



Library Services and Resources within the 53206 ZIP code

Prepared for
The Milwaukee Common Council

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<u>Libraries serving residents living in 53206</u>	<u>Area Population</u>
Atkinson	23,827
Center Street	
King	<u>Library Accounts</u>
Central	21,550
	<u>Accounts with Active Circulation in last 5 years</u>
	11,863

Services

YOUTH SERVICES

Books2Go – Outreach to Childcare Centers^{*1}. This early literacy initiative was launched in 1999 and supports young children and the teachers who care for them. Currently, six (6) child care centers have Books2Go Library cards, including Auntee Pauline Family Child Care, VIP Child Care Services, Kiddie Garden Child Development Center, Wise Choice Child Care, Victorious Child Care, Maria’s Creative Care. Two (2) child care centers receive deposit collection service, Kingdom Kidz, Milwaukee Rescue Mission.

Ready to Read - Outreach to Childcare Centers^{*}. An offshoot of Books2Go, this program provides intensive instruction to childcare providers within their centers. From 2015-2019 Ready to Read Coaching has reached seven (7) licensed, group child care centers located within the 53206 zip code, including COA Burke Early Childhood Education, Kingdom Kidz Educare, Vision Kids Academy, Brighter Horizons 2, A Cupful of Love, Kiddie Garden Child Development Center, VIP Child Care Services. The program has trained 27 lead teachers and 18 additional teachers. There are currently 22 group and 32 family licensed child cares in the zip code. In the past few years we have served 4 of the 6 centers that currently fit the Ready to Read coaching parameters – group licensed and 3 star. A few other sites served were 3 stars at the time but now have moved up to 4 stars.

¹ *Privately Funded, all or in-part.

Office of Early Childhood Initiatives – Citywide initiative to improve access to quality early learning with an emphasis on Milwaukee’s designated Promise Zones.

Super Reader Summer Reading*. Engages over 25,000 youth, ages 0-18, in reading for pleasure during the summer months to develop a love of reading and prevent “summer slide.” Participation within the 53206 zip code averages 1,300 per year.

Books to Your Classroom. Provides a rotating collection of books for students. Two area schools received deposit collection service during the 2018-2019 school year, Benjamin Franklin Elementary and Cross Trainers Academy.

Teacher in Library. Certified k-12 educators work with students in 8 branch libraries after school during the academic year to help children with their homework. Teachers assist parents in helping their children with homework and help them build confidence in navigating their child’s school and partnering with their child’s teacher.

Brainfuse*. Live tutoring help from certified teachers on a variety of educational topics. A blend of tutoring, one-to-one homework help, state-aligned skills building, test preparation, and writing assistance for students of all ages, including elementary school and higher. Available seven days a week, from 2:00pm to 11:00pm.

First Grade Library Card Campaign. Targets 1st graders throughout the city to provide library cards and an introduction to the library. During the 2018-2019 School Year, 3 schools were visited in 53206, including Auer Avenue School, Benjamin Franklin Elementary, Cross Trainers Academy. Between 2015-2019, MPL staff made 22 presentations at 10 elementary schools: Auer Avenue, Benjamin Franklin, Cross Trainers Academy, Hope Christian – Prima, Siloah Lutheran, Keefe Avenue School, Andrew Douglas, LaFollette, Green Bay Avenue School, Gwen T. Jackson

LibraryNow*. Provides all students at MPS or interested charter schools in the 1st – 12th grade with a digital library account, giving them access to all electronic resources available through the library. All students living in the 53206 area and attending a Milwaukee Public Schools has access to free digital resources. Training provided to teachers. This includes the 10 schools and their 2,447 students located in the area.

Teen Advisory Board*. A volunteer leadership opportunity for teenagers throughout the city. Activities include program development, serving as advisors to MPL teen librarians, advocating for and promoting library services to their peers. Board members coordinated several book donations to the Vel Phillips School Library located at the Juvenile Justice Center.

Juvenile Detention Center. Outreach services are provided to students attending school at the Vel Phillips School at the Juvenile Justice Center in Wauwatosa. While this facility is located outside the city limits, many of the students come from and will return to their homes in the city of Milwaukee. Students participate in books discussions and help repair books. To date, over 30 visits made.

ADULT SERVICES

Job Labs. Provide help with completing online job applications, writing a resumé online, searching online job listings, and obtaining a free e-mail account. Provide referrals to similar services at other organizations.

Job Expo*. An annual job fair held at the Central Library. Attendance by people living in the 53206 zip code has been limited. Will increase promotion and explore offering transportation from branch libraries to Central.

Job Fairs. Held intermittently at branch libraries, the Martin Luther King branch will host a job fair on Thursday, September 26, 2019 from 12-2 PM.

Career Online High School*. Scholarships are available for qualifying adults to finish their high school diploma from an accredited school. All work is done online. Career certificates are available in conjunction with the diploma in Certified Protection Officer, Child Care and Education, Commercial Driving, Food and Hospitality, General Career Preparation, Home Care Professional, Homeland Security, Hospitality and Leisure, Office Management, Retail Customer Service.

Drop in Tutoring. Volunteers provide help preparing for a school or work-related exam, understanding an assignment, completing homework, basic computer skills, test-taking, reading, writing, math, and GED and ESL prep.

Outreach to Incarcerated Women. Support book discussions at the Milwaukee Women's Correctional Center. Worked with volunteer to contact prison leadership in order to gain permission to offer this service. MPL continues to participate by offering book suggestions.

Book Clubs. The Martin Luther King branch provides opportunities for people to meet new people and discuss a book of interest. The facilitator may be a library staff member or a community member.

Civic Participation. Register people to vote, serve as polling sites.

TECHNOLOGY SERVICES

Computer Access. Free access to internet-connected desktop and laptop PCs preloaded with standard Office products and library resources available through our website.

Internet and WiFi. All library locations have free wired and WiFi access to the Internet. Library cards are not required for WiFi. Some database resources may require authentication, due to licensing agreements.

Hot Spots*. Portable devices provide the holder with access to high-speed internet service. Hot spots may be checked out with a library card for 10 days and up to 10 devices can connect to one hot spot at any time. These will be available at the Martin Luther King Library starting in the fall of 2019.

Computer Training. Training available in all city libraries and include Computer/Internet Basics, Internet Search Tools, File Management, Email Basics, Intro to Word, Intro to Excel, Intro to PowerPoint, Intermediate Word, Intermediate Excel, and Intermediate PowerPoint.

GENERAL SERVICES

Reference Service. Individualized and confidential assistance in finding resources to meet the needs of a patron. Includes an interview to determine the need and to assess the most effective resources.

Professional Services. Librarians specialized in adult, young adult, and children's librarianship develop resource collections and programs to meet the specific audience needs and interests. Teen and children's librarians develop services that are developmentally appropriate.

Resources

Physical Collections*. Books, CDs, DVD, Magazines, and some toys are purchased for each location. Collections are curated to meet the individual community's needs and interests.

E-Books and other Electronic Resources. Often purchased in partnership with other libraries to maximize our financial resources, resources are curated to meet local and citywide needs and interests.

Gale Courses. Free online courses covering a wide range of subjects. Students completing coursework and passing final text earn a certificate. Students interact with instructor and classmates online. More than 370 classes are offered monthly, lasting 6 weeks each. Topics range from starting a small business to improving homeschooling skills to assisting aging parents.

Meeting and Conference Rooms. Large community rooms available by reservation at no charge for public events. Conference rooms available for free by reservation or walk-in for individual or small group use.

Business Equipment. Self-service, scan stations, copy machines, and fax machines.

INFRASTRUCTURE AND ENVIRONMENTAL IMPACT

ADA Improvements. Ensure libraries are assessable, comfortable, and safe. Center Street restrooms scheduled for major improvement.

Environmental Sustainability. Improve existing facilities and design new facilities using green technology. Atkinson and Center Street Branches scheduled for parking lots replacement and improvements.

Martin Luther King Branch – working on redevelopment that will provide community with a new public library.

ADDITIONAL EFFORTS

Target Audiences. MPL's Strategic Plan calls out several target audiences, including Young Families, many of whom reside in the 53206 zip code.

Inclusive Services Assessment. Currently undergoing a library-specific assessment of our services, programs, governance, and operation to find opportunities to increase accessibility. An initiative of the Department of Public Instruction. MPL representative part of the development team.

Diversity Committee. Library committee formed in 2016 to ensure our services and programs are addressing the diverse needs and interests of our community and to help make MPL a workplace that is welcoming to a diverse team.

Public Services Committee. Long-standing staff and management committee whose charge is to continually improve public service.

Fine Forgiveness. In 2016, forgave the fines of over 10,000 people and reinstated their library privileges. Fine payment plans continuously available. Fines are waived for people released from incarceration.

Service Philosophy. New effort to build confidence and excellence in connecting and engaging with patrons. Samples of online training modules include "Positive First Impressions," "Care after a Security Incident," "Designing Inclusive Programs," and "How we all Serve Children."

Repair Circles. Training staff to use repair circles for conflict resolution and as an alternative to the use of punitive measures for inappropriate behavior, especially by young people.

National Leadership. MPL was among a dozen urban public libraries that authored the Urban Libraries Council's [Statement on Race and Social Equity](#) and was among the first libraries to sign the statement.

Racial Equity and Social Justice. MPL representing Milwaukee County Public Libraries in the County Racial Equity Initiative. MPL representatives engaged in City of Milwaukee effort.