

2015 Budget Hearing

October 10, 2014



MILWAUKEE
PUBLIC LIBRARY



Mission



INSPIRATION STARTS HERE.
*WE HELP PEOPLE **READ,***
LEARN AND CONNECT



VISION

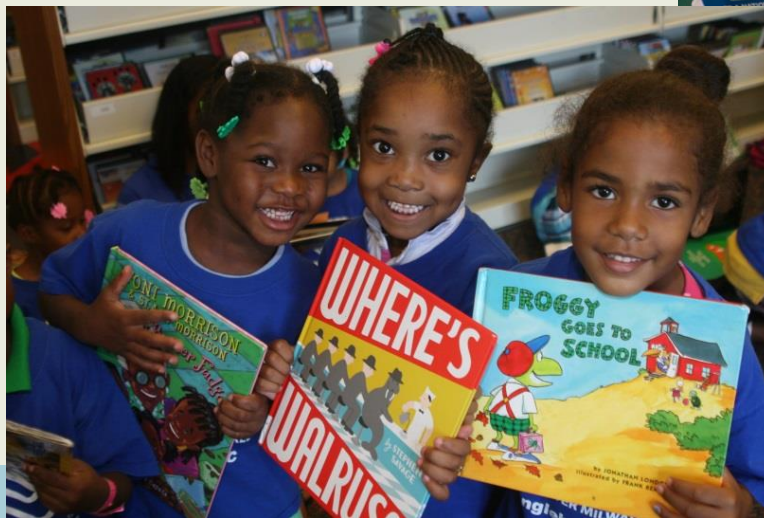


MPL IS AN **ANCHOR** INSTITUTION THAT
HELPS BUILD **HEALTHY** FAMILIES AND
VIBRANT NEIGHBORHOODS – THE
FOUNDATION OF A **STRONG** MILWAUKEE

***READ,** LEARN, AND CONNECT*



- Early Literacy – Books2Go
- First Grade – First Card
- Summer Reading
- Collections
- Special Needs



Early Literacy



- **Award-winning early literacy program**
 - 13,580 young children
 - 1,940 teachers
 - 562 active library cards
 - 1,317 childcare centers
- **Books2Go – 0-2 in 2015**
 - Infant and toddlers
 - New curriculum
 - 414 children and 77 adults reached monthly
- **Free Continuing Education Workshops for teachers**
- **Play and Learn Programs**
 - 110 parents/185 children

Early Literacy - Books2Go with Ready to Read



Before age 5

90% of a child's brain development happens



10%

Brain development after age 5

90%

Brain development before age 5



HUMAN BRAIN DEVELOPMENT IS GREATEST AT VERY YOUNG AGES

Synapse Formation and Retraction



SOURCE: C. A. Nelson in *From Neurons to Neighborhoods*, 2000

First Grade Library Card Campaign



- **First Grade – First Card**

- Since 2009-2010 – MPS
- Starting in 2011-12 – All 250 City Schools

- **In 2013-2014**

- Visited 66 schools
- Reached 3,572 First Graders
- 1,362 cards distributed



Super Reader Summer Reading - 20,401



- In-Library Summer Reading Participation
 - 631 children from 79 childcare centers
 - 10,582 youth
 - 1132 teens



Summer Reading Outreach



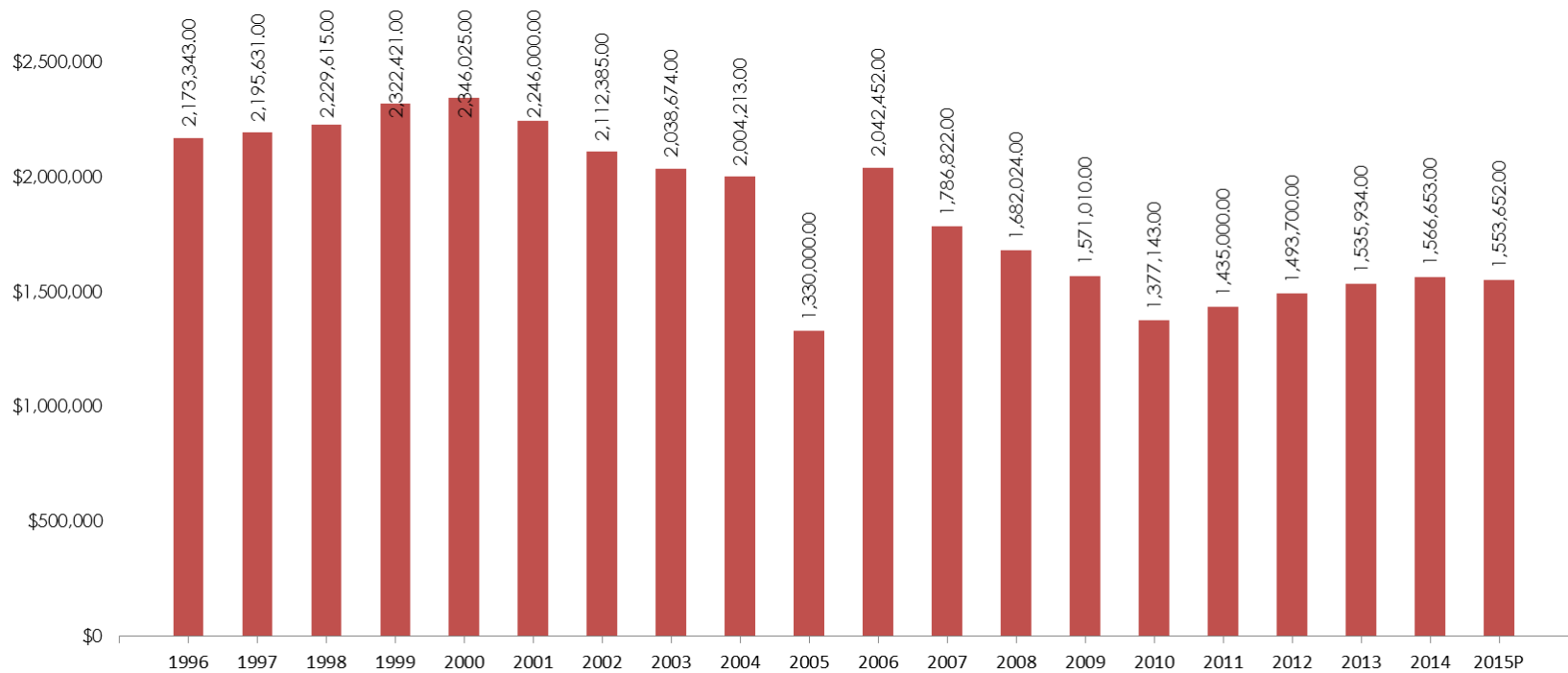
- **Early Childhood Outreach**
 - 87 classrooms 16 sites enrolled youth 0-2
- **School Age Outreach**
 - 85 sites
- **Partnership with Hunger Task Force**
 - 5 parks



Materials



MILWAUKEE PUBLIC LIBRARY
City Budget Materials Allocation and Percent of Budget
(1996 to 2015 Proposed)



Taking to the Road



- **Deposit Collections**

- 54,916 Circulation (+ 7%)
- 39 Childcare centers (43 classrooms at 39 schools)
- 27 Nursing homes and senior residences
- School collections
- Summer reading



Special Needs



- Audio and Large Print Books, Closed-Caption DVDs, Accessible Computer Stations
- Accessible Buildings
- Wisconsin Talking Books and Braille Library
 - 7,088 people
 - Audio and Braille
 - State Funded

READ, LEARN, AND CONNECT



- After School Programing
- Teacher in the Library
- Teen Advisory Board
- Special Events
- Adult Programs



Monday – Thursdays

Certified Teachers

Nine locations:

Atkinson

Bay View

Capitol

Center Street

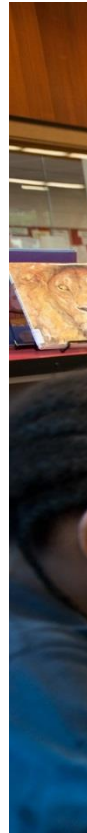
Forest Home

Martin Luther King Jr.

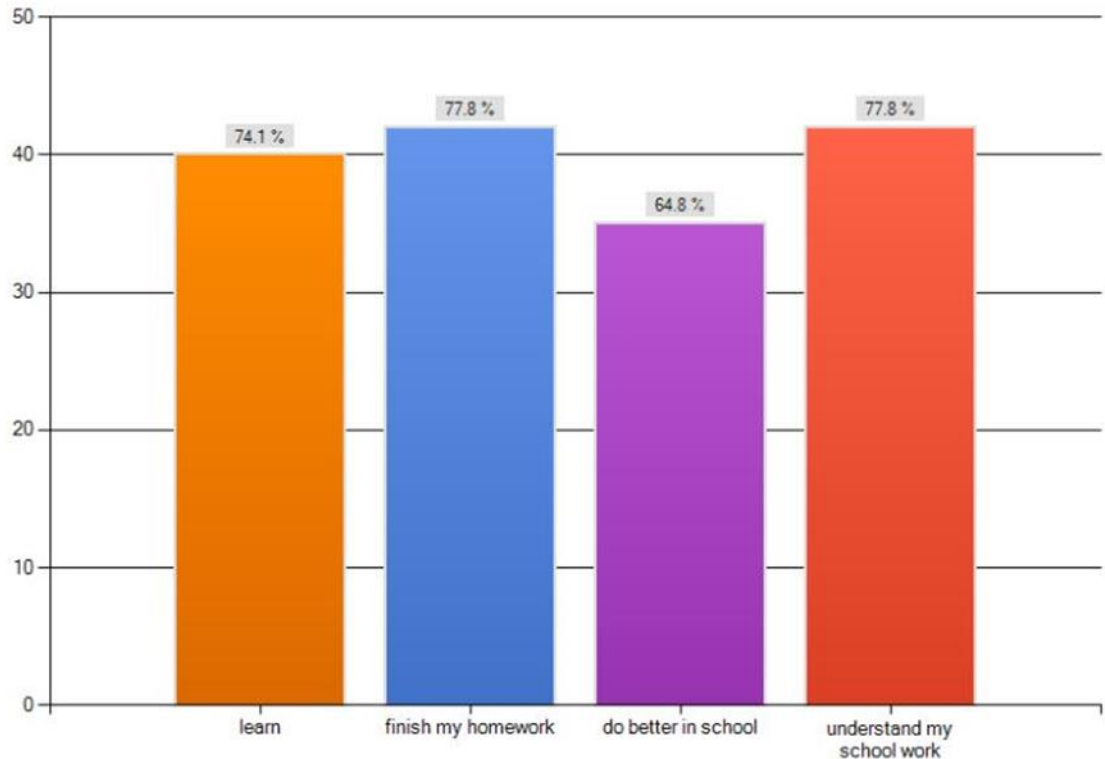
Mill Road

Villard

Washington Park



Teacher in the Library has helped me:



Teacher in the Library

Brainfuse



brainfuse

ignite your mind



Teen Advisory Board Leadership Opportunities

Programming

- After hours teen party
- Anime/Manga Night & Drawing Contest
- Poetry Contest & Slam
- Summer Reading

Connected Learning . . .
(coming)



Teen Services

Adults Programs



Black History Month celebrations . . . Drop-in Tutoring . . . Money Smart Week events . . . Books Clubs . . . Bring Your Own Device (tech training) . . . Great Lakes Marine Collection . . . **Genealogy programs** . . . Affordable **Health Care** Act Enrollment . . . **Green Roof Tours** . . . Veterans Resource Series . . . Lunch and Learn . . . Richard E. and Lucile Krug Rare Books Room Education Series . . . **Author Talks:** John Gurda and John McGivern . . . J.A. Jance . . . Sue Monk Kidd . . . Charles Krauthammer . . . J.F. Riordan . . . **Doors Open Milwaukee** . . .



Business Help

Patents 101

Small Business
Resources 101

Science Cafes

Book a Business
Librarian

BOOK



a Business Librarian

Monday, May 12
2-5 p.m.

Tuesday, May 13
10 a.m.-12 p.m.
6-7:30 p.m.

Wednesday, May 14
1:30-5 p.m.

Thursday, May 15
1:30-5 p.m.

Friday, May 16
1:30-5 p.m.

Have a business question? Ask an expert!

Work one-on-one with Milwaukee Public Library business librarians as they guide you through the library's business resources. Business librarians can help you get started on your business plan, identify your best customers and competitors, give tips on creating marketing materials, and more!

Sign up for one of the 30-minute sessions listed at the left by calling the Business & Technology desk at (414) 286-3051, or online at the library's website: www.mpl.org > Resources > Events, Programs and Classes.

Be sure to include your business topic in the "notes" field when registering.

**All sessions will be held at:
Central Library, 814 W. Wisconsin Ave.
Business & Technology Room, 2nd floor**

National
Small Business
Week
May 12-16, 2014

Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. For additional information or to request services contact the Library Director's Office at (414) 286-3021, 286-2794 (FAX), 286-3062 (TTY), or mail to Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request. 2014



*READ, LEARN, AND **CONNECT***



- Digitally
- Person-to-Person



Digital Literacy



- Library Technology Specialists help people gain computer literacy skills.

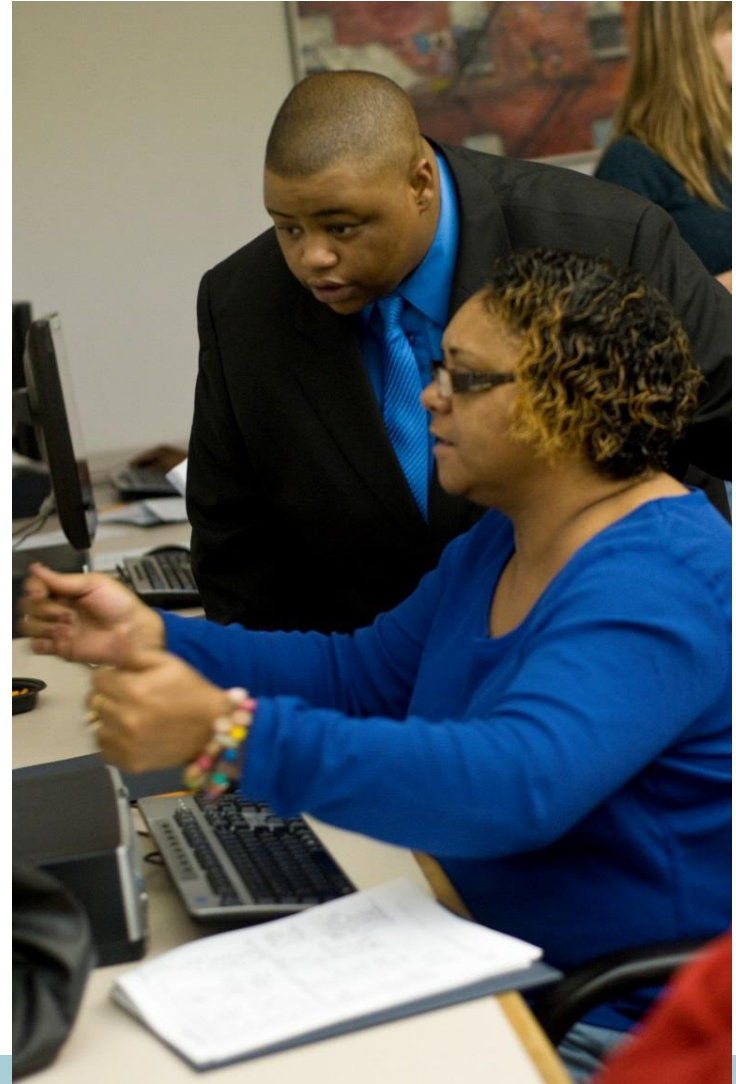


Job Drop in Labs



LTS's help people find jobs

- **Job Prep**
 - Computer Classes
 - Resume Writing
- **Job Search**
 - Online Searching
- **Job Application**
 - Online Applications



Building Relationships – Attracting New People



Volunteers



- Volunteer Coordinator position added in 2014
- Filled in June, 2014
- Four Unique “jobs”
 - Welcome Ambassador
 - Computer Assistant
 - Outreach Assistant/Events Outreach Assistant
 - Outreach Assistant – First Grade Library Card Campaign
- 771 hours donated July-September 2014

Capital Budget



CENTRAL LIBRARY IMPROVEMENTS & REPAIRS

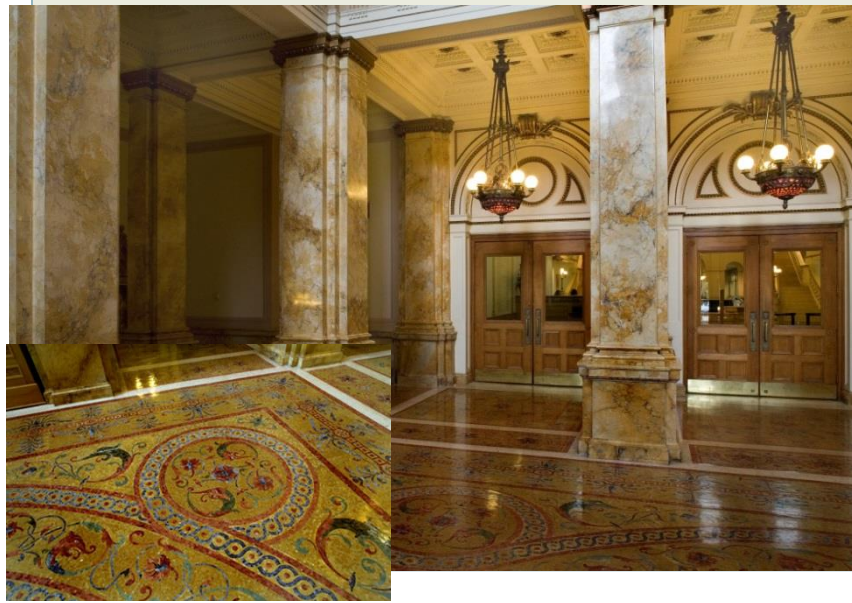
MPL EXPRESS LAUNCHED

BRANCH PROGRAM UNDERWAY

Central Library Improvements & Repair



- Mosaic floor and Scagliola Restoration
- Masonry Restoration & Roof Replacement
- Air-Handling Unit Replacement
- Fire Alarm Upgrade



MPL Express at Silver Spring



Open for Business!

Delivery and Installation – September 22



Delivery and Installation



Delivery and Installation



Training – September 25



Opening day – October 2



Opening day



Opening day



Opening day



Branch Redevelopment Program



- Bay View – 1993
- Washington Park – 2003
- Villard – October 2011
- Express – October 2014
- East – November 2014
- Tippecanoe – Fall 2015
- Mill Road – 2016 est.
- Forest Home – 2016 est.
- Martin Luther King Jr. – 2019 est.
- Capitol – 2019 est.

MPL - East



- **Grand Opening – November 22**
 - 16,000 square feet
 - Wireless
 - Mac Books
 - Laptop Bar
 - Flexible Space
 - Books for All!



Entry and book drop



Meeting room doors



Meeting room interior



Slab glass and wood ceiling



Laptop bar component



Fireplace



Public Art



Tippecanoe branch – Redesign Underway



The Final Four



Read, Learn, and Connect



Thank You!



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