

*Report to the
Community*
2011



To the staff, administration, customers and supporters of
Montgomery County Public Libraries:



As you will see in this 2011 *Report to the Community*, our public libraries found ways to continue to serve millions of customers in FY 2011 while facing increasing challenges from the still-struggling economy. In fact, in many cases, it is this same weakened economy that has driven many people to their local libraries to avail themselves of the myriad of services offered. Given these circumstances and considering the accomplishments that are cited in this report, I am extremely proud of our award-winning Montgomery County Public Libraries system that provides so much for so many – free of charge.

Although this past fiscal year was filled with many difficult funding choices for me, I was very glad to have been able to restore \$1.46 million to the Libraries' budget. Since childhood, I have had an appreciation of the role of libraries in personal development, and that is why they are critical components of my commitment to lifelong learning for all.

This report offers a good overview of the activities of Montgomery County Public Libraries. However, only by visiting one or more of the 20 full-service branches -- either in person or online -- can you fully appreciate not only what you can access in the way of information but the contribution of hundreds of dedicated staff and administrators who work hard to make libraries one of the most widely used services in County government.

A handwritten signature in black ink that reads "Isiah Leggett". The signature is fluid and cursive.

Isiah Leggett
County Executive



Montgomery County Public Libraries: *Celebrating Sixty Years of Excellence - Creating a Community of Learners* by connecting people to ideas and information that enrich and sustain their lives.



We began this journey in 1951, circulating 292,000 library materials to 20,000 registered card holders, with approximately 50,000 volumes on hand. Today we live in a world where information is found on smartphones, tablets, Google, Facebook, Twitter and elsewhere on the Internet. In spite of this, or maybe because of this, public libraries are still relevant today as evidenced by our 21 branches, over 680,000 account holders; more than 2.6 million library materials in all formats; and 5,722,208 visits to our branches and 3,411,698 visits to our website.

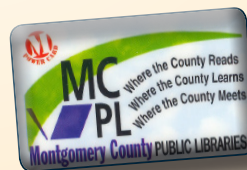
“Do not let what you cannot do interfere with what you can do.” As you will see from the many accomplishments listed in this Report, which include participating in Senior and job expos; launching our first mobile application for iPhone and iPad users; upgrading our WiFi system, enhancing our Teen Facebook page; and emphasizing services to Seniors, we took this John Wooden quote to heart. We innovatively and creatively found ways to deliver service to you.

With your help, the Friends of the Library, Montgomery County, Inc (FOLMC), Montgomery County Library Board, and Library Advisory Committees led a very effective *Libraries Matter, No More Cuts* campaign which was instrumental in averting further cuts contemplated for FY12. I am grateful for the generous support of individual Friends of the Library chapters that donated more than \$140,000 towards the purchase of books for the collection. I thank our library supporters, stakeholders and funders for recognizing the value of libraries and the difference we make in the lives of people, especially during these difficult economic times.

At MCPL we are proud of our commitment to serving the residents of Montgomery County. I want to take this opportunity to thank our staff who daily demonstrates their support and dedication to providing excellent customer service; and to thank you, our valued customers, who trust us to give you our best. My promise to each of you is that we will continue to strive to do just that.

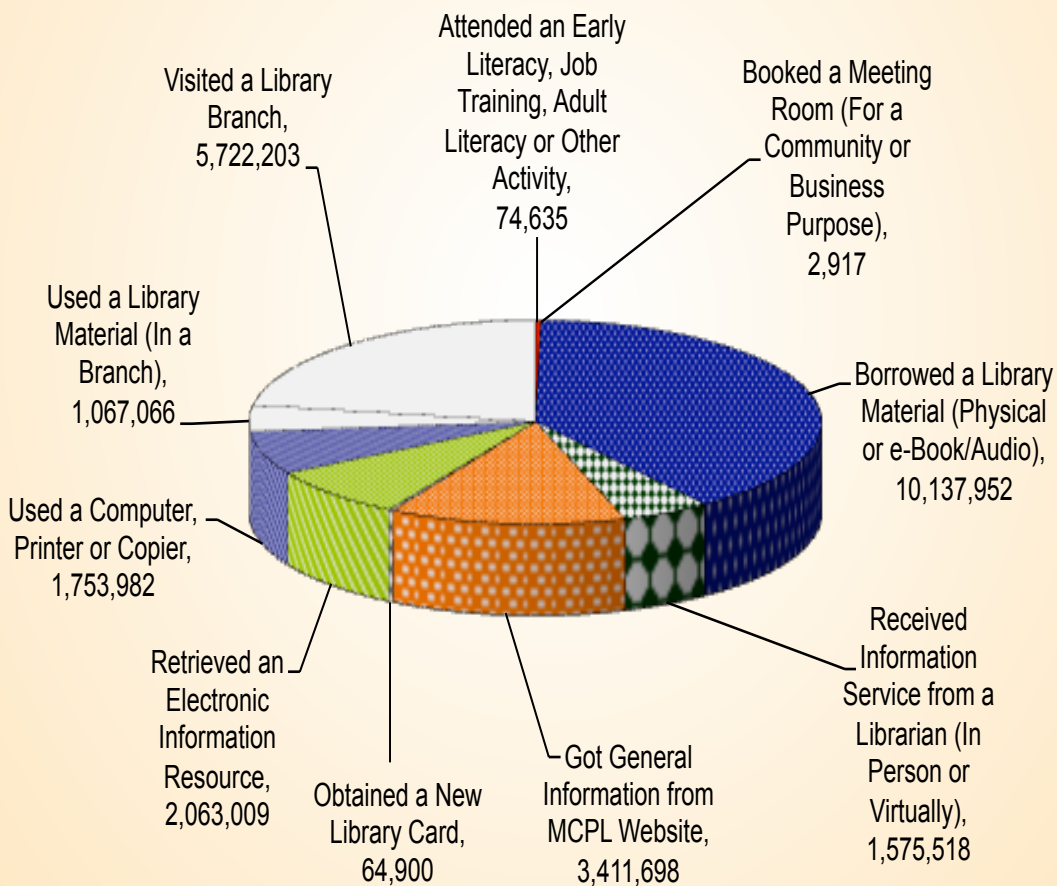
A handwritten signature in black ink that reads "B. Parker Hamilton".

B. Parker Hamilton
Library Director



A Year in the Life of MCPL

25.8 MILLION TOTAL USES OF LIBRARY SERVICES



Facts and Figures

MCPL

FISCAL YEAR 2011 (JULY 2010 - JUNE 2011)

Summary Category	Detailed Use	Amount of Service Provided
Attended an Early Literacy, Job Training, Adult Literacy or Other Activity	Attended Early Literacy Programs (Preschool Storytimes)	14,993
	Attended Other Children's Programs	11,457
	Attended Teen Programs	1,495
	Attended Adult Programs	17,987
	Attended LEAP Basic Computing Workshops	77
	Attended LEAP Resume/Other Skills Workshops	331
	Received an hour of instruction in Basic Literacy	4,568
	Received an hour of instruction in English as a Second Language	23,727
Booked a Meeting Room (for a community or business purpose)	Booked a meeting room for 1 hour	2,917
Borrowed a Library Material (Physical or e-Book/Audio)	Reserved and received a library material (Hold)	578,176
	Received an Interlibrary Loan	19,506
	Borrowed or renewed a library material ("Circulation")	9,441,380
	Downloaded an e-Book or e-Audiobook	98,890
Received Information Service from a Librarian	In-Person questions answered	1,253,732
	Questions answered via email	7,433
	Questions answered via Chat	4,879
	Questions answered via telephone	84,907
	Questions answered via Web FAQ	20,280
	Questions answered via Web "Guide"	176,973
	Questions answered via Reader's Cafe	27,314
Got General Information from MCPL Website	Visited the MCPL website (excluding questions answered virtually, and e-Books)	3,411,698
Obtained a New Library Card	Obtained a new library card	64,900
Retrieved an Electronic Information Resource	Retrieved an electronic resource (article, data record, specialized e-Book)	2,063,009
Used a Computer, Printer or Copier	Used a library Internet/Office loaded computer	748,426
	Made a print or a copy in a library branch	1,005,556
Used a Library Material (in a branch)	Used a library material (in a branch)	1,067,066
Visited a Library Branch	Visited a library branch	5,722,203
Total Uses of Library Services		25,873,879

Source: MCPL Reports

Operating Budget

MCPL

FISCAL YEAR 2011 (JULY 2010 - JUNE 2011)

TOTAL OPERATING BUDGET \$28,950,370

FY11 MCPL Operating Budget by Fund and Category

General Fund Expenditures		
Personnel	\$ 24,378,940	84.2%
Operating Expenses	\$ 1,472,140	5.1%
Materials	\$ 3,000,000	10.4%
General Fund Budget	\$ 28,851,080	

Grant Fund Expenditures		
Personnel	\$ 87,290	0.3%
Operating Expenses	\$ 12,000	0.0%
Grant Fund Budget	\$ 99,290	

Total FY11 Operating Budget

\$ 28,950,370

Capital Budget

MCPL

FY12 CAPITAL BUDGET AND AMENDED CAPITAL IMPROVEMENTS PROGRAM FY11-16, VOLUME 2, JULY 2011

Projects Under Construction	Approved Budget
Gaithersburg Renovation (Project last approved May 2010)	\$ 25,639,000
Olney Renovation (Project last approved July 2011)	\$ 12,909,000
Silver Spring (Project last approved July 2011)	\$ 63,747,000
In Planning Stages	
Clarksburg (New Library)	
Davis Renovation	
Potomac Renovation	
Wheaton Renovation	

FUNDING SOURCES FOR PROJECTS UNDER CONSTRUCTION

General Obligation Bonds	\$ 86,334,000
Current Revenue and Other Sources	\$ 14,235,000
State Aid	\$ 1,726,000

Customer Service Survey Results



Baseline Impact of Library Services as Indicated by Customers in Customer Satisfaction Surveys in 2011 and 2008

Impact of Service	Percentage of Respondents Indicated in 2011 Survey	Percentage of Respondents Indicated in 2008 Survey
	8,036 Respondents	7,789 Respondents
Provided resources to research personal information (health, finances, purchases, retirement, travel, etc.)	58.8%	44.6%
Improved my quality of life	64.2%	42.7%
Helped me (or my family) with school assignments and projects	50.4%	41.4%
Provided story times, books, and materials for my children	49.0%	36.9%
Offered programs and materials for personal growth and entertainment	45.6%	31.6%
Provided computers for my use and learning	31.9%	28.9%

Source: Results from the 2008 and 2011 Comprehensive Customer Service Surveys

Customer Service Survey Results



Baseline Impact of Library Services as Indicated by Customers in Customer Satisfaction Surveys in 2011 and 2008

Impact of Service	Percentage of Respondents Indicated in 2011 Survey 8,036 Respondents	Percentage of Respondents Indicated in 2008 Survey 7,789 Respondents
Presented a place to have meetings, relax, socialize, and have fun	30.3%	20.0%
Improved my career options (career research, learned new skills, etc.)	26.0%	19.6%
Researched job opportunities	21.0%	16.8%
Learned another language	14.2%	10.5%
Other	7.4%	5.7%
Helped me grow a business	6.3%	5.0%

Source: Results from the 2008 and 2011 Comprehensive Customer Service Surveys

MCPL

Accomplishments

Readiness for the Future

- Conducted new Customer Satisfaction Survey receiving 8,000+ responses
- Implemented the new Policies and Procedures Manual as a source authority and guide for the implementation of day-to-day delivery of library services
- Partnered with the Commission for Women to present job skills training workshops under the Linking Employers and Applicants Project (LEAP)
- Provided support for early literacy and school readiness through preschool storytime programs and other early literacy activities
- Successfully continued the County's Green Initiative through reductions in printing and the initiation of online work processes
- Began Capital Improvement Projects (CIP) for the new Silver Spring Library and the renovations of the Gaithersburg and Olney libraries

Enhanced Technology and Innovation

- Established core technology competencies for all staff
- Upgraded Library printing system
- Created content rich resources for online users including Library Guides (LibGuides) and the FAQ (Frequently Asked Questions) system on the library web page
- Improved skills of front-line staff to troubleshoot basic copier and public computer issues
- Launched *Bookmyne*, MCPL's first mobile application for iPhone and iPad users
- Increased virtual access to downloadable materials resulting in a 45% increase in the use of e-Books and e-Audiobooks
- Completed major upgrade of the Integrated Library System (ILS) to improve catalog access and check-out capability for customers and staff
- Upgraded Wi-Fi system
- Created a "Laptop Lane" at the Wheaton Library in order to provide additional public space for Wi-Fi users

MCPL

Accomplishments

Marketing, Outreach and Community Awareness

- Introduced merchandizing of MCPL collection as a basic business norm
- Participated in the second Annual Maryland State-wide Snapshot Day
- Through community partnerships, participated in author events, Senior and Job Expos, heritage festivals and business seminars
- Emphasized service to Seniors by providing space in the branch lobby for handouts and other flyers of interest
- Provided system-wide programs in business, resume writing and job searching
- Used social networking tools such as Twitter and Facebook to regularly connect with the community and highlight library news and information
- Completed enhancement of Teen Facebook page
- Restructured the Summer Reading Program using software to provide online registration and book logging

Continuous Organizational Development

- Created the Senior and Disability and Circulation Steering Committees to address programming and training needs
- Continued to develop the Learning Organization model to encourage creative thinking and the sharing of new ideas and concepts
- Reorganized the branch and delivery schedules to maximize our customers' access to library materials
- Utilized statistics for decision making on a systematic basis
- Continued to be proactive in identifying new models of service delivery
- Successful Gaithersburg Interim Library located in the Lakeforest Mall to provide services to the Gaithersburg community
- Montgomery County Correctional Facility (MCCF) Library celebrated 35 year partnership between the Departments of Public Libraries and Correction and Rehabilitation

MCPL

Notable Highlights



Over 5 million people visited their local public library to read, study, check out materials, use the Internet computers; and attend informational programs, job training workshops and multicultural events.



Councilmember Craig Rice (left) and Councilmembers Nancy Navarro and Phil Andrews (below) participated in VIP Read events as a part of *SNAPSHOT: One Day in the Life of Montgomery County Public Libraries*, held on October 5, 2011.

OUR VALUES

Montgomery County Public Libraries believes in the right of all to learn and to grow. We value intellectual freedom, accountability, quality service, diversity, fairness, professional ethics, integrity of information and respect for our customers, our community, and ourselves. We are a learning organization that functions openly by exploring new ideas and using the collective talent, knowledge, and creativity of employees at all levels.



Dr. Seuss made a special visit to the White Oak Library on *Snapshot Day* to share stories with children.





Alex Wong from Congressman Chris Van Hollen's office presents a copy of the *Congressional Record* entry in recognition of MCPL's 60th Anniversary to MCPL Director, Parker Hamilton.

OUR MISSION

Montgomery County Public Libraries offers free and equal access to services and resources that connect the people of Montgomery County to ideas and information which sustain and enrich their lives.



The Friends of the Library, Montgomery County, Inc., the Library Board and Library Advisory Committees launched a successful advocacy campaign, *Libraries Matter, No More Cuts* to build funding support for MCPL.



Mrs. Catherine Leggett shared her excitement as she announced that MCPL will be the beneficiary of proceeds from the 2011 Executive's Ball taking place on December 4.

OUR VISION

Our diverse community of lifelong learners finds Montgomery County Public Libraries to be an open, inviting and vital gateway to the information, ideas and enrichment that strengthens our County. A diverse, highly qualified staff continually assesses community needs and interests to support, encourage and inspire our customers.



MCPL welcomed over 64,000 new library card members who discovered the wide variety of books and resources available to them with their MCPL library card.

At a special author event held at the Rockville Memorial Library, Parker Hamilton welcomes Pulitzer Prize-winning journalist Isabel Wilkerson, author of the New York Times bestseller, *Warmth of Other Suns: The Epic Story of America's Great Migration*.



Montgomery County Elected Officials

County Executive

Isiah Leggett

County Council

Valerie Ervin, President

Roger Berliner, Vice President

Philip Andrews

Marc Elrich

Nancy Floreen

George Leventhal

Nancy Navarro

Craig Rice

Hans Riemer

Library Board

Gillian Lewis, Chair

Otto E. Lewis, Jr., Vice Chair

Dr. Syed Amir
Arthur R. Brodsky
Jeanette Cotter
Rev. Richard Bryant

Paulette Dickerson
Dr. Lois H. Neuman
Dr. J. Sri Ram
Frank Riccardi
Robyn Watts



Aspen Hill • Bethesda • Chevy Chase • Damascus • Davis
Gaithersburg Interim • Germantown • Kensington Park • Little Falls • Long Branch
Marilyn J. Praisner • Noyes Library for Young Children • Olney
Poolesville • Potomac • Quince Orchard • Rockville Memorial
Silver Spring • Twinbrook • Wheaton • White Oak