



MILWAUKEE
PUBLIC LIBRARY

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2008
ACCOMPLISHMENTS

Use – Libraries and Collections

Use of the Library is measured by the number of visitors to library buildings and the number of items checked out. While use was up in both categories, the 4th quarter showed a marked and dramatic increase, likely due to the economic crisis. In December alone, Circulation increased by 11% and Visits by 5.7%.

- Circulation: Annual - 2,644,530 (+ 4.11%) 4th Quarter – 649,051 (+ 6%)
- Visits: Annual - 2,460,404 (+ 1.48%) 4th Quarter – 603,007 (+ 4%)

Jobs

The Library has always had a role in helping people prepare themselves for employment and locate job opportunities. In 2008 we stepped-up our efforts through these specific programs:

- Drop-in Job Help at Center Street, Central and Forest Home Libraries. Offered in both English and Spanish, people received help with online job searches and application completion, and resume writing. More than 600 people attended the 70 sessions.
- Need a Job? courses at Martin Luther King Library (October)
- Business classes – Patents 101 (monthly), Exploring Entrepreneurship, Small Business Start-Up, Top 10 Best Business Planning Sites, SDC Job Fair, *Business Journal* Breakfast, Job and Career

Youth Services

Service to Children continues to be a priority for the Library. Reaching children early and introducing them to books and literature is critical in developing pre-reading skills and a love of reading.

- Implementation of new “Be A Super Reader” campaign for annual summer reading program. Approximately 14,099 children, participating in 2008, will be well-prepared for their studies in fall.
- Launched “Back to School with a Library Card” campaign – outreach to approximately 60,000 elementary school children in MPS, the Archdiocese and the Lutheran Church-Missouri Synod
- Implemented Early Learning Family Nights and Family Spaces programs, grant-funded early literacy programs targeting families, to help parents serve as their children’s first teachers
- Over 1,000 child care centers are participating Books2Go members.

- Ready to Read with Books2Go provided 50 child care centers in 2008 with intensive monthly services. An average of 476 children and 92 adults participated in story times each month, ensuring pre-schoolers have the six critical pre-reading skills before they enter kindergarten.
- Ready to Read provided continuing education on early literacy to 929 child care providers.
- Celebrated 10 years of the remodeled Betty Brinn Children's Room at Central Library – since 1998, over 1.5 million patrons visited and checked out 1,560,224 million items.
- Recruited a VISTA worker in partnership with Parents Plus and the Wisconsin Department of Public Instruction to build capacity for the Homework Help programs at Center Street and Forest Home libraries
- *Money Camp for Kids*, sponsored and presented by Alpha Kappa Alpha Sorority taught 30 middle students skills in financial literacy and money management. Program co-sponsors included the Milwaukee Public Library, Harley-Davidson, Midwest Airlines and others.

Teen Services and Programming

The Library's work with the teen population offers constructive activities and outlets for teens to engage in, helping them to mature, develop leadership skills, and succeed in school.

- Teen Advisory Board (TAB) continues to reach out to young adults to engage them in library activities and to serve as MPL liaisons to their peer groups, holding regular Young Adult/Teen forums
- Teen Violence Prevention workshops – three popular programs for teens and their parents to discuss violence in every day life, and how to prevent it and keep safe
- Café Conversations – outreach to four (4) MPS high schools, visiting teens during their lunch hours to promote library collections and resources

Adult Services and Programming

The Library continues to offer many services and programs for adults that meet wide-ranging needs, including those that are educational and those that are cultural and literary.

Educational:

- English Language Conversation Circles (The American Dream grant) – weekly meetings at Forest Home Library where non-English speakers can practice their new language skills
- Drop-in Tutoring and Basic Skills classes at Washington Park Library
- Smart Investing @ Your Library (FINRA/ALA grant) – financial literacy program to teach basic money management skills.
 - Be A Smart Investor course at Washington Park Library (October)
- Twenty three new volunteers trained as tutors for the 5 branches with adult tutoring programs.
- Awarded \$20,000 Fit for Life grant from Libraries for the Future and Metropolitan Life to promote Health Literacy and increase awareness about health-related information resources
- Reconfiguration of the Wisconsin Regional Library, ABLE and Youth and Community Outreach Services (YCOS) to allow for digital conversion project in Wisconsin Regional Library and reorganization of ABLE and YCOS to increase public access and efficiencies.

Literary and Cultural:

- The Big Read project, a community-wide reading program to encourage residents to try reading again for entertainment and information.
- Ongoing successful programs including House History (subject of July Channel 25 "Insight" program) and the Richard E. and Lucile Krug Rare Books Room Educational series

- Author visits: Molly Peacock and Martin Espada (two Branching Out Poetry series events), Robert Schlesinger, Jordan Wright
- New Milwaukee Poet Laureate selected for two-year term – Susan Firer
- Two new names added to the Wisconsin Writers Wall of Fame – A. Manette Ansay and Margot Peters
- One of only 25 libraries nationwide awarded the National Baseball Hall of Fame’s exhibit “Pride and Passion: The African American Baseball Experience.” MPL will host this exhibit at Washington Park Library July 25 – Sept 4, 2009 with related programs at Washington Park and Central Libraries.
- Converted old Copy Center into the Archives Reading Room, a comfortable, secure area for viewing and studying valuable materials from MPL’s special collections and archives.

Computers and other Technologies

Computer technology is as much a part of the Library infrastructure as are the buildings. Through equipment, conductivity, and content, Milwaukee residents have access to millions of resources found online, through subscription services and products, and in unique digital collections found on the Library’s website.

- Public computer use – 522,933 hours, a 3.5% increase over 2007.
- Computer classes – 478 classes offered in word processing, spreadsheets, internet searching and email use. More than 3,700 people took these classes.
- Introduced portable *PlayAway* recorded books collection, funded by the Friends of the Milwaukee Public Library
- Website accomplishments:
 - Expanded digital collections including Milwaukee Historic Photos, Shipshape and Milwaukee Historic Photos
 - Readers Advisory page redesigned to be more user friendly and implemented new readers’ advisory blog, Read@MPL
 - Social networking opportunities – NOW@MPL blog (averaging 622 hits a month) and MySpace page (6.007 hits with 243 “friends”)

Community Partnerships

Community and Connection is one of the three overarching goals of the Library’s Strategic Plan. Making sure we are engaged with community partners is critical to meeting the needs of Milwaukee residents, promoting use of the Library, and expanding our capacity.

- Completed a Community Facilities Visioning Process to help develop a plan for 21st century services and libraries
 - Community meetings to formulate a long-term plan for all library facilities
 - First all-staff convocation on 2/29 to garner staff input and share plans to date
 - Washington Park Library recognized for its “green” construction and environmental friendliness by *Milwaukee Magazine* (October) and *Experience Milwaukee Magazine* (Spring/Summer 2008)
- Martin Luther King Library open on the King holiday (1/21) with programs for the community
- Deputy Library Director Sandra Melcher appointed to the Council on Library and Network Development (COLAND) by Governor Jim Doyle; elected Vice President by peers

- Community Partnerships strengthened with community agencies and organizations that support the city goals. New Community Partnerships initiated for 2009 with organizations and institutions that are well-known and respected in Milwaukee.
- Central Library named one of the top 10 libraries in the country by nationally-known Librarian and author Nancy Pearl, as reported in *USA Today*

Energy Efficiencies

The Mayor set a goal for city departments to reduce energy consumption by 12% between 2005 and 2012. From 2005 to 2007 the Library has reduced electricity consumption by about 6% and gas/steam consumption by about 22%. Adjusting for the difference in cooling and heating degree days the use of energy decreased about 3.6% for electricity 21% for gas and steam. In 2008 we continued making improvements to reduce energy consumption that would result in long-term savings.

- Planned to replace the original HVAC system at Zablocki Library with energy efficient equipment. Zablocki will use an on-demand system rather than a standard hot water heater.
- Replaced inefficient windows with insulated glazing systems at Atkinson and Zablocki Libraries.
- Received city energy challenge grant to replace approximately 3,200 T12 lamps and ballasts in florescent fixtures with more energy efficient T8's. Anticipate savings of \$20,000 in electrical costs.
- Replaced older florescent fixtures in garage with very efficient LED fixtures.