



MILWAUKEE  
PUBLIC LIBRARY

## 2007 Accomplishments / 2008 Goals

The Milwaukee Public Library is every person's gateway to an expanding world of information. Last year we welcomed 2,600,000 visitors and checked out almost 3 million items.

### Achievements

#### Community and Connection

- Based on demand, computer and Internet access was increased by adjusting session lengths and opening underutilized labs. The changes were welcomed by patrons and resulted in increase use throughout the year.
- The Virtual Library expanded its offerings as part of MPL 2.0. Offerings included a library blog with regular updates and stories about library services, programs, and materials, and the launch of the library's MySpace page.
- A wide variety of librarian-led programs were offered, highlighting the collections of Central library. Popular programs included Business Breakfasts, House History, Patents, Rarities and more.
- Block-buster programs such as Late Night with Harry Potter and a visit from Caroline Kennedy attracted thousands of visitors to the Central Library. Exhibits with related programs, Looking at Jazz and Milwaukee: World Series City brought hundred's more into the library.
- StoryCorps, the national oral history project started after 9/11, located its first permanent booth outside of New York City in Milwaukee Public Library's Central Library. Over the year, 500 stories were recorded.
- Meeting and conference rooms continue to be well-used at all libraries. The rooms are most heavily used on evenings and weekends when community meetings are held.

- Programming for children again took center stage, with regular story programs offered at all libraries, Saturday programming at Central Library, them-based programs such as Dr. Seuss and Share the Dream. and class visits. Making a connection with teachers, parents and children is an important part of this goal.
- The Teen Advisory Board (TAB) worked with young adult librarians at all libraries. They serve as advisors and volunteers, providing them with leadership development opportunities and academic support.

### 21<sup>st</sup> Century Literacy

- Academic support of K-12 students was successful. Homework Help, an after school volunteer program, was offered at five libraries.
- Reading programs were offered for all ages, including the annual summer reading club, the new Curious George Reading program in partnership with the Betty Brinn Children's Museum.
- The award winning Books2Go program continues with the Ready to Read initiative. This grant-funded program teaches the six skills needed by pre-schoolers before they enter kindergarten, to ensure they are ready to learn to read.
- Computer classes continue to be in high-demand. Offered at all library locations, with major support from Northwestern Mutual, this partnership was recognized by the Public Policy Forum.
- The Adult Tutoring Program has more than 60 volunteer tutors working at 5 neighborhood libraries with adult learners to improve their reading, writing, math, and English skills. In addition, a Basic Skills workshop and 'drop-in' tutoring are available at Washington Park Library.

### Excellence and Efficiency

- Progress was made on the development of a long range facilities plan. Community leaders were engaged in the planning process and community members survey by telephone and through focus group sessions.
- A staff committee was asked to find ways to simplify and streamline processing of materials to eliminate secondary handling at neighborhood libraries. A number of recommendations were implemented and several others assigned to work groups for further discussion.

## Goals

### Community and Connection

- Continue to offer a full-range of programs for all ages
- Enhance the library brand through marketing, including role-out of the new Logo

### 21<sup>st</sup> Century Literacy

- Increase computer classes and attendance
- Increase current and active library card holders through a major campaign in the fall and through other creative strategies
- The Big Read – Implement this NEA funded community-wide book club with Zora Neale Hurston's Their Eyes were Watching God
- Continue youth programming and expand outreach efforts

### Excellence and Efficiency

- Complete Facilities Plan
- Finalize plans for Media Room renovation
- Develop Statistics Plan for measuring performance and outcomes
- Expand volunteer opportunities
- Improve turnaround time for processing new materials
- Meet growing need for improved Internet conductivity and free public computer access and instruction
- Work with Foundation on fundraising efforts
- Continue to reduce energy consumption
- Plan for future Centennial Hall renovation