

Monroe County Public Library

2007 Annual Report



To the Community

Mission Statement: Monroe County Public Library offers equitable access to information, a place to gather, and opportunities for lifelong learning, enrichment and enjoyment.

This was a year of exciting firsts, including the first year for the new library catalog and for The Library Channel, CATS Channel 3. The Monroe County Council approved a three-year capital projects fund (2008-2010) that will fund a much-needed children's room at the Ellettsville Branch, as well as technology and equipment upgrades. The Board began a strategic planning process with the community to set the library's priorities for the next several years. The library received the Chamber of Commerce's Workforce Development Award in recognition of its support for literacy and learning. At year's end, we celebrated the library's tenth year in a row of record-breaking circulation and support from the community.

This was also a year of transition. At the end of August, the Board accepted the resignation of director Cynthia Gray and appointed Sara Laughlin as interim director. Sara's areas of expertise include strategic planning and evaluation, advocacy for public libraries, program design, and grants and fundraising. She has served as president of the Indiana Library Federation and the Friends of Indiana Libraries. We are fortunate to have her leading the library.



John Walsh
President, Board of Trustees

Sara Laughlin
Library Director



Community Partners

- Bloomington Area Arts Council
- Bloomington Entertainment and Arts District (BEAD)
- City of Bloomington
- County Community Corrections; County Jail
- El Centro Comunal Latino
- Friends of the Library
- Head Start
- IU Continuing Studies
- IU Office of Service Learning
- MCCSC Adult Education
- Monroe County Government
- RBBCSC Partners in Education
- Safe Place Network

...and many others who collaborate with MCPL. Thank you!

The Year of Polaris

The Library's Online Catalog

Patrons embraced the new catalog's many convenient features and customizable options. Many chose to renew online, suspend holds while on vacation, maintain an online reading history, and be notified when new books of interest to them arrived at the library. Numbers from the first year of the catalog show:

Materials Placed on Hold

- 234,591 requests to reserve library materials
- 643 items on hold checked out every day

Self-Checkout

- 10% of circulation at ExpressCheck stations (four at Main Library and one at Ellettsville Branch)

Library Card Applications

- Some 1,062 card applications submitted online

Date-due Reminders by Email and Phone

- by email: 81% of patrons
- by phone: 3% of patrons

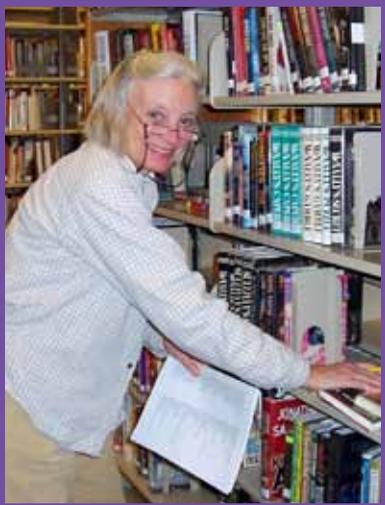
This feature helped patrons avoid fines, get books back on time for others who were waiting, and saved \$121,673 in postage costs, as well as 400 hours of staff time.

Fines Paid from Home

- \$15,017 paid online with a credit card

Library Volunteers Contributed to Great Year

- 80 Volunteers gave 640 volunteer hours each month
- Community groups provided help on special work days
- Retired and Senior Volunteers Program provided summer tutoring to improve children's reading skills
- Advocate for Community Engagement (ACE) coordinated IU student service learners in Children's Services
- The "Heart and Hands" Community Volunteer Award was presented to Amal Altoma, long-time VITAL volunteer



Access to

2.2 million library circulation
1.7 million Website hits
Information available 24/7

Through Our Collections

- Added 49,965 items to the collection
- Relocated Large Print collection closer to entrance in response to patron comments
- Purchased 87% of items requested by patrons
- Moved Spanish, Pan Asian, and VITAL collections for increased visibility and easier access
- Added new bicycling books and DVDs to collection through \$1,500 grant from the Bloomington Bicycle Club

Through Community Outreach

- Circulated 80,401 items through Bookmobile
- Added stop at Meadows Hospital and deposit collection at county youth shelter
- Served 75 persons through Homebound delivery
- Brought children's programs to Banneker Center augmenting the satellite collection opened 2006

Through Technology

- More than 500,000 logins to computers in the library
- Over 4,800 visits to the library's website *each* day
- Added option for discovery of new book, movie, and audiobook titles through RSS feeds
- Highlighted library programs and services monthly on homepage.
- Updated one-fourth of library's computer workstations
- Reconfigured Public Computing Center for better use and to reduce behavioral problems; moved eight computers out to reference area, making it easier for staff to provide help to users



Information

Through Our Staff

Comments from patrons tell our story best.

“You’re doing an excellent job in helping people find what they’re looking for.”

“I requested that the library buy a book and you did! And it came so quickly. Wow! It’s like having wishes come true.”

Through Community Access Television (CATS)

Cable Channels 3, 7, 12, 14, and 96

With the addition of The Library Channel (Channel 3) and the Monroe County Government Channel (Channel 14), CATS provided a new blend of educational and cultural programming, government meeting coverage, and expanded slots for local groups. CATS received a \$40,000 Insight grant for automated cameras at County meetings, making meeting coverage more efficient.

11,004 programs cablecast on channel 3 (Library), channel 7 (Public), channel 12 (City), and channel 14 (County)

2,035 programs added

466 new programs produced

1,260 programs donated

4,249 users of CATS community calendars

The Library Channel

Educational, Cultural and Arts Channel

Programming on the new channel included: *Lotus World Music Festival, Jazz in July Concert Series, VITAL Quiz Bowl, Kids Alive, Buskirk Chumley events, and Classic Arts Showcase*. Librarians developed two programs on the works of acclaimed novelist, poet, and storyteller Luis Urrea in collaboration with the Friends of the Library and their event at the Buskirk Chumley, “The Power of Words: Changing Our World – One Author at a Time.”



A Welcoming

Open 69 hours, 7 days a week
Hosting 1,368,096 visits
Engaging 43,551 in library programs



Promoting the Love of Reading

- Celebrating reading with visits by costumed character *Corduroy* for **Children's Book Week**; online book reviews posted by teens for **Teen Read Week**; "Seussical Behavior" in honor Dr. Seuss' birthday for **Read Across America** (*with Bloomington Parks and Recreation*)
- Adaptations of children's stories by Puck Players Puppet Theater; summer "Unbook" book club for teens; book groups at Main Library and Ellettsville Branch; Readers' Advisory and Author Alert services
- Winter Reading Program, "Hey, What's Cookin? Books on the Menu," for teens and adults; Summer Reading Program for kids
- Storytimes for all ages—Gnarly Narratives, Tuesday Tales, Story Extravaganzas, Evening Family Storytimes, Ghost Stories in the Park, Wintertelling, and more

Celebrating Diversity

- Hispanic Heritage Month Festival; Asian stories with Eth-Noh-Tec; "Mosaic" film festival with Diversity Theater; program of Chinese calligraphy and music with Traditional Arts Indiana
- Celebrations of Martin Luther King, Jr. Day, Middle Eastern culture, Lunar New Year, Black History Month, the Persian New Year, and more in partnership with I.U. and community groups

Introducing Kids to the Library

- RBBSC kindergarteners toured the Ellettsville Branch. (Every child checked out a book); first graders from MCCSC and other area schools toured the Main Library and got library cards

Place for All

“I love the Library! Coming here is the highlight of my day. Your reference and circulation staff are so friendly and helpful.”—library patron

Experiencing the Arts

- Kid Kazooey’s musical journey for kids in celebration of National Library Card Sign-up Month
- “Your Art Here” workshops for National Youth Art Month
- “Nutcracker Fantasy” with the IU Jacobs School of Music, “The Twelve Dancing Princesses,” a Bloomington Early Music Festival (BLEMF) event, and a musical preview of “Oliver” by Cardinal Stage Company
- Family movies, teen movie nights, and summer’s music/film series, “Hot Jazz Hollywood Style,” and more

Serving as a Gathering Space

- Meeting rooms used by 400 community groups for forums, films, performances, clubs, classes, boards, and more
- Gallery space used for exhibits by elementary school kids, college students, photographers and artists, and for one month as the Bloomington venue for interactive science exhibit by the IU School of Library and Informations Science touring worldwide



Literacy and Life



Preschool Exploration Center (PEC)

Early literacy activity center

- Drop-in activities daily for preschoolers and caregivers
- Weekly “Learning Through Play” programs:
 - Say It in Spanish
 - Alef Ba
 - Sign With Your Child
- Monthly Tiny-to-Two activities for lap babies and toddlers

Every Child Ready to Read

Research-based early literacy program

Children’s brains begin to get ready to read from birth. Through storytimes, materials, and workshops, staff teach parents and caregivers pre-literacy skills they can use to help prepare children to succeed in school.

- Presented 11 workshops to parents and caregivers
- Began storytimes in Head Start classrooms

Homework Help for Grades K-6

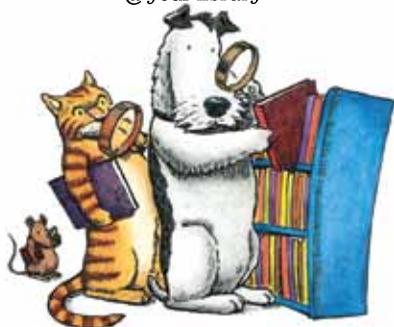
Educational support

- Drop-in help for 692 students
- One-on-one tutoring to 1,013 students

Math Homework Help for Teens

- Volunteer math tutors offered tutoring at the Main Library and McDonald’s West to 390 participants

Get a Clue
@ your library



Summer Reading Program (SRP)

Maintaining children’s reading skills

- Reached 4,000 children, preschool-Grade 6
- Added online registration for broader participation
- Won two awards for excellence for *Clue B. Doo: Get a Clue*, the promotional video shown at all elementary schools

long Learning

Parent-Teacher Resource Room

This alcove off the Children's Room offered materials relating to parenting and teaching young children, including books and lists on: helping your child learn to read, hands-on learning, storytelling, toys and games, homeschooling, and early childhood education. The space also was used informally by small groups.

VITAL, the Library's Adult Literacy Program

VITAL provided one-on-one tutoring and English as a Second Language conversation in small groups. The resource room was moved for greater accessibility by all library patrons, and its collection weeded and updated to better serve tutors and learners.

New Grant Center

The library became a Cooperating Collection of the Foundation Center, making the nation's largest resource on U.S. grantmakers available to nonprofits and individuals our community. This new resource area complements the library's resources for local entrepreneurs, small business start-ups, and career information seekers.

New Technology Classes

The library introduced technology classes for the public on the library's new catalog, free Internet research tools, social networking software and email. A four-part class on Microsoft Word was added—with more to come in 2008.

- Offered 304 classes for staff
- Offered 51 classes for the public

"I look forward to this class.... This is the first time I'm not intimidated in front of a computer."

—class participant



2007 Workforce Development Award

Recognizing the library's significant contributions to the education and training of Bloomington's future workforce — *The Chamber*

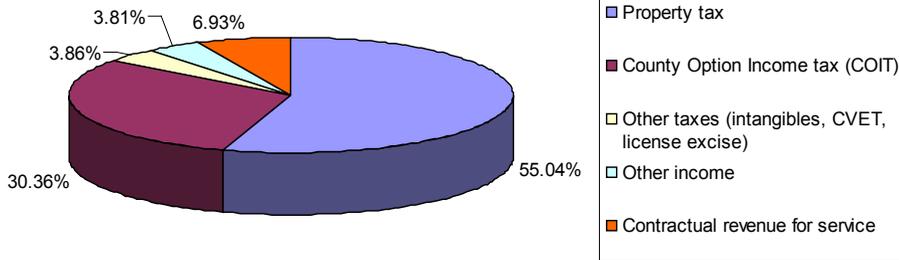


Financial Summary

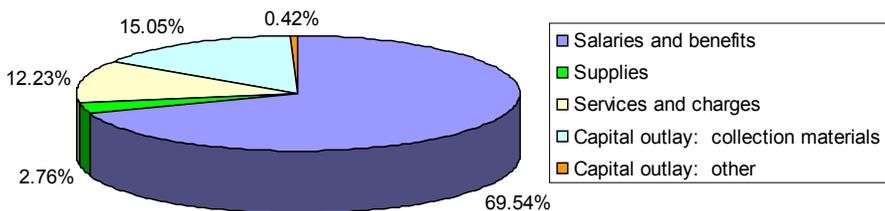
MCPL is funded principally through the taxes of residents and businesses within Monroe County.

	2006	2007
Operating Income	\$6,646,030	\$6,012,847
Property tax	3,662,788	3,309,349
County Option Income tax (COIT)	1,992,601	1,825,530
Other taxes (intangibles, CVET, license excise)	402,874	232,265
Other income	249,843	229,050
Contractual revenue (CATS, etc)	407,924	416,653
Operating Expenses	\$6,510,680	\$6,649,929
Salaries and benefits	4,498,670	4,624,169
Supplies	155,483	183,508
Services and charges	839,214	813,323
Capital outlay: collection materials	1,000,432	1,000,745
Capital outlay: other	16,881	28,184
Debt Service		
Income	\$2,104,911	\$1,749,214
Expenses (bond payments)	1,996,000	1,996,000

2007 Operating Income



2007 Operating Expenses



Thanks to the Friends of the Library
 The Friends of the Library contributed \$92,150, proceeds from the Friends Bookstore, to support programs for all ages, library awareness, and staff development and recognition.

YOUR LIBRARY

Library Staff

A patron described the hallmarks of the library staff as “knowledge, friendliness, and creativity.” Another hallmark is productivity. Reference librarians fielded over 600 questions per day in 2007. Circulation staff moved an average of 8,900 items in and out each day. The creativity of our programming staff shone in such innovative programs as “Grand” Activity Night, where grandparents shared classic games, activities and books from the 1950s. A collaborative effort by the Ellettsville Branch, Bloomington Hospital and Monroe County Parks and Recreation brought families to Flatwoods Park and a local skating rink to promote summer reading, healthy eating, and active kids.

Library Branches

The Main Library : In 1997 the newly renovated and expanded downtown facility had a circulation of 1.2 million. In 2007 circulation topped 2.2 million. Movies, CDs, and audiobooks have reached 47% of circulation.

Ellettsville Branch: When the branch opened as full-service facility in 1990, circulation was 43,304. Circulation is now 272,684.

Bookmobile: In 2007, the Bookmobile made 28 weekly stops throughout the county, and circulated 80,401 items, up 50% since 2001.

Website (www.mcpl.info): In 2007, there were over 1.7 million visits to the library’s website. Patrons valued its 24/7 availability to manage their library accounts, reserve meeting rooms, register for and get reminders about programs, read articles and newspapers, and find their next good read.



The concept of the public library in general, and Monroe County Public Library in particular, is a great and wondrous thing! —Herald-Times community columnist

2007 Fast Facts

A record-breaking year

2,278,555 circulation

1,368,096 visits

1,723,513 Website hits

Something for everyone

498,309 books, movies, audiobooks,
and music CDs

49,965 items added to the collection

3,526 e-books

519 newspaper & magazine subscriptions

94 public Internet computers

17 online research databases

Community use

507,832 log-ins to the public computers

214,977 reference questions

82,418 library card holders

43,551 program attendees

1,321 uses of the public meeting rooms

1,046 library programs



2007 Board

Penny Austin

Linda Hunt

Stephen Moberly

Randy Paul

Fred Risinger

Janice Stockton

John Walsh

2008 Board

Penny Austin

David Ferguson

Stephen Moberly

Randy Paul

Fred Risinger

Janice Stockton

John Walsh

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www.mcpl.info/trustees

MONROE COUNTY PUBLIC
LIBRARY