

2020

STARK LIBRARY Impact Report

Inviting. Informing. Transforming.

2020 was a challenging year for everyone, and the library was no exception. We were unable to serve patrons in the usual manner, so what did we do? Our exceptional staff quickly rose to the challenge, overcame obstacles, and found new and exciting ways to connect to our community!

119,694

Active Library Cardholders

Even in a pandemic, **416,632**
people walked through our doors!

Literacy

**Dolly Parton's
Imagination Library**



6,273 kids got **33,543** books



Virtual Programs

Events: 199
Attendees: 2,170

In-Person Programs

Events: 1,006
Attendees: 17,575

Mobile Services Programs

Visits: 1,234
Attendees: 21,529

SPARK

Appointments: 678
Individuals: 1,423



Collaboration

With closures in March, schools and parents had to quickly adapt to an online learning environment. We partnered with Canton City Schools to help support families in need.

Bookmobile

Visited schools during summer meal distribution to provide WiFi access.



Serving Others

Food for Families

Backpacks: 103
After school meals: 3,939

WiFi Hotspots

Provided unlimited data to 50 families

Access



WiFi Sessions (estimated)
1,215,396

Computer Sessions
52,999

WiFi Hotspots
315 units
circulated
1,335 times

Books by Mail
435 Packages Sent



Website

2,111,703
Page Views

Web traffic increased **40%**
after our website redesign.

**Unique
Visitors**
215,896

**Total
Visits**
534,200

Social Media



Followers: **↑6%**
15,107
Interactions: 95,141
Impressions: 3,218,505



Followers: **↑46%**
1,701
Interactions: 9,924
Impressions: **↑200%**
208,340



Patron Services

Notary
1,844

Passports
929

**Book an
Expert**
1,524



Circulation

Items Checked Out
1,140,702

**eMaterials
Borrowed** **↑13%**
561,593

Materials Renewed
248,853

Jackson
Community
Branch

**Grand
Opening**



Our Mission

We spark curiosity and foster knowledge by connecting everyone to resources, services, and opportunities.