

Montgomery County Elected Officials

County Executive

Isiah Leggett

County Council

George Leventhal, *President* • Nancy Floreen, *Vice President*
Roger Berliner • Marc Elrich • Tom Hucker
Sidney Katz • Nancy Navarro • Craig Rice • Hans Riemer

Library Board

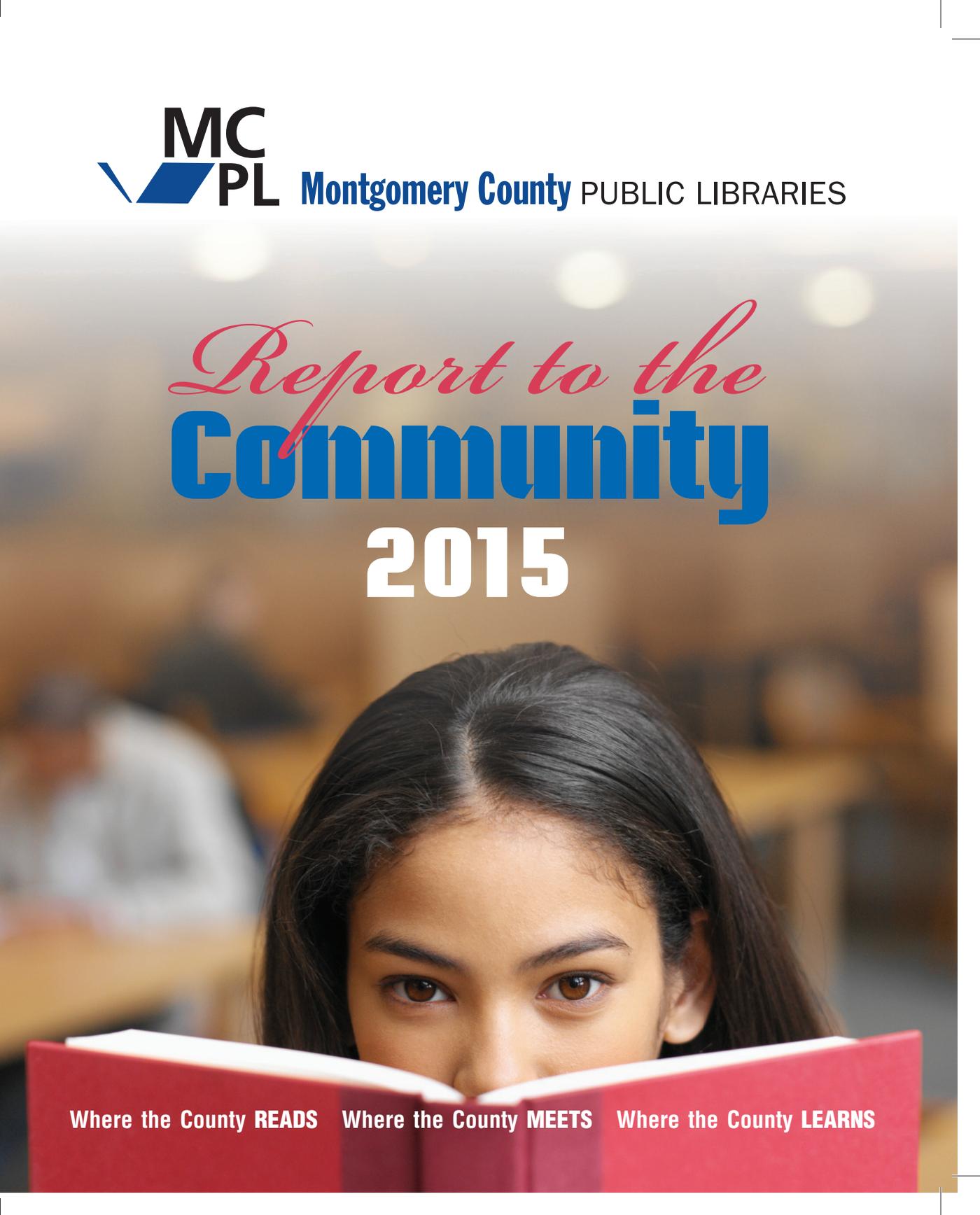
Robyn Watts, *Chair* • Deborah Brooks, *Vice Chair*
Syed Amir • Andrea Christman • Anne S. Core • Jeanette Cotter • Gillian Lewis
Kimblyn Persaud • J. Sri Ram • Ashutosh Rao • Kathleen Reedy

Library Branches

Aspen Hill • Bethesda • Chevy Chase • Damascus • Davis
Gaithersburg • 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



Where the County **READS** Where the County **MEETS** Where the County **LEARNS**



Report to the
Community
2015

Where the County **READS** Where the County **MEETS** Where the County **LEARNS**

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

This has been an exciting year as we continue our transition to a true 21st century Montgomery County Public Libraries system.

We opened the new Silver Spring Library, which is much larger and more technically advanced than the old one, and which has already become an anchor institution and destination in a growing and thriving downtown Silver Spring community.

You continue to use our library services at record paces, whether you are visiting your local library, or using its services online. At the same time, MCPL is making a great effort to reach out to you, whether in person at events such as at the Gaithersburg Book Festival, or online through social media.

The continued popularity of the library is why I decided to increase library services by expanding hours at many of our branches.

At the same time, MCPL is evolving to become more responsive to our community as it exists now, and will exist in the next few years. We know we must continue to change. That is why I convened the 2015 Library of the Future Summit, to solicit ideas from you about how your libraries can better serve your needs.

People will have different expectations for libraries, not only as a repository for books and electronic books and music, but also to have programs to teach people, from youngsters to seniors, how to use digital tools such as computers, smart phones and apps. There will be demand for more services for new Americans, and for small business owners.

Our challenge, and it is one I accept, is to make our fine library system even better, keeping what is useful, adding what will be useful, and preserving an institution that is one of Montgomery County's proudest accomplishments.

Sincerely,



Isiah Leggett
County Executive



Selected FY15 Accomplishments

MCPL

World Languages

Montgomery County is one of the most ethnically and culturally diverse counties in the country. We continue to expand services to meet these communities' needs.

- Held more than 1,000 conversation club programs for attendees to practice language skills.



MCPL provides a wide range of resources to encourage children to learn, create and explore.



- Created or expanded: Vietnamese collections at Gaithersburg and Silver Spring libraries; and Amharic collections (including DVDs) at Gaithersburg, Silver Spring and White Oak libraries.
- Worked with communities to expand our Chinese collections and Korean children's collections.
- Accepted a donation of Farsi children's material from members of the Persian community.
- Provided 66,048 hours of English Language instruction through our partners at Gilchrist Center.

MCPL believes that learning is more than just books. Our programs for children provide opportunities for creativity, collaboration and other skills.

Selected FY15 Accomplishments



Library In The Community

Library services are no longer available just in our buildings. To accommodate people's lifestyles and to take advantage of advances in technology, library resources are accessible online and beyond our walls at community events.

Outreach and Marketing

Introducing new customers to library services and new library services to residents.

- Received the 2015 Honorable Mention Innovation Award from Urban Libraries Council for our "Service Beyond our Walls" model.
- Increased Outreach visits by 184%.
- Increased staff visits to schools by 26%.
- Coordinated our marketing efforts in branches and neighborhoods, as well as across social media platforms.

MCPL partnered with Gaithersburg Elementary School to ensure that every one of the 800 students had a library card.

Social Media/Web Services

As more resources become available on line, and more residents have greater access to technologies, MCPL increased the range of online services available 24 hours a day.

- Expanded our e-magazine collection by introducing Flipster, an e-magazine resource.
- Upgraded our Catalog and Account services to a robust cloud-based system.
- Added NovelList Select, a readers' advisory database, to help customers find readalikes.
- Introduced new email readers' advisory service, "What Do I Check Out Next?" to provide reading recommendations to customers.



In the pages that follow, you will learn about MCPL's successes this year in improving and tailoring services to meet the wide-ranging needs of the diverse communities we serve. We are actively engaging with residents to better understand what role the library can play in the lives of those living and working in the County. I encourage you to read this report to see some of what we have accomplished; I also encourage you to be an active participant in MCPL's future.



Community in the Library

For many of us, the library is the foundation of our neighborhood and community. Library buildings are community resources where anyone can come to connect, create and collaborate. We've made changes so that people can use Montgomery County Public Libraries more comfortably, conveniently and effectively. We've also expanded the breadth and depth of services, resources and spaces with an emphasis on preparing children to succeed in school, and assisting non-native English speakers in gaining the skills necessary to thrive.

Library in the Community

MCPL has taken a two-pronged approach to delivering services beyond our walls. The first approach is through our multi-platform marketing efforts to introduce new customers to our range of services and resources, and to share our enthusiasm about new resources to help everyone in our communities. Our second approach is through our robust web presence, and our use of social media. Access to a growing number of library resources is no longer limited to our physical buildings. You can peruse a wide range of high-quality content available only through our website any time, day or night, and follow MCPL on most social media platforms.

I would like to thank our advocates and stakeholders for their continued support. As a result of their efforts, the County Executive and County Council made the decision to increase access to library services and materials by expanding hours at 16 branches.

Thank you to our talented, committed staff. Because of their dedication, we are able to continue to explore and engage new ideas that make MCPL an active learning destination for all and "an open, inviting and vital gateway to the information, ideas and enrichment that strengthens our County."

I encourage you to visit our website or visit a branch to check out all of our materials and services. We are always working to provide opportunities for active learning, and engagement with technologies, resources and spaces. We are designing more programs of interest to children and adults, and redesigning our spaces to reflect the changing needs of our residents. We are excited to share the many ways we can help people read, meet and learn!

B. Parker Hamilton
Director

A Year in the Life of MCPL

SERVICES TO YOUNG CHILDREN

Storytime Attendance	98,215
0-4 Summer Reading Program Registration	2,220
Number of Uses of Picture Books (Circulation and In House).....	2,162,092
Hours of Discovery Room Use	11,392
Circulation of Little Explorer Go! Kits.....	985
Visits to Kidsite	38,467
Sessions on Awe Early Literacy Workstations.....	51,137
Visits to or for Preschools and Day Care Centers	46
Attendance at Visits to or for Preschools and Day Care Centers	1,653

COMMUNITY IN THE LIBRARY

Hours of Meeting Room Community Use.....	4,340
Hours of Conference Room Use.....	79,227
Hours of Digital Media Lab Use.....	1,357
Number of Computer Sessions.....	386,745
Total Booked Hours for All Library Spaces (Meeting Rooms, Conference Rooms And Discovery Rooms)	94,959
Total Number of All MCPL Programs	8,312
Total Attendance at All MCPL Programs.....	218,957
Foot Traffic	4,648,012
Information Questions Answered	2,213,442
Total Circulation and In-House Use of Physical Material.....	9,943,874
Annual Public Service Hours	59,035

LIBRARY IN THE COMMUNITY

Number of Outreach Programs	383
Attendance at Outreach Programs.....	25,613
Number of Staff Visits to Schools	152
Attendance at Staff Visits Out	40,351
Visits to Website	3,367,280
Use of ESL Databases	21,570
Number of Bilingual Programs	93
Attendance at Bilingual Programs.....	3,770
Number of Formal Partnerships (with Memoranda of Understanding).....	14
Number of Partnership Programs	294
Attendance at Partnership Programs.....	3,940
Database Retrieval	825,934
Number of Online Courses Registered.....	3,246
E-book Circulation	988,456
Number of Workforce Development Database Sessions	39,372

Selected FY15 Accomplishments

- Abren Enhun Support Association – developed cultural programming and resources to meet the needs of Montgomery County’s Ethiopian community.
- MCAEL and the Literacy Council of Montgomery County – provided more than 66,000 hours of adult literacy courses.
- African American Health Initiative – supplied diabetes information to residents along with cooking demonstrations, exercise and dietary information, medication management and healthy living tips.
- Montgomery College – offered potential students interested in attending Montgomery College the pre-enrollment classes that will prepare them to succeed.
- Montgomery College – enabled Lifelong Learning classes to be held in several MCPL branches.
- Montgomery County Historical Society – offered historical society programs in branch locations and assisted with archiving MCPL oral histories project and processing of Historical Society materials.
- Gaithersburg Book Festival – ensured that MCPL had a prominent role in this important County festival, and provided joint marketing to create area-wide awareness of the event.
- Housing Opportunities Commission (HOC) – made HOC Waiting List application available on all MCPL public computers. This online application for HOC housing is the first in the nation.
- Jewish Council on Aging – supplied programs for seniors at MCPL branches.

More than 4.5 million people visited MCPL branches in FY15.



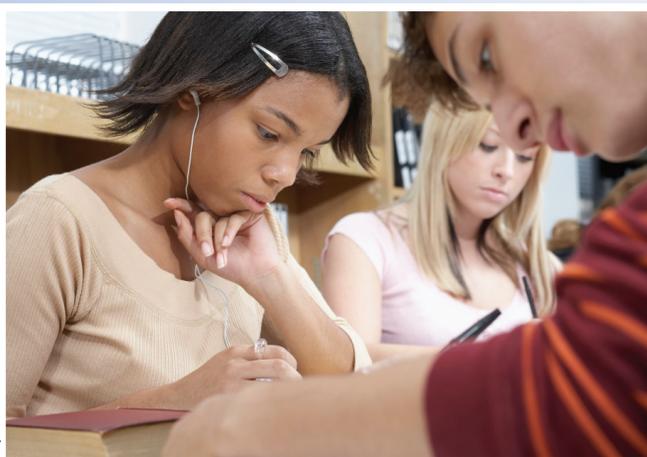
Selected FY15 Accomplishments. **MCPL**

Partnership Programs

Programs provided with outside organizations and County Departments that further the Library's vision and mission.

- Awarded a National Association of Counties (NACo) award for our partnership with dataMontgomery "Data@your fingertips: dataMontgomery & Montgomery County Public Libraries, Maryland, Taxonomy Project."
- MCPS – provided library cards to all 800 students at Gaithersburg Elementary School.
- MCPS – provided free lunches to local students over the summer.
- KID Museum – opened makerspace in the lower level at the Davis Library that provides tools, programs, and classes for more than 15,000 children and families.

MCPL expanded the range of electronic resources for all County residents.



Almost 100,000 children, parents and caregivers participated in storytime programs at MCPL branches.

- Judy Center – provided early literacy-rich storytimes for children at two centers, along with training for parents/educators and field trips to the local library for families.
- Gilchrist Center at Gaithersburg Library – provided residents with in-library access to information and resources that serve New Americans.
- Casa de Maryland – made citizenship classes, citizen application assistance, citizen workshops and ESOL classes available at several MCPL branches.

Operating Budget



FY15 (July 2014-June 2015)

GENERAL FUND EXPENDITURE BUDGET

Personnel.....	\$31,313,215
Library Materials Operating Expenses	\$5,350,000
Other Operating Expenditures	\$1,571,455
General Fund Expenditures Budget.....	\$38,234,670

GRANT FUND EXPENDITURES

Personnel.....	\$40,290
Operating Expenses.....	\$12,000
Grant Fund Budget.....	\$52,290

FUNDING SOURCES FOR GENERAL AND GRANT FUND EXPENDITURES

County's General Fund (Tax Revenues)	\$31,049,812
State Aid (General, Retirement).....	\$5,481,038
Fines and Fees.....	\$1,683,820
State and Federal Grants.....	\$72,290

FY15 APPROVED CAPITAL BUDGET AND FY15-20 CAPITAL IMPROVEMENTS PROGRAM

(Source: FY15 Approved Capital Budget And FY15-20 Capital Improvements Program, July 2014 As Amended.)

Projects Under Construction (In FY15)

Silver Spring Library	\$69,529,000
Library Refurbishment Level of Effort	\$13,087,000
21st Century Library Enhancements Level of Effort.....	\$6,000,000
DPL Network And Telephone Infrastructure.....	\$462,000

PROJECTS IN ACTIVE DESIGN

Wheaton Library And Community Recreation Center	\$58,355,000
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PROJECTS RECENTLY COMPLETED OR IN PRE-DESIGN

Clarksburg Library (Pre-Design)	\$2,134,000
Gaithersburg Library Renovation (Complete).....	\$23,041,000
Olney Library Renovation (Complete).....	\$12,909,000

TOTAL CAPITAL IMPROVEMENTS EXPENDITURES

(Total Expenditures Encompass All Years For Each Project Listed)	\$185,517,000
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FUNDING SOURCES FOR CAPITAL PROJECTS (FY15)

General Obligation Bonds.....	\$144,665,000
Paygo (Cash from the Operating Budget).....	\$27,346,000
Current Revenue: General	\$7,606,000
State Aid.....	\$5,235,000
Short-Term Financing.....	\$606,000
Rental Income	\$59,000

SAVINGS TO THE COMMUNITY IN USE OF LIBRARY SERVICES (RETURN ON INVESTMENT)

Services to Young Children.....	\$49,202,696
Community in the Library.....	\$213,810,820
Library in the Community.....	\$33,839,470

Selected FY15 Accomplishments



General

One of MCPL's core goals is to get the right material to customers as quickly as possible. In FY15, we made changes to do that more efficiently.

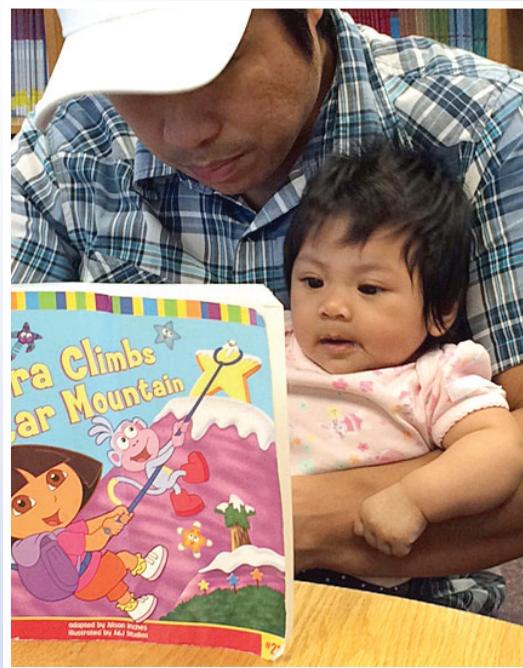
- Started shipping new, high demand materials directly to branches.
- Instituted a new model for fulfilling customer holds that reduces transfers between branches and cuts down on wait times.

Services To Young Children

Our commitment to providing the resources and tools that every child in the County needs to be prepared for school has expanded to include fun, engaging Early Literacy and Science, Technology, Engineering and Math (STEM) resources to get children and caregivers excited about learning.

- Expanded access to the National Association of Counties (NACo) award-winning self-guided STEM learning Go! Kits. These kits for children, parents and caregivers that contain mini iPads, educational toys and books can now be borrowed at 8 library branches.
- Trained Children's staff in the latest techniques for advancing Early Literacy and STEM learning.
- Increased Storytime programs by 45%, and Storytime attendance by 164%.
- Added Early Literacy computer stations with best-in-class learning software for children at all branches.

- Installed the County's first Early Literacy Center in the new Silver Spring Library, creating a destination for families that is both fun and educational.
- Developed self-guided STEM learning stations, which were featured in School Library Journal, in all library branches.
- Introduced a new Readers' Advisory service, Beanstack, to connect children and caregivers with book recommendations.
- Piloted a new online Summer Reading program.
- Began offering Tumblebooks, a new e-storybook collection.



MCPL circulates more than two million picture books every year.

Selected FY15 Accomplishments



Community In The Library

We are adapting our buildings and services to meet community needs and expand opportunities to collaborate, create, and connect.

Spaces

Our buildings provide spaces for groups and individuals to participate in a growing list of activities.

- Kicked off the Library Refurbishment and 21st Century Library Enhancements refresh cycle at Twinbrook Library.
- Increased branch hours at 16 locations.
- Opened new, state-of-the-art Silver Spring Library on June 20, 2015.
- Opened KID Museum location at Davis Library, with more than 15,000 visitors to date.
- Installed Smart technologies in the meeting room at Silver Spring Library.

- Received \$800K in state capital grants funds for projects to refresh Davis and Little Falls libraries in FY16.
- Provided space for groups like the Richard Montgomery High School's Robotics Club, that have used our spaces to build award-winning robots.
- Hosted more than 4,000 hours of meeting room use by 440 groups.

Programming

Programs in and through the library provide opportunities for all to learn and enjoy.

- Awarded a National Association of Counties (NACo) award for our partnership model, "Libraries and Communities: Collaborative Partnerships for Success."
- Held 8,000+ programs at branches across the County including: 41 different health programs, such as smoking cessation, cooking for diabetics, meditation and yoga; and 191 SCORE events to provide Small Business guidance.



MCPL programs for adults enrich lives and provide opportunities to connect with communities.