Annual Report

2017

MORLEY LIBRARY

www.morleylibrary.org

Popular Programs

Morley Library offered a total of 848 programs and classes, almost 100 more than the previous year. Options included something for every age: baby storytimes, science and music exploration for preschoolers, reading sessions with therapy dogs for youngsters, teen gaming and crafts, author talks and writing workshops for adults, an eclipse-viewing party, and much more. Attendance at library programs increased by 10% over 2016, including over 9700 children reached via outreach to schools and daycares. Library staff answered over 80,000 questions and requests for help from patrons.

Laying Plans to Expand Resources

In 2017, Morley Library's Board and administration began the planning and approval process to become a member of CLEVNET in September 2018. CLEVNET is a regional consortium of 44 library systems across 12 different counties in northern Ohio, with shared access to 12 million items by approximately 1 million patrons.

Connecting with Communities

To better serve our entire community, in 2017 we added a part-time bilingual (Spanish/English) Children's Assistant and a full-time Children's Outreach Assistant to our staff and introduced an Educator Card to support the needs of teachers and homeschooling families. Morley staff teamed up with Mentor Public Library to offer programming at the Concord Township Community Center and collaborated with the Lake and Geauga County libraries to market and promote author talks at all locations. We partnered with our Friends of Morley Library to place three Little Free Libraries throughout our service area. We worked with Beacon Health to train library staff on recognizing and addressing trauma-induced behaviors, and with our Painesville Police on enhancing security coverage to support excellent customer service and safety.

Growing Literacy

Throughout the past year we continued our key mission of cultivating, supporting, and promoting literacy of all types. New children's programs introduced in 2017 included preschool STEAM (Science, Technology, Engineering, Art, Math) sessions, a Spanish-language storytime, and a Children's Winter Reading Program. Local writers learned and networked in our ongoing classes and our WOW: Writers on Writing workshop, and readers enjoyed multiple book club options. We continued our collaboration with Painesville City Local Schools' Family Resource Center ESL program, providing Growing Readers storytimes and a bilingual parent book club. We upgraded all public computers and continued offering tech training, including our popular Saturday sessions presented by our partner Terkks Computer Services LLC.

City, Township, and County Government: The Library participated in the City of Painesville's Earth Day, Party in the Park, National Night Out, Art in the Park, Fall Fest, and Spirit of the Season community events, as well as the Concord Community Days and Lake County Fair parades. The Library also provided books for youth at the Lake County Juvenile Detention Center.

Cleveland Clinic: CC staff presented a public program at the library on opioid abuse and prevention as part of their Start Talking series geared to families.

Downtown Painesville Organization: The Library is a member and hosted DPO's monthly merchants' meetings.

Forbes House: The Library served as a collection point for a community-wide supply drive.

Greater Cleveland Food Bank: A representative of the GCFB was periodically available in our lobby to provide patrons with information and one-on-one assistance with food access.

Lake Humane Society: Our Children's staff partnered with LHS to offer "Reading with Rescues", where children enjoyed pet-themed stories, crafts, and playtime with kittens who were available for adoption.

Local Businesses: The Library continued its partnership with Terkk's Computer Services to provide free community tech training. Area businesses participated in our annual Health & Wellness Fair.

Painesville City Local Schools: Library staff helped facilitate the district's free ESL classes and summer Book Box program. The Library also participated in the district's Family Resource Fair.

Painesville Rotary: Rotary members generously donated $1,500 in support of the Children's Winter Reading Program and volunteered to assist with programming.

Riverside Local Schools: Our Children's Room partnered with Melridge Elementary to celebrate Poem in Your Pocket Day and National Poetry Month, as well as family nights at the library for 2nd and 3rd grades.
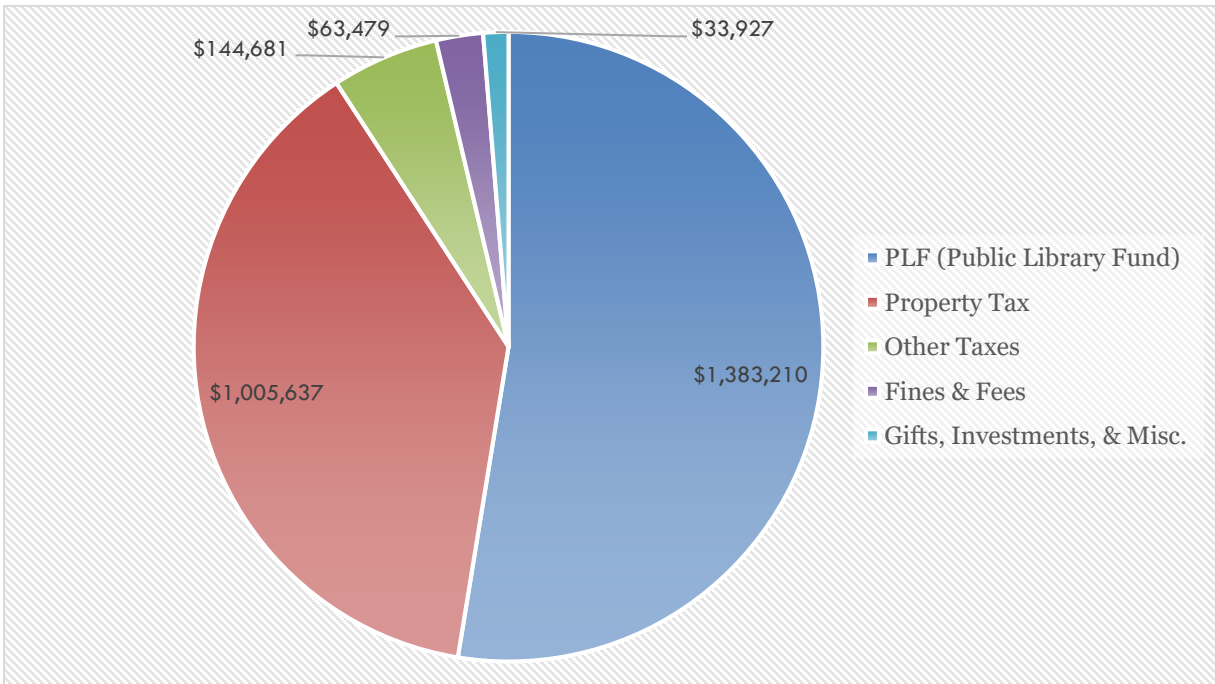
Salvation Army: We participated in the annual Back to School Bash, along with other community agencies such as the Lake County ADAMHS Board and Lake County General Health District.

St. James Episcopal Church: The Library and St. James partnered on plans and grant funding for a project to enhance services to and community perception of marginalized individuals. We continue working to implement the "Phelps Street Project" in the near future.
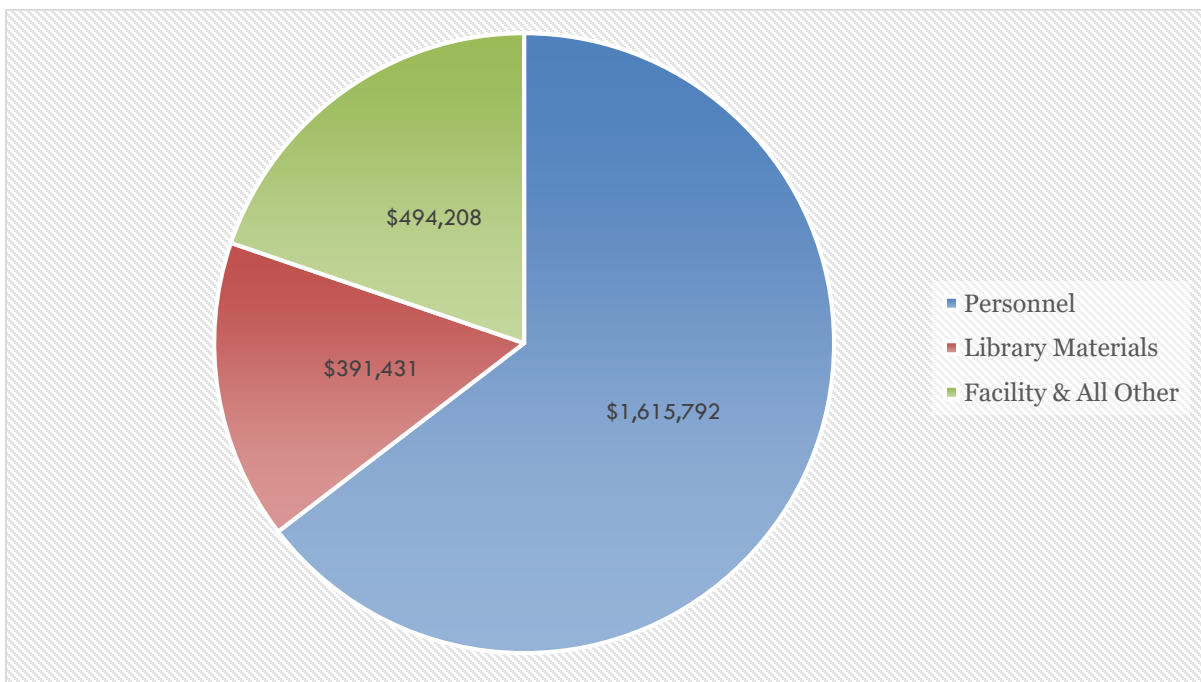
United Way: The Library served as a collection point for the agency's annual FEED Lake County drive.

2017 Financials

Total Operating Revenue: $2,630,934

$63,479 $33,927

$144,681

$1,005,637

$1,383,210

- PLF (Public Library Fund)
- Property Tax
- Other Taxes
- Fines & Fees
- Gifts, Investments, & Misc.

Total Operating Expenses: $2,501,431

$494,208

$391,431

$1,615,792

- Personnel
- Library Materials
- Facility & All Other

2017 By the Numbers

Patrons

259,636 visited the Library

95,127 users visited our website over **200,000** times

14,045 have Morley Library cards

Resources

165,413 physical items owned

305,510 digital items accessible

33 public Internet computers

Usage

640,623 total collection uses (physical and e-media)

80,028 reference transactions

E-media usage **increased by 17%.**

55,948 uses of public Internet computers and **45,055** wi-fi sessions

Homebound

36 Homebound patrons were served monthly.

24 Homebound deliveries were made on the 1st Tuesday and Wednesday of each month.

5005 items were circulated to Homebound patrons, an **increase of 7%**

Programs

848 Library programs

30,357 program attendees

9,798 served via Children's outreach programs

Meetings

The Library's meeting rooms were used **196** times by individuals, community groups, and businesses, an **increase of 50%**

Morley Library serves the entire community.

GOAL: Culturally diverse and underserved groups are aware of the library's resources and services, use these effectively, and have a positive relationship with the library.

Actions:

- The library will identify groups to be served and needs that can be met with library resources and services.

- The library will develop (or continue to develop) and promote collections and services targeted to the needs of underserved groups in our service area.

Measurements:

- Increase in circulation of Spanish-language materials
- Increase in programming/service (including outreach) to underserved or non-English-speaking groups
- Positive feedback (outcome-based) from individuals and other agencies

Morley Library is a vital and dynamic supporter of education.

GOAL: The Library offers opportunities for the acquisition and development of all types of literacy skills by providing effective learning environments and positioning staff as experts and trainers. Educational institutions work with the library in new, evolving, and sustainable ways.

Actions:
- The library will identify educational agencies in our service area who have needs that can be met with library resources and services.
- The library will continue to develop existing relationships with schools and educational organizations, such as storytime outreach to preschools.
- The library will provide opportunities for community members to gain necessary skills and knowledge in all types of literacy, and especially language competency, early childhood reading readiness, and digital and technological proficiency.

Measurements:

- Increase in circulation of children's and teen materials, including digital materials.

- Increase in literacy-oriented programming/service (including outreach) to educational organizations and groups.
- Increase in number of tech training classes offered, with effective registration/participation numbers and positive feedback/outcome reporting from participants
- Positive feedback (outcome-based) from target agencies.

Morley Library demonstrates fiscal and operational responsibility.

GOAL: The library's financial and service operations are streamlined for maximum efficiency.

Actions:
- The library will develop and implement a performance review process for all staff.
- The library will seek out and propose opportunities for sharing or other cooperative approaches to resources/services in order to reduce costs.

Measurements:

- The library will have performance reviews compiled on all staff by the end of 2016.
- As a result of a sharing or cooperative endeavor in at least one area of collections or services, the library budget will reflect a reduction in cost in at least one area by the end of 2017.

Community members recognize the Morley Library name and choose our library over other options.

GOAL: Residents of our service areas know the library's name and are familiar with services and resources that we provide. The library is regarded as a top community destination throughout our service area.

Actions:
- The library will develop and implement a formal and sustainable marketing plan.

Measurements:

- Increased overall circulation.
- Increased visitor count and program attendance.
- Increased occurrences of library name in local press and media.