



HALL COUNTY
Library System

2023 - A Year in Review

Hall County Library System Annual Report

In 2023, the Hall County Library System experienced remarkable growth and achievement, surpassing pre-COVID metrics and forging numerous impactful partnerships and grant acquisitions. Throughout the year, our library system demonstrated exceptional performance, evidenced by a sustained increase in patron engagement and utilization of services. Notably, our efforts to expand community outreach and collaboration yielded significant results, with amazing new partnerships established to enhance our programs and offerings.



Directors Message

It has been a pleasure to spend another year working with the Hall County community and the wonderful HCLS staff. 2023 proved to be our busiest year in some time, with more than 68,000 additional patrons visiting library branches. This led to a 19% overall increase in check out and an astonishing 50% increase in e-books and other downloadable materials. We also made time to complete a major overhaul of the Blackshear Place library, adding study rooms and new furnishings while completing some vital structural repairs. I hope you will check back with us in early 2025 to see what amazing things we can accomplish this year. Thank you for your support for your local library - hope to see you in a HCLS branch soon!

Lisa MacKinney, Library Director
lmackinney@hallcountylibrary.org

BY THE NUMBERS

- 598,378 items were checked out
- 289,016 people visit the library along with another 225,630 web visitors
- Patrons spent 1,583,388 minutes on library computers
- 24,660 people attended 1,466 library programs
- Hall County Library cardholders downloaded 108,469 digital items
- If library materials checked out this year were purchased by users, the cost would exceed over \$11,967,560!
- Circulation rose 19% including a whopping 50% increase in downloadable item checkouts.



EXCITING NEWS

Exciting developments are underway for a new library in East Hall, filling a gap left since the closure of the East Hall Library in 2011 due to budget cuts. The new library, made possible by a \$3 million state grant and \$3 million from Hall County SPLOST funds, will provide much-needed resources to residents who have had to rely on Gainesville Branch or North Hall Tech Center since the recession.

The proposed 10,000-square-foot facility is set to be built within the East Hall Community Center, located at 3911 P. Davidson Road. This strategic location, situated between East Hall High School and middle school, promises easy access to technological and literary resources for the community.





Library Word Search

I	B	B	U	L	C	K	O	O	B	W	L	L	O
O	N	B	B	O	O	K	S	H	E	L	F	O	S
I	E	F	F	A	I	C	L	Y	B	B	I	L	A
V	M	A	O	H	O	O	P	L	A	Y	O	O	L
E	I	N	B	R	K	S	A	A	R	H	A	O	R
V	T	L	P	E	M	T	T	A	C	M	O	G	H
E	Y	I	B	R	R	A	R	A	R	A	C	O	B
N	R	B	B	F	O	B	T	O	C	H	C	L	S
T	O	R	P	B	I	G	W	I	W	K	U	A	W
S	T	A	N	L	I	K	R	O	O	M	S	T	O
L	S	R	R	M	O	B	O	A	A	N	N	A	R
O	B	I	N	O	H	O	I	O	M	T	R	C	R
A	B	A	B	Y	R	I	A	O	O	S	S	E	O
L	R	N	O	V	E	L	H	I	R	N	O	A	B

Information
Storytime
Book Club
Catalog
Bookworm
Library
Book

Librarian
Computer Classes
Hoopla
Events
Novel

Bookshelf
Programs
Borrow
Stacks
Libby
HCLS



STATEMENTS OF IMPACT: FROM OUR COMMUNITY

“This library is awesome as the people in charge have so many great programs.”

“My family loves Homeschool BASH! We love the creativity and details put into it.”

“I think we are blessed in this community to have such an excellent library system.”

“The staff at the library is friendly, kind, and helpful. I enjoy the classes (yoga, line dancing) and enjoy the beautiful facility.”

“We are so thankful for the kind library staff and how pleasant they are and great to pull so many books for us which helps us tremendously with littles.”

“I’m happy that online access to books has increased significantly.”

“The storytime programs are great. The summer reading programs and activities are lots of fun and really help with the children. We love our libraries and wish there were more.”

“I love this Main Street library and have enjoyed it from the bookmobile all through school and up to now. Just great to read.”

“We love toddler time! The play area is always clean & inclusive!”



Printable Coloring Page!



Highlights



- Chromebooks and children's Launchpad learning tablets were provided to all public library systems across Georgia by Georgia Public Library Service. This project was assisted through a grant from the Georgia Public Library Service with federal pandemic funding from the State of Georgia Governor's Office.
- The Hall County Library System received funds made possible by a \$3 million state grant and \$3 million from Hall County SPLOST funds to build a new East Hall Library located in the East Hall Community Center
- The Hall County Library System received a \$500 grant from Iconic America, WETA, and PBS. The Friends of the Hall County Library matched the grant and an additional \$500 was used to fund a traveling gallery featuring the 1936 Gainesville Tornado.
- Our new website provided by GPLS was launched in the fall and has been a huge success.



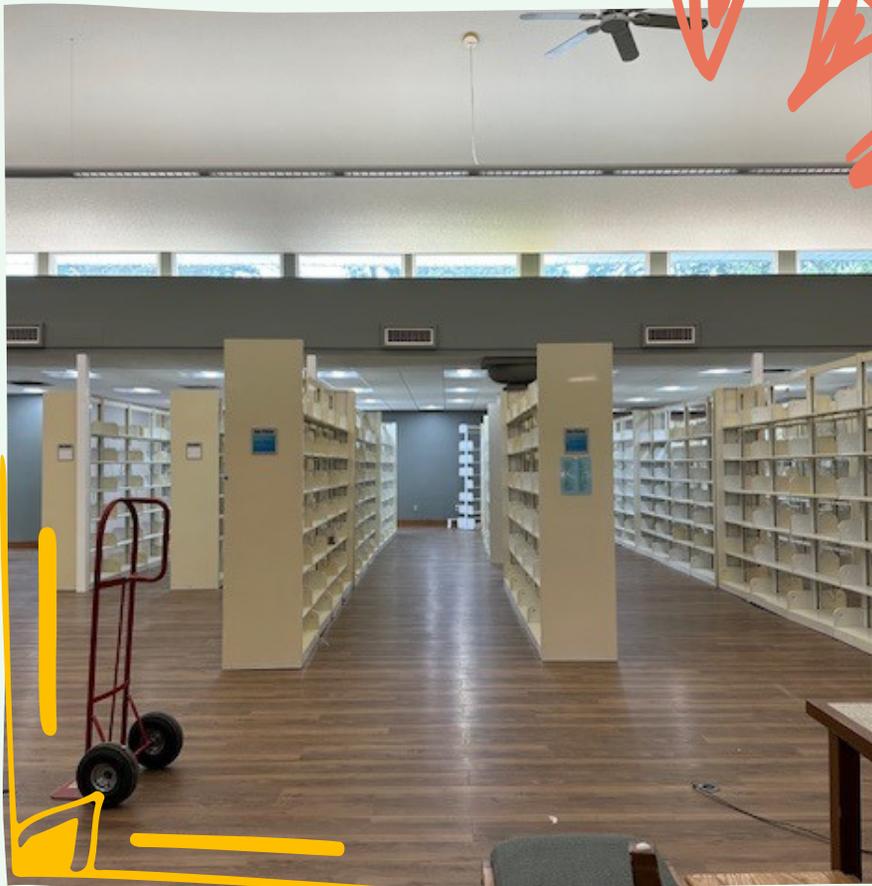
- In 2023, the Reading Roadshow experienced notable expansion and success. As our outreach efforts and strategic partnerships flourished, the Hall County Library System (HCLS) extended the reach of our traveling Reading Roadshow to various events, distributing complimentary books to individuals of all ages.



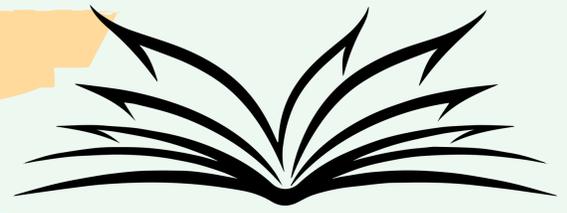
- The "One Book, One Toy" program, partially funded by the United Way, aims to nurture children's development. By providing parents with a book and a toy, we promote reading and imaginative play. Using The Basics Principles, which cover key aspects of early childhood development, we empower parents to engage actively in their children's learning. During sessions, we demonstrate effective reading techniques, encouraging parents to maximize the book's potential for shared enjoyment and learning.



- New experience partnership passes were put into place including the Alliance Theatre pass, Shakespeare Tavern, Atlanta History Center, and more!
- Hotspots are now available for checkout at Hall County Library locations
- The Friends of the Hall County Library provided \$500 grants to four staff members, aimed at fostering their educational pursuits and bolstering the development of future librarians.
- Blackshear Place Library received some much-needed renovations including 3 new study rooms, enclosed passport offices, new floors, an updated meeting room, and much more!



STRATEGIC PLAN: 2023 - 2027



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Strategic Plan 2023-2027

Serve a Dynamic Community

- Target marketing and engagement to media platforms and users.
- Expand multilingual resources and programming.
- Provide consistent user experience across all locations.
- Welcome community into repurposed, replenished, and dynamic spaces.

Innovate the Future

- Provide library services outside of traditional hours and buildings.
- Expand and diversify outreach in the community to promote the full range of library services and resources.
- Craft flexible, outside spaces.
- Enhance digital resources, services, and programming.

Build Staff Capacity

- Explore data-driven decision making to evaluate services and resources to maximize impact with minimal cost.
- Develop community partners for future projects and possible grant funding.
- Build customer service as a core commitment for staff at all levels.
- Broaden existing human resources program to employ, train, and retain high-quality staff.

*Thanks to our 2023 Strategic Planning Committee:
Katie Crumley, Assistant County Administrator, Hall County
Government; Ruth Bruner, Friends of the Hall County Library
President; Killian Edwards, Hall County Library Board Chair; Staff
representative Yury Carmona; Facilitator Assistant State Librarian
Ben Carter, Georgia Public Library Service*

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Lisa MacKinney, Director



A Year of Positive Returns

As we reflect on the achievements of 2023, we are immensely proud of the strides made by the Hall County Library System in fulfilling our mission of providing accessible resources, fostering literacy, and promoting lifelong learning. The growth and success HCLS experienced demonstrates our dedication to reaching diverse audiences and expanding educational opportunities within our community. Looking ahead, we are eager to build upon this momentum, leveraging our partnerships, innovative programming, and commitment to excellence to further enrich the lives of Hall County residents. With a focus on inclusivity, accessibility, and community engagement, we remain steadfast in our role as a cornerstone of educational and cultural enrichment in Hall County, striving to empower individuals of all ages to explore, learn, and thrive.



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