch, worked to make sure that every resident in the nursing homes in Harrisonville received holiday cards - all signed by teens! In total they were able to provide 275 Christmas and Hanukkah cards and 125 recycled board book bookmarks to the seniors.

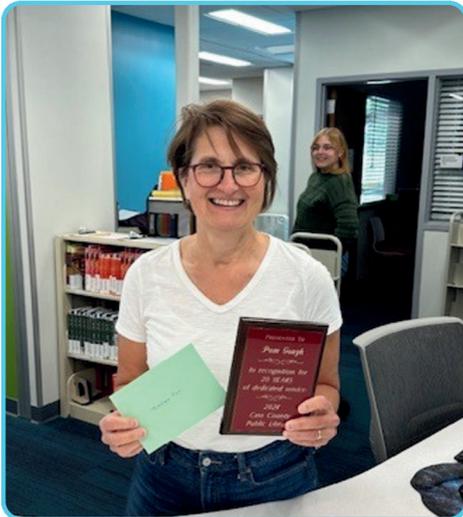
# Staff Celebrations



CCPL and Genealogy Branch congratulated Sharon Wallen for her 23 years of service and retirement on July 26th.



Dottie Strack celebrated 15 years.



Pam Gough celebrated 20 years.



CCPL Staff Development Day



CCPL celebrated Nathan Schrock's retirement. He was with the library for 10 years as the Courier driver.



Garden City Branch staff kick-off Summer Library Program

# Year In Review



## Most Checked Out Titles

