

2011

Annual Report

Milford Public Library

Special points of interest:

- > Self-Service Coffee Station added to services
- > Materials Security System and Self-Checkout Upgraded
- > Use of E-books skyrockets

Spotlight on Circulation Services

Did you know....

That in addition to checking out materials, collecting fines, issuing library cards, and answering the phones, members of the Library's Circulation Services staff do a lot of behind-the-scenes activities that provide for customer service. Just a couple of examples:

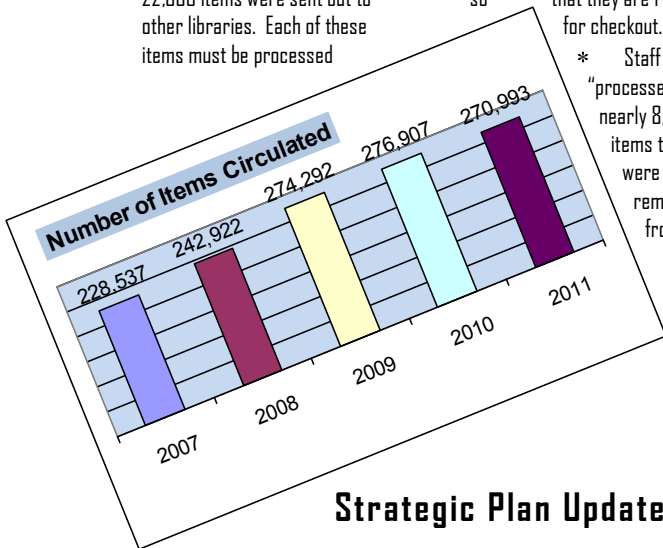
- * In 2011, almost 20,000 items were received by other libraries for our customers and nearly 22,000 items were sent out to other libraries. Each of these items must be processed

- * through our computer system before they can arrive in a customer's hands.
- * During the year, members of the Circulation Services staff also physically processed over 5,500 items that were added to the collection. This involves adding book jackets, identification labels, call number labels and genre labels. In addition, items must then be added to the computer system so that they are ready for checkout.

- * Staff also "processed" nearly 8,000 items that were removed from the

collection. Items must be removed from the database and marked as withdrawn. They are then sent to the Friends of the Library to sell, if in good condition. Items in poor condition or with outdated information are recycled by the Friends.

- * Staff also spend time looking for missing items that might simply be misplaced in the stacks. Items that can't be located are withdrawn from the system so that patrons aren't looking for material no longer in the collection.
- * Mending of damaged materials is also an activity done by Circulation Services staff behind-the-scenes. Mending helps an item circulate more times before needing to be replaced.



Strategic Plan Update

In late 2009, the Library Board of Trustees adopted a strategic plan for 2010-2014. Several objectives of the plan were achieved in 2011:

- * Create greater flexibility in programming
 - * Revitalize the library newsletter (E-newsletter initiated)
 - * Continue to replace aging equipment to support technology programs and services
 - * Continue to investigate grant availability and foundation funding
- In 2012, we'll focus on achieving the following objectives:

- * Market the advantages of contributing to the library via planned giving
- * Identify special interests as a way to attract underserved populations
- * Continue to build a strong group of community advocates for the library
- * Seek partnerships with schools, neighboring libraries, and other special interest groups to formalize additional programming
- * Provide job and career programs for teens and adults
- * Develop a marketing and planning relations plan

- * Develop and distribute a welcome packet
- * Host more community wide events to promote the library as a community center
- * Continue to replace aging equipment to support technology programs and services.
- * Collaborate with community organizations to develop partnerships / programs

Watch our website for news as these objectives are achieved.

Inside this issue:

Youth & Teen Services	2
Adult Services	3
Friends of the Library	4
A Look Ahead	4

**Milford Public Library
The First Step On Your Path
to Enrichment—Bringing the
World to You
(MPL Vision, adopted 2009)**



**The Milford Public
Library Champions
Reading and Sparks
Creativity, Discovery,
and Learning Through
Innovative Services
and Dynamic
Programming
(MPL Mission,
adopted 2009)**

Youth and Teen Services

Programs

In 2011, 4021 children and their caregivers enjoyed a variety of programs, including storytimes, Readers Rally visits, and Summer Reading. Our weekly storytimes in fall, spring and winter were as popular as ever. In the fall, we made some changes to our storytimes. We retained the same number of storytimes per week, but we made changes to the target audiences. We now have Baby Fun (newborn – 1 year old), Tiny Tots (13 months – 24 months), Terrific Twos, Preschool Storytime (3-5 year olds), and Family Storytime (2 ½ - 5 year olds). A monthly evening storytime has also been very well-attended. We continued the tradition of inviting 2nd graders from Kurtz and Johnson Elementary Schools for Readers Rallies in March and April. This year, we had 115 students from Kurtz and 72 students from Johnson visit. They listened to stories, learned about what the library had to offer and some of the kids received library cards. In addition to our storytimes, popular programs in 2011 were Art 101 for Preschoolers and Science 101 for Preschoolers each presented by staff from Great Parents, Great Start. Also popular were Dr. Seuss's Birthday Party, Not-so-scary Monster Mash and Parade, and the American Girls 25th Anniversary Party.

The Teen Advisory Board (TAB) saw an

increase in members. A core group of teens worked with librarian, Karen Dobson, in developing and implementing programs and recommending future programs and additions to the Teen collection. In the fall, TAB members planned and conducted a turkey-themed storytime for preschoolers and their families. TAB members and other teen volunteers assisted at a number of Youth programs including the Dr. Seuss Birthday Party, the Summer Reading Open House, and the Stuffed Animal Sleepovers. Some of the popular programs that teens enjoyed this year were Duct Tape Creations, Comic Book Giveaway Day, Bento Boxes, Minute-to-Win-It, and International Dessert Tasting.

Of course, the Summer Reading Program was popular. We made a few changes to the program this year. First, we introduced the Evanced online Summer Reading system to our patrons. Instead of using paper logs, patrons were able to log their hours online. We had very positive feedback from patrons who commented on the ease and convenience of this online logging system. The other change was the type of programming we offered. Instead of having a lot of programs that were for kids of all ages, we offered more focused, age-specific programs in addition to the larger family programs. While our overall numbers

dropped for program attendance, we feel that this approach was well-received by kids and adults alike. We had 1163 people attend 36 programs in June, July and August.

teacher, board books, and Teen fiction. In February, we subscribed to TumbleBooks, an online collection of animated, talking picture books. This database can be accessed from the library or from home.

Also in February, we ended our standing order plan with Baker & Taylor for Youth and Teen series. We now use BWI (Book Wholesalers, Inc.) which offers comparable discounts and a much more streamlined, user-friendly system. We purchased 10 copies of 15 board book titles to be used in the Baby Fun and Tiny Tots storytimes. Having multiple copies will make it easier to read books to the youngest of our storytime attendees who might otherwise have difficulties focusing on a book being held by the librarian. Each adult/child pair will be able to enjoy the story with their own copy of the book.

Teen Nonfiction and Biographies were moved to the lower shelves between Adult Reference and Teen DVDs. This freed up room for New Teen Fiction. To make much-needed room in the Tween Collection, Youth Nonfiction, Youth Biographies, and Youth Fiction was shifted at the end of the year.

Staffing

Mary Rice was hired as Head of Youth and Teen Services to replace Gale Ford who retired in late 2010. She began on January 3rd. Karen Dobson took over primary responsibility of the Teen collection, Teen programming, and TAB (Teen Advisory Board). All of the Youth Services staff saw increased responsibilities in collection development and the planning and conducting of programs.

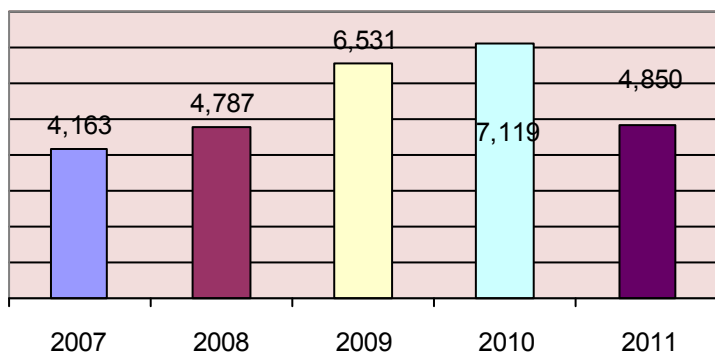
dropped for program attendance, we feel that this approach was well-received by kids and adults alike. We had 1163 people attend 36 programs in June, July and August.

Collection

In anticipation of the RFID tagging project, the Youth Services department weeded several areas of the collection including nonfiction, parent/



Program Attendance



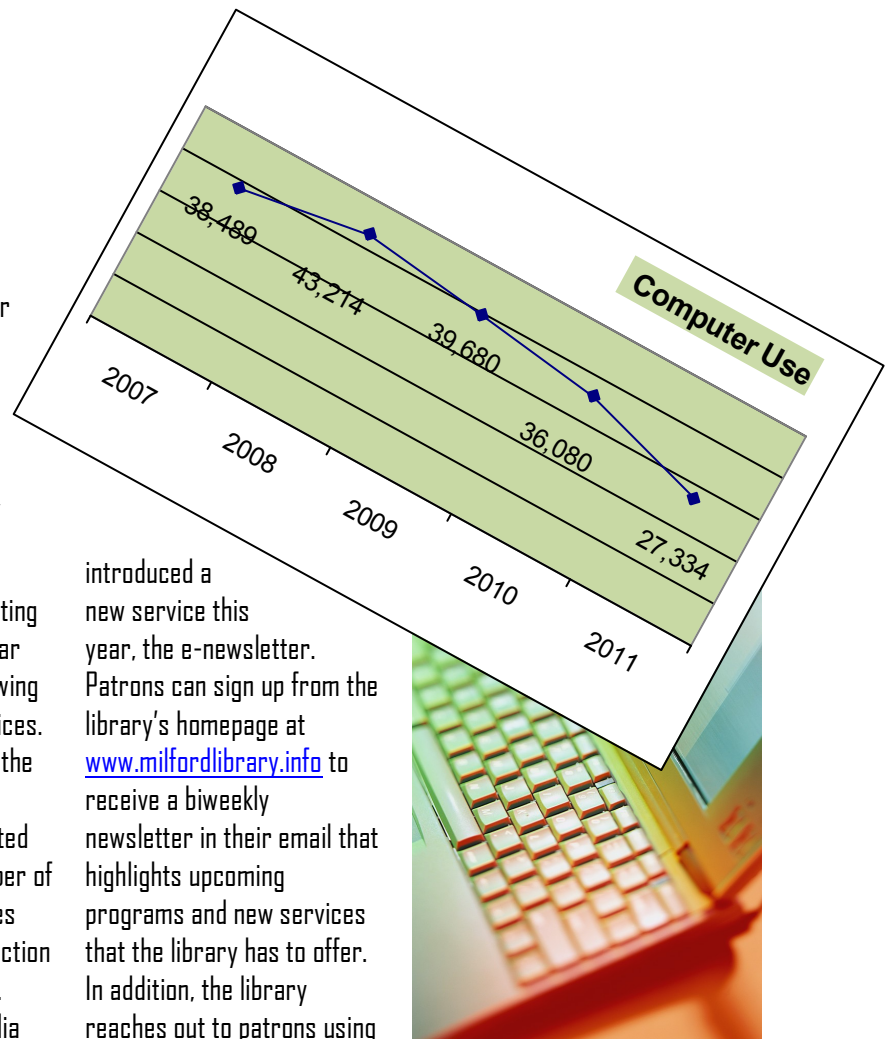
Adult Services

The adult services department continued its diverse programming schedule this year. We had two programs that focused on the brightening but still difficult economic climate. In conjunction with the Milford office of America's IRA Centers, the library presented a program with a representative of the Social Security Administration, who was able to answer a number of questions about Social Security benefits. Preston Banks from Resume Solutions LLC returned to present a program on Interview Skills. In addition, the adult services department presented such programs as: Brighton poet Christine Rhein in April, a history of the Sanders Confectionary Company, a program by a Forensic Artist, digital scrapbooking, Darla Jaros "The Kitchen Assistant" and a program on the history of the National Anthem.

The programs listed above were supplemented by the library's ongoing book discussion series as well as ongoing computer classes. The technology classes featured this year included one-on-one computer instruction; where library patrons could book a half-hour appointment with a

librarian to discuss their individual technological questions, classes on genealogy searching, managing files and folders, MS Word, email, Skype, Facebook and Internet searching. One particularly interesting program we had this year dealt with the ever-growing market of e-reader devices. Kathryn Bergeron from the Baldwin Library in Birmingham demonstrated for the audience a number of popular e-reader devices and gave a brief introduction about how each worked. The library's digital media service "Download Destination" continues to be popular with many more patrons using the service with the introduction this year of Kindle format e-books. Until September 2011, Kindle e-readers from amazon were not compatible with the Download Destination service. With the inclusion of the most popular e-reader device on the market, the popularity of the service and the questions about its use from patrons has increased dramatically. By the end of 2011 Kindle format downloads had surpassed all other formats.

The Milford Library

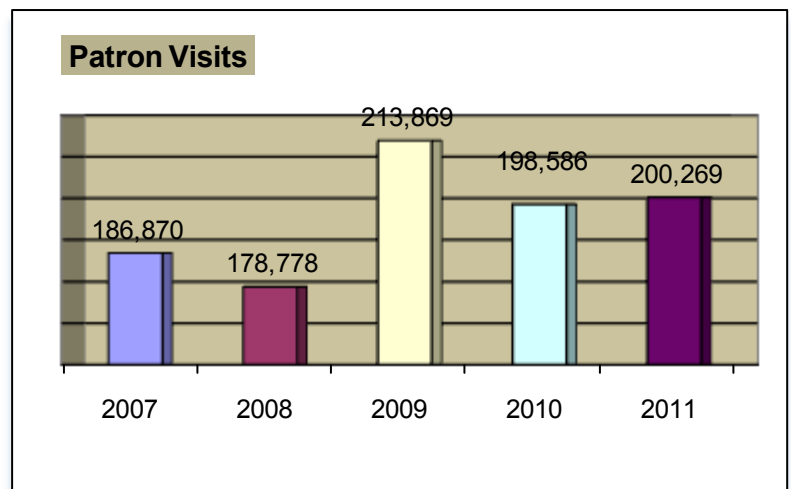


introduced a new service this year, the e-newsletter. Patrons can sign up from the library's homepage at www.milfordlibrary.info to receive a biweekly newsletter in their email that highlights upcoming programs and new services that the library has to offer. In addition, the library reaches out to patrons using both Facebook and Twitter to market its programs and services.

In 2012 we hope to continue our tradition of offering interesting and informative materials and programs for our patrons. We look forward to a busy 2012.



"Thank you so much for organizing such an amazing trip. It was an awesome experience..."
 (comment from Heritage Elementary 5th grader after a school visit to the library)



Contributing articles for this report:

Tina Hatch, Library Director
 Karin Boughey, Head of Adult Services
 Mary Rice, Head of Youth and Teen Services
 Joyce Richmond, Friends of the Library
 President

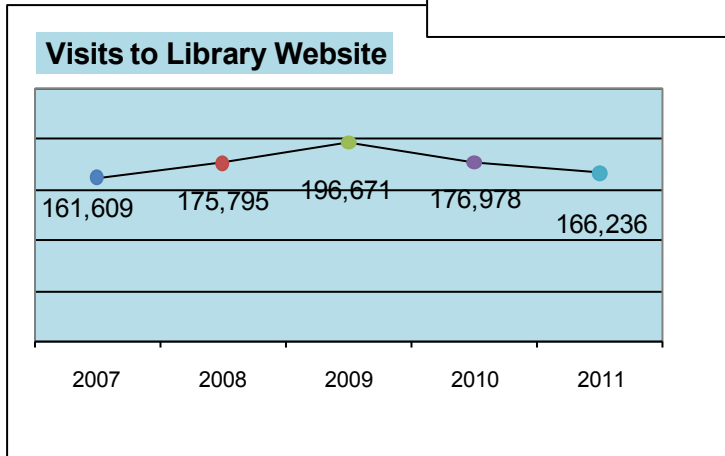
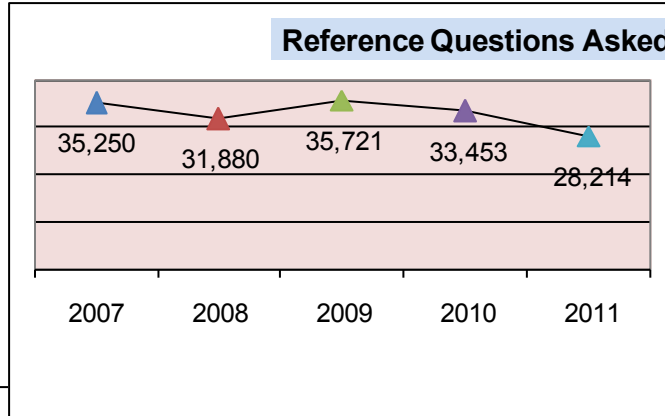
Milford Public Library

Milford Public Library
 330 Family Drive
 Milford, Michigan 48381

Phone: 248-684-0845
 Fax: 248-684-2923
 Web: www.milfordlibrary.info

Board of Trustees

Janet Keef, President
 Barbara Harris, Vice President
 Judy Clemens, Treasurer
 Jane Brown, Secretary
 Judith Reiter, Trustee
 Megan Weeks, Trustee



Friends of the Library

2011 proved to be another successful year for the Friends. Average monthly sales for Friendly Finds Used & New Bookstore was over \$900 per month. This includes book cart sales and commissioned vendor items. This was quite a large increase over 2010. In part this was due to several large donations to the Friends and to our partnership with Mission Based Books to sell some of the more valuable books at a better price. With 36 volunteers under the able leadership of Ann Croy, Friendly Finds continues to be open six days a week. To honor these dedicated volunteers a luncheon was held for them in September.

Monies from the bookstore and membership dues go toward funding programs and other support for the library. All funding requests for youth, teen and adult programs were approved for 2011. The Friends have also sponsored the coffee station positioned just outside the bookstore that has proved to be a successful endeavor. This is to be a break even venture. Friendly Finds continues to be the main fundraiser for the Friends. No other fundraisers were attempted in 2011.

Memberships increased slightly from 2010 levels. The Friends membership fees remain at an affordable level.

Articles regarding the Friends have been submitted and published in the Milford Community Newsletter.

A lump sum payment has been made to the library to fund all youth, young adult and adult programs for 2012.

The Friends did update some wording in the bylaws that were approved at the annual meeting in April, 2011.

Children's books are in great demand and the shelves at Friendly Finds are looking rather sparse so please consider donating not only children's books but also young adult and adult books. Please make sure that the books are in good condition. CD, DVD and books on tape are very welcome. Without these donations the Friends would not be able to support the extra programming at the library. Please continue to donate.

A Look Ahead

2012 promises to be a challenging year, especially in terms of financial resources. Taxable value in the community continues to decline, meaning less revenue for the library. In addition, unresolved tax tribunal cases could result in even more reductions.

The Library Board has made a commitment to "live within our means" and adopted a budget for 2012 which:

- * Reduces staffing by 43 hours per week

- * Reduces open hours by 4 1/2 hours per week by closing on Sundays
- * Closes the library for one week by Initiating an unpaid furlough for staff
- * Reduces the materials budget significantly

Library Staff are committed to providing the best service possible even during these trying times.

