

Monroe County Public Library

2009

Annual Report





## Monroe County Public Library 2009 Annual Report

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# FAST FACTS

## **Record-Breaking Numbers**

2,601,327 circulation, a 4.2% increase over 2008

1,425,556 visits to the library, up 24.4%

## **Technology Use**

1,594,911 hits on the library's research databases, up 25.1%

659,825 hits on the website home page, up 13.1%

288,640 log-ins to the library's public computers, down 1.4%

137,435 number of hours of public computer use, up 12.1%

## **Community Use**

170,352 reference questions answered, up 14.9%

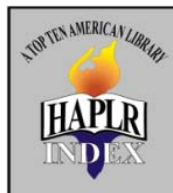
85,043 card holders registered, up 3.6%

49,972 program attendees, up 7.6%

1,773 programs, up 15.5%

1,566 public meetings of community groups, up 8.2%

## **Awards**



### **MCPL rated a Three Star Library**

in the top 3.6% of public libraries, *Library Journal's* Index of Public Library Service

### **MCPL ranked a Top Ten American Library**

Hennen's American Public Library Rating (HAPLR Index)

CATS won national awards for excellence from the Alliance for Community Media, placing first in Community Events (Professional Division) and in Entertainment Variety (Professional Division)



## GOAL 1: Strengthen support for early literacy and lifelong learning



### Summer Reading Program

*"I wish I could live at the library."* —child to mom

More than 4,000 children participated in the Summer Reading Program. This year the library awarded 1,873 books (up 13%), and had to reorder final book prizes five times. Total summer program attendance was 2,054. Nearly all of the summer's 112 children's programs were full.

### Every Child Ready to Read

Children's librarians trained in this research-based early literacy program held parent workshops at the library and at Hannah House Crisis Pregnancy Center, Healthy Families, two local churches (parent groups), IU Campus Children's Center, Bloomington Area Birth Services, and the IU Conference on Early Childhood Development. A 30-minute video produced by CATS featured comments from parents on how the program helped them to nurture their children's pre-reading skills.



### Read It Off program for children and teens

*"The Read It Off Program has brought us back to the library. It's one of the best things I've seen at the library."*

—mother of four

Library patrons under the age of 18 can now enroll in a reading/literacy program in lieu of payment of fines on their card. "Read It Off" credit earned through each use and return of designated library materials reduces library fines and fees. In the seven months this new program operated in 2009, it served 265 youth who otherwise would have been turned away from checkout.

*"My grandson had a reading evaluation test at school and is 20 points higher than in the fall."*

—feedback on  
Reading Tutoring

### Homework Help and Reading Tutoring

During the school year, IU students helped students in Grades K-6 with homework assignments, with drop-in hours Mondays through Thursdays and Sundays. Tutors worked one-on-one with their assigned student all year in the Reading Tutoring program.





## New positions support learning initiatives

A new **Outreach Programming Librarian** provided storytimes and other programming for children, teachers, parents, and caregivers at Head Start and childcare centers.

A new **Homework Help Librarian** allowed Homework Help to more effectively serve low-income children. Two MCCSC reading specialists and a math teacher provided training for IU student volunteers.

A new **Reference Librarian/Teen Programmer** began working on teen services system-wide, building relationships with students and teachers at the Project School and New Tech High School, forming a Teen Advisory group at the Ellettsville Branch, and strengthening the Math Homework Help program, a partnership with MCCSC and the Monroe County Education Association that marked 20 years of helping teens.



## VITAL tutor survey

VITAL conducted a survey on the experiences of tutors in order to learn what resources and strategies were most successful and what kinds of support were most effective in helping adult learners.

## Job Search initiative

Monthly Job Search/WorkOne nights provided one-to-one consultations with employment specialists, help navigating Indiana Career Connect, and resume review and interview preparation with HR professionals. Many jobs require online applications, and library staff assisted patrons in using library resources and computers in their job searches.



# Carrying Out the Library's Strategic Plan

## GOAL 2: Expand access to information

### 80 years of Bookmobile service

Since 1929, a bookmobile has served as the library's rolling branch with weekly stops throughout the county. Bookmobile circulation this year was 95,017, up 5.5%. The County Council approved the library's 2010 Capital Projects Plan with funding for a new bookmobile to replace the library's 13-year-old vehicle.



### More direct access to local government

Partnering with WFHB Community Radio, Community Access Television Services (CATS) premiered CATS Week, a 30-minute roundup of local government meetings that runs on cable television and is streamed online. CATS installed an automated digital playback system and added coverage of several government meetings and work sessions.



### New interactions through Social Media

The Library expanded its outreach to the community, creating a Facebook page for teens, a blog about books, authors and reading, "For the Love of Reading," and an "MCPL Movies and Music" blog.

### Legal help at the Library

Lawyers in the Library, a partnership with the District 10 Pro Bono Project, provided legal assistance with court documents for civil cases. The library also partnered with Shalom Center's HELP Legal Clinic on a Legal Aid Educational Series.



### Training on grant resources

The Indiana Room spread the word about its grants resources, particularly the Foundation Center database of grantmakers, with an open house and programs cosponsored by the NonProfit Alliance for Monroe County.



### Volunteer Tax Help in the library, February-April 15

Low income and elderly residents made 943 visits for tax help. "The taxpayers we help find the library a wonderful, welcoming place." —AARP tax-aide coordinator



## GOAL 3: Deliver exemplary service



### More self-service options

The "red carpet" reopening of Express Check promoted new options at checkout: paying fines with the swipe of a credit/debit card, fast keypad entry of library card numbers, a better laser, renewal of materials, and an added Express Checkout machine. Self-service circulation jumped from 22 to 32%.

Checkout also became more earth-friendly, as the library moved away from plastic bags to reusable green bookbags.

### Meeting patron needs

- The library upgraded projection equipment in the first-floor meeting rooms and library auditorium.
- Staff processed an all-time high of 2,113 holds for pickup by patrons in a single day, double the previous daily average of 1,104 holds.
- Staff placed more than 7,000 "Author Alert" holds for patrons when new titles by their favorite authors were added to the collection.



### Engaging experiences

Patrons got to *Meet Mozart*, *Decorate a Library Floor*, engage in *Seusspicious Behavior*, enjoy *Scaly Tailz* and live music programs, learn *Cartooning with Joe Lee*, explore the roots and legends of country blues through music and film, get "Buried in Books" during the *Winter Reading Program*, create a unique work during *12-hour Comic Book Day*, find out how *Worlds Connect @ your library* during National Library Week and much more through MCPL's 1,773 programs.



### Technology updated

The library purchased new computer signup/time management software and 47 new computers for the public areas of the Main Library and Ellettsville Branch. Twenty-three employees completed Web 2.0 training to prepare to answer patrons' questions.





# Carrying Out the Library's Strategic Plan

## GOAL 4: Maintain high quality collections

- The library maintained its commitment to development of the collection at \$1 million and was able to fill 87% of patrons' suggestions for purchase.
- The library held three focus groups with patrons who frequently check out movies to learn how to better meet their needs.
- Fiesta del Otoño, a partnership event with the City of Bloomington, celebrated Hispanic culture and highlighted the library's Spanish-language collection.
- To make room for DVDs, the library discontinued videocassettes, no longer used for feature films. The Friends Bookstore held a special VHS sale.



### Downloadable Audiobooks

Two-hundred people toured the Digital Bookmobile parked on Lincoln Street with its multimedia learning stations for downloadable audiobooks and mobile devices. The library shortened the loan period for downloadables, made early "virtual return" of titles possible, and by November, circulation rose to 500 titles a month.





### GOAL 5: Optimize stewardship of library resources

#### **Addition of children's room at Ellettsville Branch**

An October open house welcomed the community to the 2,000 square-foot children's addition. The colorful, light-filled children's room holds the children's collection, provides computer and play space, and has cozy window seats for quiet reading. The addition made room for a new family area in the existing library space.

In November, Ellettsville Branch staff gave their annual tours for all RBBCSC kindergarten classes.



#### **Children's Department renovation**

Right after librarians finished tours for all MCCSC first grade classes in October, the Main Library Children's Department closed for a week to move Children's staff and a small part of the collection to an "outpost" in the first floor meeting rooms.

The department is getting new paint, carpet, layout, lighting, a colorful fun entrance, and more. It reopens in early 2010.



#### **Phase 2 of the Main Library renovation**

Staff met with architects to plan for Phase 2 of the renovation of the Main Library, which includes a relocated drive-up window, new flooring on the second floor, and a reconfigured checkout area with more self-service.

The Materials Security Team received vendor responses for RFID tagging and an automated materials handling system to be implemented in 2010.



#### **Long-range Financial Committee recommendations**

Faced with the loss of \$500,000 of County Option Income Tax (COIT) in 2012 when the library's mortgage debt will be paid off, as well as an economic downturn and a property tax cap, the library formed a Long-range Financial Planning Committee of staff, Board, and community experts. The committee made recommendations for sustaining library services in three areas:

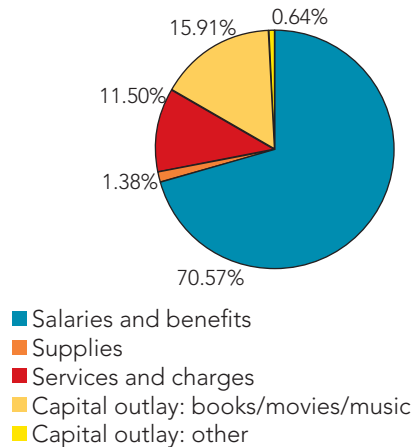
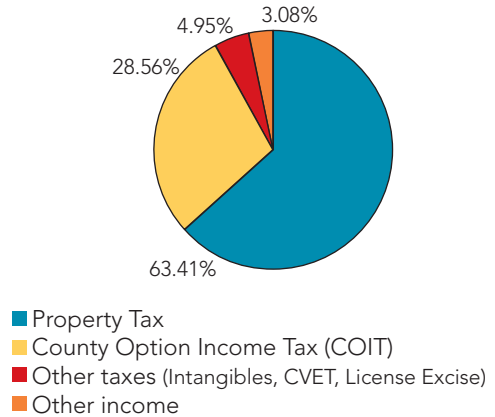
- providing core services efficiently
- charging fees for value-added services
- increasing fundraising



# FINANCIAL REPORT

OPERATING INCOME	2008	2009
Property Tax	\$2,665,447 *	\$4,890,755
County Option Income Tax (COIT)	2,127,244	2,202,888
Other taxes (intangibles, CVET, license excise)	393,268	381,838
Other income (fines, fees, copiers, etc.)	217,073	237,732
<b>TOTAL INCOME</b>	<b>\$5,403,032 *</b>	<b>\$7,713,213</b>
OPERATING EXPENSES	2008	2009
Salaries and benefits	\$4,386,650	\$4,576,568
Supplies	130,112	89,778
Services and charges	851,438	745,601
Capital outlay: collection materials	1,000,162	1,031,900
Capital outlay: other	16,684	41,399
<b>TOTAL EXPENSES</b>	<b>\$6,385,046</b>	<b>\$6,485,246</b>
DEBT SERVICE	2008	2009
Income	\$1,493,850 *	\$2,538,693
Expenses (bond payments)	\$1,996,579	\$1,996,000

\*2<sup>nd</sup> property tax payment not received until 1/2/09



## VOLUNTEER CONTRIBUTIONS

Volunteers contributed more than 10,415 hours in 2009. They supported virtually every area of the library: tutoring children and adults, working in the Friends Bookstore, delivering materials to the homebound, cleaning carts and computers, and keeping shelves in order.

**TOTAL VALUE: \$219,904**

## GRANTS AND CORPORATE GIFTS

\$102,600 - Friends of the Library grant to support programming, public awareness, and staff development

\$21,132 - LSTA digitization grant from the Indiana State Library for "Indiana Bedrock: The Collection of John Matthews, Father of Indiana Limestone"

\$13,000 - Smithville Charitable Foundation for furniture for Children's Learn and Play Space

\$3,000 - Target Corporation for early literacy kits

\$1,000 - Best Buy's Employee Volunteer Initiative donation to Children's Department

**TOTAL VALUE: \$140,732**



# PARTNERSHIPS AND INITIATIVES

Strengthening community partnerships is a key strategy for achieving the library's service goals. In 2009, an honors course at the IU Kelley School of Business developed a prototype database to help the library better communicate with partners and evaluate initiatives. We thank all the groups and agencies that partner with the library.

## Literacy and Learning

Area 10 on Aging/RSVP America Reads (*summer one-on-one tutoring*)  
Bloomington Area Arts Council (*One Book One Bloomington and Beyond*)  
Bloomington Hospital (*Picnic at Flatwoods and Free Skate Night*)  
Cardinal Stage Company (*Cardinal Reads for school-age children*)  
City of Bloomington (*Seusspicious Behavior, One Book One Bloomington and Beyond*)  
Friends of the Library (*The Power of Words: Changing the World One Author at a Time - Rick Bragg*)  
IU Continuing Studies (*Bloomington Lifelong Learning Coalition; Lifelong Learning Fair*)  
IU Office of Service Learning (*ACE coordinator in the library*)  
MCCSC/Broadview Learning Center & Monroe County Education Association (*adult literacy, math homework help*)  
Monroe County Humane Association (*ARF! Read to Dogs in the library*)  
Monroe County Parks and Recreation (*Free Skate Night and Picnic at Flatwoods Park*)  
RBBSCS/Family Involvement Center (*Free Skate Night and Picnic at Flatwoods Park; Partners in Education*)  
Youth and Community Center of Monroe County (*advisory board*)

## Access to Information

District 10 Pro Bono Project (*Lawyers in the Library*)  
El Centro Comunal Latino (*clearinghouse for Spanish speakers in the library*)  
Friends of the Library (*support of VITAL and CATS*)  
Monroe County Correctional Center (*jail service for inmates*)  
NonProfit Alliance for Monroe County (*training grant writers on using the Foundation Center database*)  
Shalom Center's HELP Legal Clinic (*Legal Aid educational series at the library*)  
Small Business Development Center/SEED Corp (*library-led class on library services for entrepreneurs*)  
WFHB Community Radio (*CATS Weekly, a wrap-up of local government meetings*)  
WorkOne (*Job Search initiative*)

## Exemplary Service

Bloomington Early Music Festival (*five live music events for young children*)  
Cardinal Stage Company (*preview performance of "Sound of Music"*)  
City of Bloomington (*Volunteer Tax Help*)  
Friends of the Library (*support of programs for children, teens, and adults*)  
IU Asian Culture Center (*Lunar New Year at the library*)  
IU Center for the Study of Global Change/Bridges Program (*Ya Ya and Alef Ba – introduction to the Chinese language and to Arabic for young children*)  
IU Jacobs School of Music (*music and movement program for young children*)  
Youth Services Bureau (*Project Safe Place*)

## High Quality Collections

City of Bloomington (*Fiesta del Otoño – library's Spanish-language collection*)  
Friends of the Library (*support for patron requests for purchase*)





During the first-floor renovation, CATS filmed a PSA with the Bleeding Heartland Rollergirls skating and reading their way around the emptied Children's Department. The team's support inspired us to create our first-ever READ poster.

*"You have the most wonderful staff. They are always willing to help me find anything." —library patron*

### Our Mission

Monroe County Public Library enriches individual lives and strengthens our community by offering equitable access to information and opportunities for literacy, learning, and enjoyment.

### Our Vision

We aspire to be a dynamic library, essential to thoughtful, productive community life, and always meeting our community's evolving needs.

### 2009 Board of Trustees

John Walsh, President  
David Ferguson, Treasurer  
Kari Isaacson  
Melissa Pogue

Fred Risinger, Vice President  
Stephen Moberly, Secretary  
Randy Paul

[MCPLtrustees@mcpl.info](mailto:MCPLtrustees@mcpl.info)

### Library Director

Sara Laughlin, [laughlin@mcpl.info](mailto:laughlin@mcpl.info)  
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### Monroe County Public Library

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