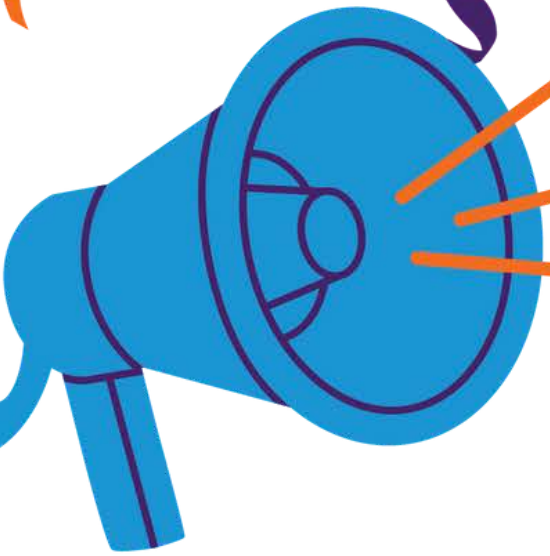




Shout it out!

Annual Impact Report 24/25



A Shout Out from the Executive Director

"Pioneer Library System has every reason to 'shout it out' this year. What began as one of our greatest challenges became an opportunity for growth and innovation."

Our library system has grown through challenges across FY24/25, revealing the extraordinary resilience and inventiveness of our staff, partners, and communities.

PLS inspired innovation, engagement, and learning this year, despite the continued closure of Norman Public Library Central. All staff were retained and placed in positions that matched their unique skill sets and maximized service to the community. We expanded access by installing additional 24 Hour Libraries and Movie Boxes across our communities and increased engagement via digital platforms.

To better serve existing and reach new customers, we innovated library services, launching our very own locally-developed scheduling software and opening new Maker Labs, five in total. This expansion of access and strengthening of services resulted in an increase in our new cardholder base from the previous fiscal year. We aren't stopping there - stay connected with us to see what's next in our plans to enhance the customer experience.

Through this year's challenges, we've proven that libraries are not simply buildings. They are the people, partnerships, and ideas that bring communities together to thrive. And that, friends, is a victory worth shouting about.

-Lisa Wells, Executive Director

Pioneer Library System is proud to shout out its successes in this year's annual impact report, proving the strength of its mission.

"Even in a year filled with unexpected challenges, PLS has shown that libraries are more than facilities. Libraries are places of innovation, hubs of engagement, and sparks for lifelong learning."

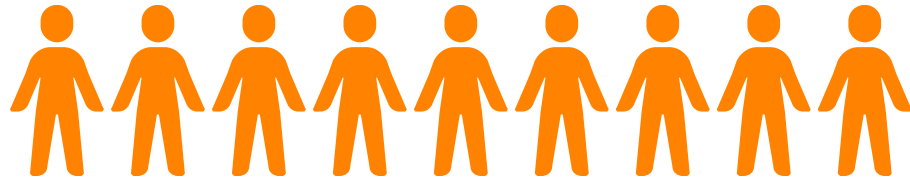
From reimagining services after the closure of Norman Public Library Central, to launching the Library Lab, to deepening partnerships across schools, businesses, and community organizations, PLS has shouted out its resilience and creativity at every turn. PLS communities have shouted out their library, either to a friend or on social media, and continued steadfast in their commitment and engagement, proving that the library remains an essential part of daily life.

As Board Chair, I am inspired by how staff, leadership, and partners live out our mission: to inspire innovation, engagement, and learning for all. Together, PLS transforms challenges into opportunities worth celebrating, something we should be proud to shout out.

-Goldie West, Board of Trustees Chair



Our Impact



896,426 Visits



**Total Circulation:
2,569,046**



**Tablet, Computer,
& Laptop Use**



**473,708 Online Resource
Sessions**



47,715 Wi-Fi Sessions



**939,829 Website Visits
by 346,916 Unique Users**



**4,949 Total Programs
Attended by 115,849 Customers**



**18,244 Total Public Meetings
Attended by 61,611 Customers**



737 Schedule a Librarian Appointments

Summer Learning Challenge

22.5

**Million
Minutes
Spent
Learning**

54%

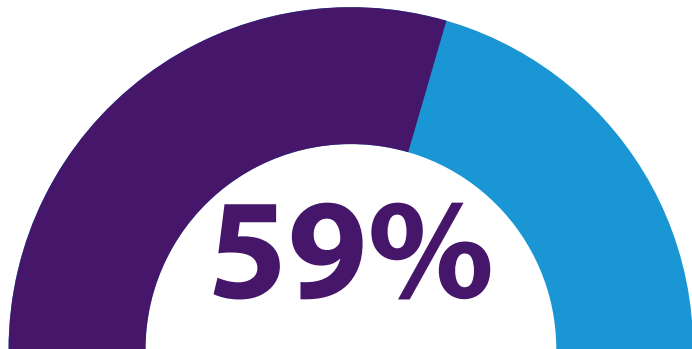
**SUMMER
LEARNING
CHALLENGE**

**Completed or
Exceeded their
1,000 Point Goal**

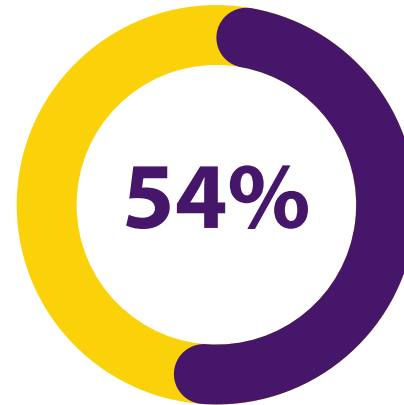
327,949 Cardholders



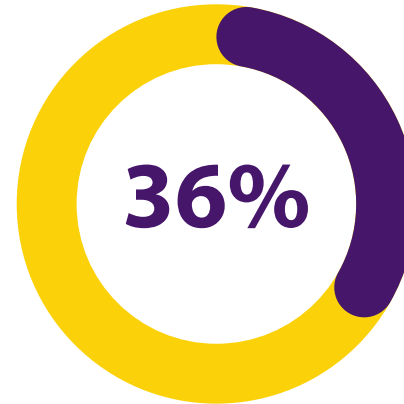
93,634 Active Cardholders



Use the Library Monthly
(vs. 43% for Similar Libraries)



New Cardholder Retention
(vs. 49% for Similar Libraries)



Average Market Engagement
(vs. 31% for Similar Libraries)





Net
Promoter
Score
83.8



Net Promoter Scores are survey metrics based on a customer's likelihood to recommend a company, product, or service to a friend. A score of 70 or above is considered excellent.

Net
Promoter
Score
77



Net
Promoter
Score
73



Net
Promoter
Score
61





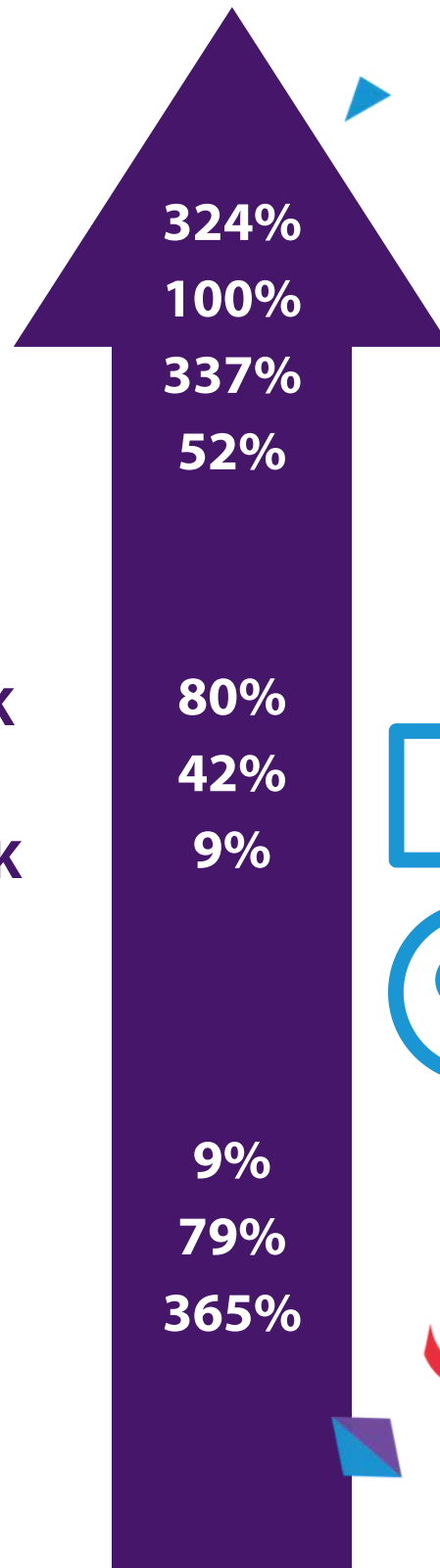
Reach 59.8K
Interactions 3.6K
Link Clicks 324
Profile Visits 4.4K



Interactions 28.6K
Link Clicks 9.2K
Profile Visits 37.2K



Shares 1,330
Comments 61
Link Clicks 29.5K



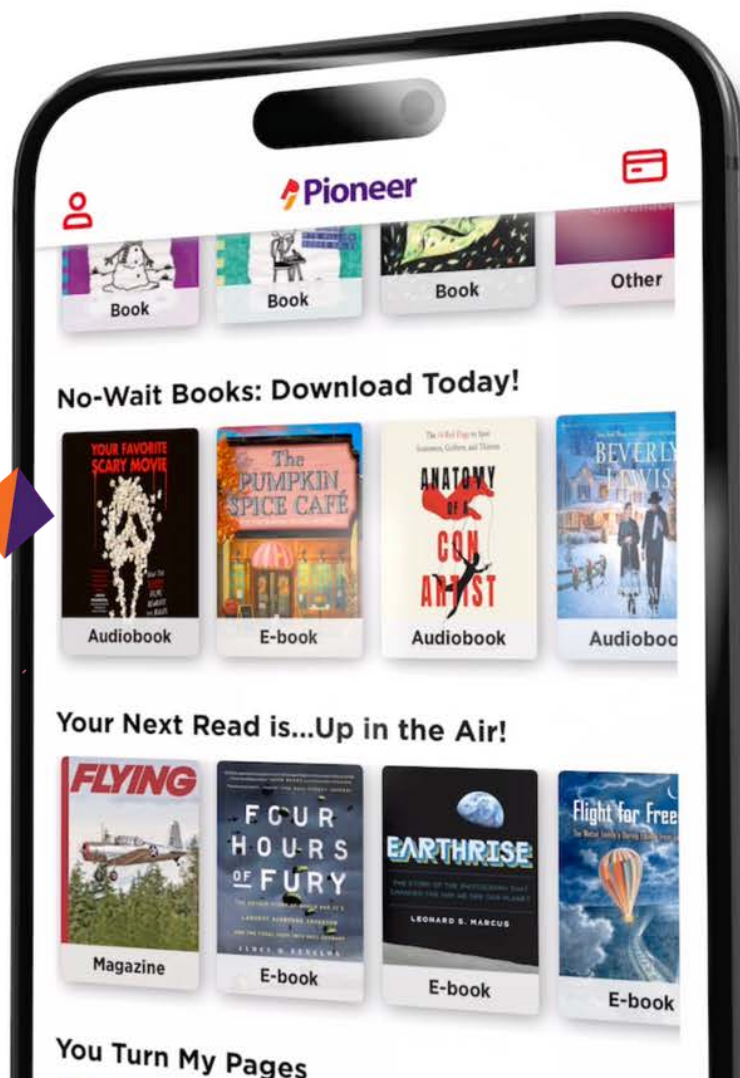
(Social Media Growth %
vs. FY 23/24)



Innovating Services



PLS Connect
10th Birthday Celebration



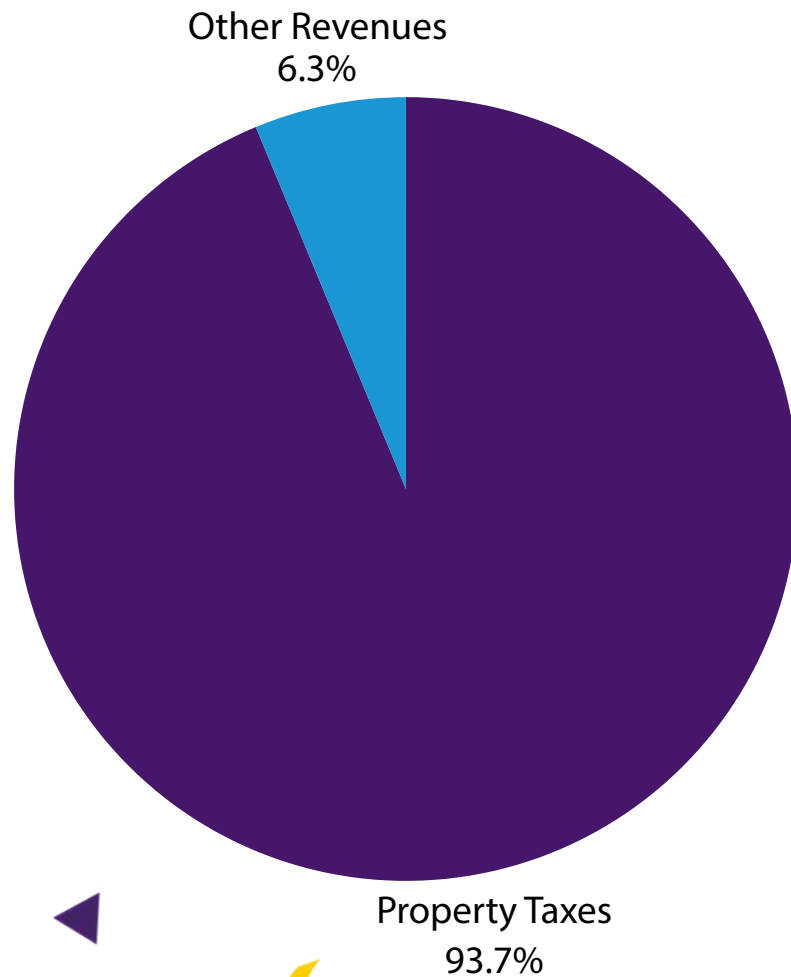
10 years ago, PLS & Phase2 developed the PLS Connect mobile app.

Earlier this year, PLS launched Library Connect, a custom solution designed to enhance service delivery and match modern community needs.

This collaboration with Phase 2 launched a customer-focused platform that will evolve alongside the community it serves.

- Library Connect has transformed service delivery since launching, streamlining workflows, & improving efficiency.
- Direct development enables rapid response to community needs.
- Errors are resolved faster, and five updates have improved functionality, design, and infrastructure.
- Staff report higher productivity through consolidated workflows, and customer engagement grows as the seamless, branded experience creates an intuitive path to services.

Financials



REVENUES

Property Taxes	25,515,202
Collection on Fees and Copy Services	172,707
Gifts and Grants	250,145
State Revenue	114,914
Other Contracts	104,173
Other Financing Sources	83,751
In-Kind Donations	25,036
Interest	952,543
Total Revenues	27,218,471



EXPENDITURES

Personnel Services	16,185,185
Materials	4,041,755
General and Administrative	3,296,274
Technology and Automation	2,270,643
System Services	1,113,032
Total Expenditures	26,906,889

NET CHANGE IN FUND BALANCE	311,582
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