



# MPL 2020 Progress Report



**Because  
Learning to  
Read Comes  
Before Reading  
to Learn**

**Because the  
Best Search  
Engine in the  
Library is  
the Librarian**



  
**MILWAUKEE**  
PUBLIC LIBRARY

**Because a  
Library Card is  
the Best School  
Supply of All**

**READ • LEARN • CONNECT**



## Paula Kiely

City Librarian

Milwaukee Public Library has focused efforts on the citywide strategies identified in MPL 2020 - a customer-driven plan that provides strategic, relevant and forward-looking library services. The plan has helped the library to address our place in the community now, and what it will look like in the future.

After identifying three broad market segment groups – Young Families, Global Roots, and Traditional Living – we developed eight citywide strategies that would further our mission to help the people of Milwaukee read, learn and connect.

As you'll see in the pages ahead, Milwaukee Public Library kept those strategies in mind as we developed a new web site, welcomed more than 10,000 patrons back to MPL through a Fine Forgiveness Campaign, participated in the National Endowment for the Arts Big Read, hosted teen job fairs, upgraded facilities, redeveloped branch libraries, and GOT LOUD in the community with unique programs.

As always, our professional, creative, and dedicated staff is one of our greatest assets. We continue to identify ways to focus staff in a team approach to serve customers, streamline procedures, and communicate our goals and progress throughout the system.

The strategies identified in MPL 2020 challenge us to meet the great expectations of our customers. With the support of our Board of Trustees, the Library Foundation and Friends, and Mayor Tom Barrett and the Milwaukee Common Council, we'll realize our vision of building the foundation of a strong Milwaukee.

## Vision

**MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee.**

## Mission

**Inspiration starts here – we help people read, learn and connect.**







## Tom Barrett

Mayor of Milwaukee

The organizational values identified by the Milwaukee Public Library in MPL 2020 are: Creating a City of Readers and Lifelong Learners; Anchoring Healthy and Vibrant Neighborhoods; and, Contributing to a Strong Milwaukee. Those values reflect the strong commitment the library has always had to improving the quality of life in Milwaukee.

I'm especially excited about Milwaukee Public Library's new LibraryNow initiative which represents an historic partnership between the library and Milwaukee Public Schools to provide free digital access to all the library's online resources to every MPS student in 1st through 12th grade.

Libraries are neighborhood jewels with amazing resources. They help develop a child's language, reading, critical thinking, and imagination. They bridge the digital divide, improve access to information, and make a connection to the outside world.

Our libraries have evolved from being storehouses of books to anchor institutions that help build healthy families and vibrant neighborhoods.

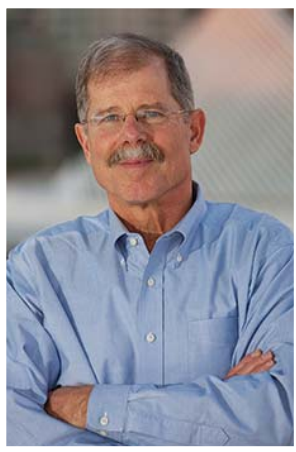


**2016 Operating Budget:**  
**\$23,527,408**



**2016 Population served:**  
**595,047 per U.S. Census**





## John Gurda

### Board of Trustees President

The City of Milwaukee has a rich history of contributions from a vast array of cultural origins. The Milwaukee Public Library has its own history of welcoming immigrants from around the globe, connecting them to the tools, materials and organizations that help them find a home, get a job, and educate their families.

At the same time, the library continues to be a meeting space, connecting longtime residents to new neighbors while providing programs that celebrate our heritage, introduce new skills, entertain, enlighten, and educate.

The branch library redevelopment project the board instituted in 2009 has already realized the mixed-use development of the Villard Square and East Branches, the renovation of the Tippecanoe Branch, and the development of the new Mitchell Street Branch – all projects that have proven beneficial to our neighborhoods and their residents.

It is our job, as trustees of this great institution, to guide the library into the future, ensuring the needs of the generations ahead will be served while our history and heritage are preserved.



#### Milwaukee Public Library Board of Trustees

Pictured I-r standing: Ald. Milele Coggs, Ald. Ashanti Hamilton, Michele Bria, John Gurda, Library Director Paula Kiely, JoAnne Anton.  
Pictured I-r seated: Ald. Nik Kovac, Joan Prince, Joe'Mar Hooper.  
Not pictured: Sharon Cook, Ald. Cavalier Johnson, Chris Layden, Supv. Marcelia Nicholson, Jennifer Smith.





## Traditional Reading and Research Services

At the foundation of the mission of the Milwaukee Public Library is the fundamental activity of providing information to people through broad and deep collections representing a wide range of thinking in all areas of interest and through professional information activities provided by librarians. Via the Internet, over the phone, within our neighborhood libraries, and through emerging technologies, MPL provides reading and research resources for more than 2 million visitors each year, averaging more than 2.5 million material checkouts.

In the fall of 2016, MPL welcomed back 10,000 library patrons of all ages who had been blocked from usage because of fines and fees associated with having long overdue materials.

ASK stations are replacing the old reference desks to make librarians more accessible to patrons. Replacing stationary desks with mobile service points allows for enhanced customer service and a better patron experience.

The library has increased its offering of exhibits representing a wide range of community talent and interests including ZIP MKE, Military Mascots, Tapestry Unlimited, Los Primeros, Surviving AIDS, The Sights of Milwaukee, Fair Housing, and the national Maurice Sendak exhibit.

MPL participated in the National Endowment for the Arts' Big Read, featuring "In the Time of the Butterflies" by Julia Alvarez. More than 40 programs celebrating the novel were held during the spring of 2017.

Increase A. Lapham was added to the Wisconsin Writers Wall of Fame in 2015. Jim Chapson (2013), Jeff Poniewaz (2013), Matt Cook (2015), and Roberto Harrison (2017) were selected as Milwaukee Poets Laureate respectively.



**2016 Circulation: 2,598,630**

**Print: 1,342,017**

**Digital: 150,163**

**Media: 1,063,775**

**Laptops: 42,675**



**More than 80,000  
Ready Reference  
calls answered  
each year**



# READ • READ • READ

## Summer Reading for All Ages

Children are more likely to enjoy reading and create a lifelong habit of reading for pleasure when they have the opportunity to choose their own materials, which is easy to do at MPL. Their interest is also sparked by attending weekly programs offered during the summer at all Milwaukee Public Library branch locations. The Super Reader Program fosters a love of reading and enhances children's natural curiosity while staving off the summer "brain drain" that can come when school is out of session.

The Teen Summer Challenge rewards reading while encouraging teens to explore and learn about topics that interest them. Workshops, online book tracking, and programs on financial literacy, jobs, gaming, and STEAM subjects make summer learning exciting and accessible for teens.

#MPLBookBingo is a fun way for adults to get in on the summer reading game. By filling in a bingo sheet where traditional squares have been replaced with ones like "Read a book with a one-word title" and "Read a book with a red cover" or by specially identified categories of authors or specific periods of time, they can win prizes while discovering something new and interesting they might not otherwise seek.



**2016 Super Readers:  
25,569**





## 21st Century Literacies

The world today is grounded in an increasingly information-rich and technology-based culture. MPL has increased both in-library and community programming to support child and adult learners with the tools they need to be successful in the future and beyond. Ready to Read with Books2Go is the library's early literacy program, serving Milwaukee childcare centers with visits from library educators and classes to support teacher skill enhancement.

Teacher in the Library is a program in nine neighborhood branch libraries that provides homework help, academic support and encouragement to students in grades 1-8 and their parents.

Personal financial literacy is vital for long-term economic stability and success, and at MPL, teaching starts early. "Thinking Money" and "Money Smart Week" are two programs hosted at MPL that teach money management, emphasize the difference between "wants" and "needs," and provide information on how to avoid financial fraud, beginning in elementary school.

Librarians work with community partners to provide information on important health issues facing patrons and their families, including suicide prevention, post-traumatic stress disorder (PTSD), nutrition and exercise, and dozens of other topics.

LibraryNow is a program developed through a partnership between Milwaukee Public Library, Milwaukee Public Schools (MPS), and Mayor Tom Barrett's office. LibraryNow strengthens both in and out-of-school learning by providing full digital access to tutoring help, books, music, magazines, games, research databases and more, by allowing students to use their MPS ID number as their library card. LibraryNow gives students access to the full array of online resources offered by MPL anywhere they are with any device they choose – tablets, smartphones, laptops, desktops – at home, at school, or anywhere else. LibraryNow also allows students to log on and use computers at all library branch locations.



More than  
9,000 children  
attend Teacher  
in the Library  
sessions each  
year



# LEARN • LEARN • LEARN

## Technology and Digital Inclusion

MPL strives to keep pace with the ever-changing digital landscape and supports patrons in their quest to build digital literacy skills through computer skills training, “Bring Your Own Device” programs, and a broad spectrum of hardware and software upgrades and offerings.

MPL also makes collections and resources available more broadly through digitization, a newly launched website, increased participation in social media outlets and programs like LibraryNow which increase access to online resources for students whenever and wherever they need them.

The newly enhanced website also includes a comprehensive calendar of events and an online community room reservation program, making it easier for MPL to be the place to read, learn and connect for residents and patrons.

Gale Courses, Freegal Music, Brainfuse, book and music downloads, and access to hundreds of magazines and newspapers from around the globe are all available FREE with a library card.



**MPL offered more than 600  
FREE computer classes at  
all 13 libraries**



**2013-2016:  
90% increase in Digital  
Circulation**

**188% Increase in  
Website visits**





## Out-of-School Learning for Teens

MPL offers targeted, age-specific programs and resources for adolescents that are not only engaging, but fun. Dedicated MPL staff work with a Teen Advisory Board to develop programs, collections, spaces, and initiatives that encourage adolescents to engage in creative learning opportunities outside of the school setting.

Recent examples include: “Pizza, Popcorn and Professionals,” annual poetry and manga drawing contests, and the Teen Summer Challenge which includes a competition to create a video book trailer.

MPL also prepares teens for their future by hosting Job Fairs specifically for them to connect to potential employers, assist with resume writing and job applications, and hone interview skills.

## Social Media Engagement:



Facebook: 12,440 followers



Instagram: 7,525 followers



Twitter: 7,482 followers



Pinterest: 1,654 followers



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## Workforce Development and Business Growth

Milwaukee Public Library contributes to economic and employment growth in the region by hosting Job Labs and specialized classes, assisting small business owners, and providing premium database content free of charge. Librarians have forged partnerships with community agencies to expand access to business information.

Patrons can book a session with a Business Librarian to work with them one-on-one to create business plans, identify potential customers, research their competition, and get marketing tips. MPL also helps entrepreneurs get started with programs like “Small Business Searching 101” and “Patent Searching 101.”

At weekly Drop-In Job sessions, a job training specialist is available to help patrons complete online job applications, write resumes, search online job listings, and obtain a free e-mail account. MPL also offers drop-in tutoring for adults where they can receive help comprehending and completing assignments or preparing for exams for school or work.

In 2017, MPL held the first-ever Job Fair for adults at Central Library. Hundreds of residents turned out to connect to dozens of employers face-to-face, learn job interviewing skills, and tips for accessing job applications online.





## Community Engagement and Leadership

MPL is a community stakeholder, thought-leader, and resource for community initiatives, leading to neighborhood improvement and stability.

A large number of community partnerships has led to a wide-range of free and unique programming across many areas of interests to residents, including credit counseling, musical performances, legal assistance, veterans' resources, film screenings, afterhours programming, biking and bike safety events, retirement planning sessions, libraries as polling places, and many more.

Impact, Inc. is a community partner working with MPL to connect individuals needing access to housing and other resources through one-on-one consultation.



**Meeting space usage has increased 40% since 2013 with more than 4,514 reservations in 2016**



# CONNECT • CONNECT



## Community Third Place

Every person has a third place, that place between home and work that serves as an “anchor” of community life and facilitates and fosters creative, social interactions. The library establishes itself as an anchor of healthy neighborhoods by fostering community dialog and being the place neighbors find connections, resources, recreation, and technology.

The launch of “Library Loud Days” in 2016 welcomed thousands of visitors to Central Library with two events: a live afterhours hip-hop concert and a special Haunted Central weekend that included tours of the library’s “haunted” 4th floor. Unique exhibits, programs, and presentations were featured during LOUD events to present the library in a new way.

Library Loud Days is just one of the hundreds of programs for children, teens, and adults hosted by MPL throughout the year at all 14 locations.

Children enjoy traditional story times enhanced by programs like “Happy Birthday Dr. Seuss,” art and creative writing workshops, live performances, pretend play, book parties, trivia, scavenger hunts, live animals, poetry, and so much more.

Adults and teens enjoy programs on digital photography, genealogical research, gardening, creative writing, knitting, antiques, adoption and foster care, home safety, solar power, water conservation, yoga, dance, and a wide variety of arts and crafts.

Author visits have included Sue Monk Kidd, Zane, J.A. Jance, Charles Krauthammer, James Bradley, David Maraniss, John Gurda, Dasha Kelly, Mark Zusak, Jacqueline Woodson, Elaine Pagels, Sue Riordan, Blue Balliett, Chris Van Allsburg, and Jan Brett.



**Programs Offered:**

**Adult: 2,378**

**Teen: 128**

**Children: 3,694**

**More than 6,000 FREE programs  
offered in 2016**





## Capital Projects

In 2009, Milwaukee Public Library began a branch library rebuilding initiative that has already resulted in the mixed-use development of the Villard Square Branch in 2011, the East Branch in 2014, and the new Mitchell Street Branch which opened in 2017 and replaced the Forest Home Branch. Plans are currently underway for the redevelopment of the Mill Road Branch scheduled to open in 2019.

The Mitchell Street Branch is unique in that it is a historic preservation project as well as a new library build. Built inside the former Hills Building at 9th and Mitchell Streets, the branch houses the system's first makerspace: Studio M, where patrons can utilize a recording studio, sound and graphic design editing software, coding programs, and a kitchen to support culinary literacy programming.

Along with new library buildings, MPL has undertaken new projects at other locations. The Tippecanoe Branch received a major renovation in 2015 that included new community rooms, green building innovations, and dedicated spaces and collections for patrons of all ages. MPL Express at Silver Spring opened in 2014 and is Milwaukee's first vending library, providing 24/7 material check-out as part of a collaboration with the Housing Authority of the City of Milwaukee's Westlawn Gardens.

Mill Road/Good Hope Project



MPL Express



Mitchell Street Branch



Mitchell Street Branch



East Branch



Villard Square Branch



# CONNECT • CONNECT



## Milwaukee Public Library Foundation

**Ryan E. Daniels**  
Executive Director

**Nancy Hernandez**  
Board President

The Milwaukee Public Library Foundation is proud to invest in the City of Milwaukee and its residents through support for the Milwaukee Public Library. Early Literacy Program expansions and enhancements to new library branches for our neighborhoods are examples of how the synergistic partnership with the Milwaukee Public Library is working to create positive social change.

The generosity of our donors can be felt across all 14 Milwaukee Public Library locations and at hundreds of community partner sites. These partners value the tremendous impact made by the Milwaukee Public Library, a trusted institution which is instrumental in inspiring lifelong learning—from instilling an early love of reading for children and providing assistance for job seekers, to matching older adults with the right reading materials in large print, audiobook downloads, and so much more.

Our support of the library couldn't happen without the all-volunteer Friends of the Milwaukee Public Library organization. The Friends serve as advocates for literacy and lifelong learning. Thanks to all who show their support through volunteerism and generous financial contributions to guarantee a strong future for the Milwaukee Public Library.



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## Mission

Milwaukee Public Library Foundation provides essential support through private contributions for books, materials, programs, and library facilities to ensure continued standing as a great library, responsive to community needs.

## Milwaukee Public Library Foundation Supports MPL 2020 Strategies

- Expanding Early Literacy education for child care providers and parents in the Ready to Read program for ages 0–5.
- Providing school-age children with Milwaukee Public Library cards, and reaching more children during the summer to keep their reading skills sharp for the school year.
- Bridging the digital divide for families and adults to find information and powerful online tools at the library and at home related to jobs, homework, and healthcare.



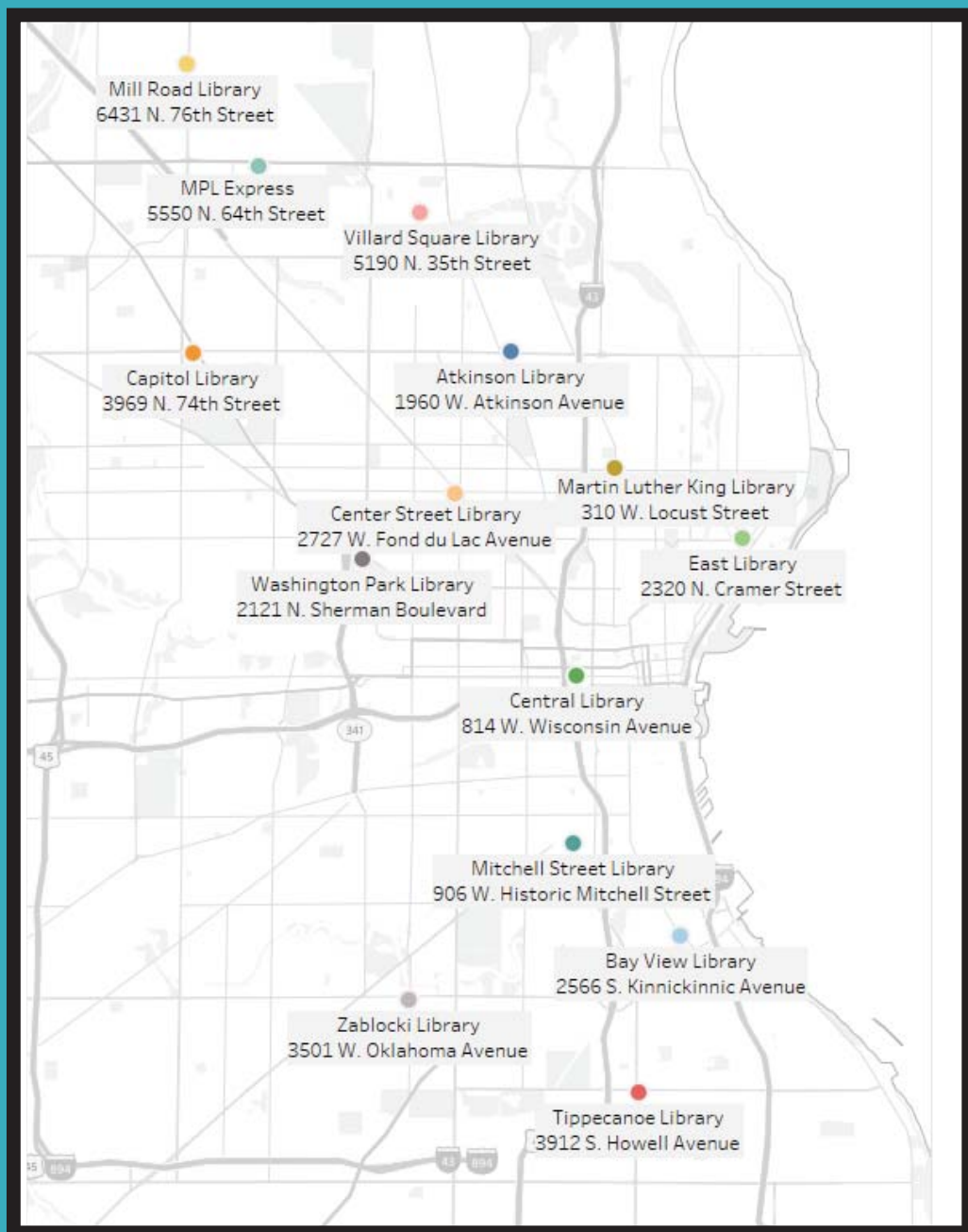
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