



MILWAUKEE

PUBLIC LIBRARY

2016 Budget

Vision

MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee.

Mission

Inspiration starts here – we help people read, learn, and connect.

Budget Highlights

- Maintain Hours
- Restore some positions cut in 2010
- Increased access to library services
- Popular Teacher in the Library program continues
- In demand Computer Training & Job Labs continue
- Branch building program continues
- Central library improvements on target



Are libraries still needed?



What OUR community says

- [Becka Knaak](#) We LOVE going to the library. They have fun activities, free movie rentals... Oh yeah, and books. My kids love to read!
- [Laura Cunningham](#) We love our libraries
- [Dee Schwaiger](#) Lifelong learning. It doesn't get better than that...
- [James Berendsen](#) Any [person] who thinks a library is obsolete, is blind to the fact that the Internet has about 25% of the power of a library. What after school program encourages reading on the Internet?
- [Linda Kasdorf](#) It's free. The best thing the government ever gave us.



By the Numbers:

Historic measures vs. emerging measures

Circulation and Visitors

- Steady trend of > 2 million visitors per year
- Steady trend of > 2.5 million check-outs per year

Digital and Spaces

- Digital use increases year over year
- 25% system-wide increase in space utilization



Prepped for an EXPLOSION of interest

Our fuel...

- Scale up effort to give library cards to every child in Milwaukee schools
- Launch Awareness Campaign
- Offer high quality services to all while targeting three markets
- Expand summer reading participation
- Redevelop branch libraries



Library Cards



Awareness Campaign

Privately funded campaign will make MPL relevant to segments of the community who can truly benefit from its resources.

Two distinct connection approaches...

- Make MPL locations a true destination to visit and discover
- Bring MPL resources and experiences to our audiences



Books2Go



Teacher in the Library



Summer Learning

By 2020, 60,000 school-age children will participate in MPL's Summer Learning Initiative



2015 by the numbers

- 25,000 youth participated
- 21% increase over 2014
- 9 million minutes spent reading
- 260,000 books read
- 17% of school-age children



Family Programs



Out of school learning for Teens



Computer & Technology

Access, Classes and Job Labs



Other Resource Partners

- MPL Foundation
- Consortium Purchasing
- Resource Library
- Milwaukee County Federated Library System

OverDrive®

zinio™
for libraries



New Milwaukee Libraries will be...

*technology-rich ... highly flexible space... self-service strategies ...
a forum for community engagement... staff who
support engagement with patrons within a proactive, mobile service model ... a
center for learning and development ... smaller print collection
... a reflection of the changing methods of information delivery and use ...
space for collaborative work*



Flexible Collaborative Spaces



Villard Square



East



Proactive Service



Top Innovator: Mixed-Use

Operations

urbanlibraries.org

Top Innovator

Milwaukee Public Library, WI
Rebuilding Libraries for the 21st Century
www.mpl.org

Drawing on its 2010 long-term facilities plan, *Rethinking Libraries for the 21st Century*, the Milwaukee Public Library transformed how it plans for and replaces branch libraries

to provide quality service while saving money and stimulating economic development. Two branches have been replaced as mixed-use developments in which MPL and developers share ownership through a condominium association and a reliable financing structure.

The Villard Square Branch includes a 12,770 square foot library on the first floor with 47 apartment homes on three stories above for families in which grandparents are the primary caregivers for their grandchildren. The Standard @ East Library is a five-story building housing a 16,000 square foot library, 99 apartments with underground parking, surface parking for library patrons, and a retail space adjacent to the library on the first floor. Financing for construction of the buildings included tax credits, bank loans, and housing grants from the Wisconsin Department of Commerce and the City of Milwaukee.

Community involvement throughout the development process has led to overwhelming support for the new facilities and increased use of the branch libraries. Planning for four additional mixed-use developments is underway to replace branches that are in the greatest need for capital investment with a goal of renovating the entire MPL branch system by 2020.



(Photo@Darris Lee Harris)

Honorable Mention

Sno-Isle Libraries, WA
Data Analysis for Decision Making and Communication
www.sno-isle.org

To maximize the use of data for making informed decisions, Sno-Isle Libraries created two new positions: (1) a data analysis librarian to manage data from various sources and assist staff in evaluating outcomes rather than outputs, and (2) a research analyst to communicate the library's value to the community through relevant, easily understood infographics. Expected results from addition of these positions include improved ability to



evaluate project outcomes and a shift to a culture of informed decision making and outcome-driven services.



"The vision of the Milwaukee Public Library's new strategic plan is to establish MPL as an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee. Creating these new libraries is an important step toward fulfilling that vision. While keeping abreast of changes in technology and the way people use information to feed the mind, we continue to emphasize feeding the soul through inspired public art, repurposed materials, and holding to our tradition of providing a space for our customers to read, learn, and connect."

—**Paula Kiely**, Library Director, Milwaukee Public Library



The New Forest Home...Hills Building



Mill Road



Tippecanoe



Defining Success

Development Strategy

- Structuring our libraries for current and future users
- Greater emphasis on programs and services

What success looks like...

East Branch

- Number of programs offered up 792%
- Attendance at programs up 2,065%
- New library cards up 580%
- Aligning staff in the right roles “Miss Emily”



Express



What is the future of the public library?

- October 29th Conference
- Technology will continue to impact service delivery





Thank You



Branch Redevelopment

Tippecanoe	Mitchell Street	Mill Road	Capitol/King
Renovation	Replace Forest Home	Replace Mill Road	Replacement
Stand-alone building	Mixed use, historic building, market-rate housing (approx. 60 units)	Mixed-use, affordable housing and retail (approx. 50 units)	Mixed use, site selection TBD
n/a	Gorman & Co.	Maures Development CommonBond Communities	Seeking Partners
Engberg Anderson	HGA	TBD	TBD
<i>Existing square footage, Flexible Community Room Secret Garden Rainwater Mitigation New landscaping</i>	<i>Historic architecture, 16,000 sq ft 1st floor library space Floor-to-ceiling windows Bi-level Garden Homes</i>	<i>New construction</i>	TBD
Construction Phase	Community meetings, Developer agreement in progress, financing package near completion Design phase set to begin	Community meetings Site Selected, Developer assembling financing package	Community interest
Re-opens in December	Winter 2016	Fall 2017	2020 completion