

KCLS 2011 Year in Review

The Busiest and the Best



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From the Director

2011: A Year Marked as the Busiest and the Best

Every year is marked by events and achievements and 2011 was no different, with the exception that a few hallmarks of the year stand out more than most. After achieving a record 22.4 million checkouts in 2010 (the highest for public libraries serving populations of one million or more), KCLS was honored as the Library of the Year by *Library Journal* and Gale/Cengage Learning. The recognition goes to the public library that best serves the community with innovative programs and services. Details about what made KCLS stand out are provided throughout this report, but one example is the Take Time to READ campaign, which brought the world of reading to the public through art, incentives and surprise encounters with books.

Heralding a fundamental shift in the way KCLS delivers library services, a new Services Strategy was piloted at six libraries in 2011. The new staffing model allows librarians more time to focus on community outreach and online services. KCLS is now primed to gradually transition the overall System to the new Services Strategy in coming years. One component of the enhanced outreach activities are Library2Go! vehicles, which allowed staff to visit 25% of all home daycares in the service area during the first year of service. Even with increased outreach services, more people than ever before visited KCLS' 46 libraries: 10.3 million.

2011 was a transitional year in terms of how people access information. With more people than ever owning eReaders and mobile devices, KCLS libraries were positioned to offer and assist patrons with a growing collection of downloadable content. In fact, KCLS led all U.S. public libraries in eBook downloads for the month of December 2011.



Significant progress was made toward completing projects included in the Capital Improvement Plan, funded by the 2004 Capital Bond. One new library and one expanded library opened to eager crowds, construction started on three libraries and design work continued on five other projects. Although not bond funded, planning got underway for two new libraries in the City of Renton. After annexing to KCLS in 2010, usage of the Renton Libraries has grown steadily.

While it was an honor to be named the busiest and the best Library System in 2011, the success of KCLS is ultimately a reflection of the communities and people served by the library. We continue to appreciate our community and show that appreciation by trying our best to keep the library relevant to the lives of our patrons.



A handwritten signature in black ink that reads "Bill Ptacek".

Bill Ptacek
KCLS Director

“Today I am feeling grateful for the quality of service you provide. You are aware of the richness of your community and provide resources for everyone from new immigrants to toddlers to senior citizens. I can’t thank you enough for fueling knowledge through your vision, efforts and preservation of access for all to the institution of the library.”

2011 in Numbers

Numbers tell their own story about which library services and programs were utilized the most during the past year. The following are a few noteworthy numbers from 2011:

Check It Out

21.8 million books, movies and music CDs were checked out by year's end, a slight decrease from 22.4 million items in 2010 when KCLS was named the busiest Library System in the United States. Of this number, 4.4 million DVDs and 1.3 million music CDs were checked out.

In Good Company

In the Library: A record-setting 10.3 million people walked through the doors of KCLS' 46 libraries.

Online: Visits to kcls.org reached 40.3 million, a 30% increase from 2010.

In the Community: Library2Go!, ABC Express and the Traveling Library Center visited a combined total of 57,167 people.

New Members

More than 100,800 people signed up for library cards in 2011. A total of 970,141 people in King County have and regularly use a KCLS library card.



Study Support

Study Zone provided a total of 13,401 hours of tutoring services to 9,350 students at 36 library locations and online.

Upgrading Computer Skills

1,055 free computer classes were offered, with an attendance of more than 3,800.

Elbow Room

23,370 people reserved KCLS meeting rooms.

Free Downloads

446,870 eBooks were downloaded, a 355% increase from 2010.

Sunny Disposition

45,540 children participated in the Summer Reading Program.

All the Answers

95,663 questions were answered via phone and email by Answer Line staff.

Citizenship Classes

3,414 people attended free Citizenship Classes.

Newsworthy

The total value of free news coverage for KCLS' libraries, including social media: \$1.1 million.

Strictly Business

InfoBiz Web page resources for small business owners received 9,932 hits since going live in late 2010.

On Display

120 framed book covers were featured in communities as part of the Take Time to READ campaign.

All Encompassing: Reaching Out Across the Ages

From learning the alphabet to homework help, library assistance is broad in reach. Even more library services were geared toward specific age groups and populations in 2011.

A Youthful Outlook

Making the transition from play time to reading time can be challenging, but being a proficient reader empowers children as they grow older. Implementing new and fun ways to engage children with reading was a priority.

Hands-On Learning

At just the right size, **Interactive Early Literacy Modules** were installed in the Children's Area at several libraries. Geared for children ages 5 and younger, the modules encourage learning in a variety of ways, such as matching similar shapes or identifying like objects. The modules were installed at 17 KCLS libraries.

To engage parents and in-home childcare providers who reported feeling isolated while caring for children at home, **Play & Learn Groups** were offered for the first time at three libraries. A trained facilitator worked with parents and children ages 5 and younger on a variety of activities, including reading and art. One group was facilitated by a bilingual English/Spanish leader and another group was facilitated in Chinese. The groups proved to be an important link to immigrant families.

"My daughter really likes the Family, Mother Goose and Mandarin Story Times at Lake Hills Library. The librarians have done an excellent job of teaching the children math, science, Early Literacy and language skills."



Special Needs Story Times

Story Times especially for children with special needs were offered for the first time. The programs targeted ages 3 to 6 and children of that developmental age. The **Special Needs Story Times** were presented in a quieter manner and used printed materials that represent ideas in a visual manner. Parents who brought their children to the Story Times said they appreciated having a program specifically for special needs children, as they tend to not attend regular Story Times. In addition, resources for families of children with special needs were added to KCLS' Web site, offering booklists, Story Time information and more.

Summer Activities

Thanks to the support of the KCLS Foundation, 19% more summer school students were provided bus transportation to community libraries to enjoy book talks from children's librarians, check out materials and learn about the **Summer Reading Program**. Teachers and parents reported that the collaboration between KCLS and schools helped children overcome the "summer slide" and prepared them to enter school in the fall at the same or higher level. For the first time, children who participated in the Summer Reading Program were able to sign up, record reading minutes and write reviews online without filling out a paper log. The new online process was especially appealing to older summer readers.

"It is very close to my heart that my six-year-old son loves the Sammamish Library as much as I do. He feels at home there and gets really excited whenever I suggest we go check out some books."



Time for Teens

With Harry Potter and the Twilight series enticing even the most reluctant readers to start hitting the books for fun, the time has never been better for reaching out to teens. Programs for youth and teens were expanded in 2011, to better serve this growing group of library users.

College Calling

To engage and encourage teens to start planning for their **Life After High School**, this new program series launched in 2011. More than 50 programs were offered and presented, giving teens and their families the tools to help make decisions about their future. The programs focused on four broad areas of interest: evaluating whether college is the right option, financial aid and scholarships, testing and finding a job. The programs were generously supported by the KCLS Foundation and many Friends groups.

“Excellent guidance and presentation. My son is a junior in high school and this was a superb starting point for his college search. I learned a few things myself.”

LIFE

AFTER HIGH SCHOOL

Programs at your library to help you succeed.



Financial Aid & Scholarships • Testing
Going to College...or Not • Finding a Job

www.kcls.org/lifeafterhighschool



Kemper West, George Conway, Felipe, Oprah Winfrey, Herman Ford, Leah Lopez, Angelina Jolie, Barack Obama, Steve Jobs, Brian Springsteen, Jon Snow, Will Smith, Brad Pitt, Wong Kar, Stephen Colbert, Jennifer Lopez, Bill Gates, Russell Crowe

Rave Reviews

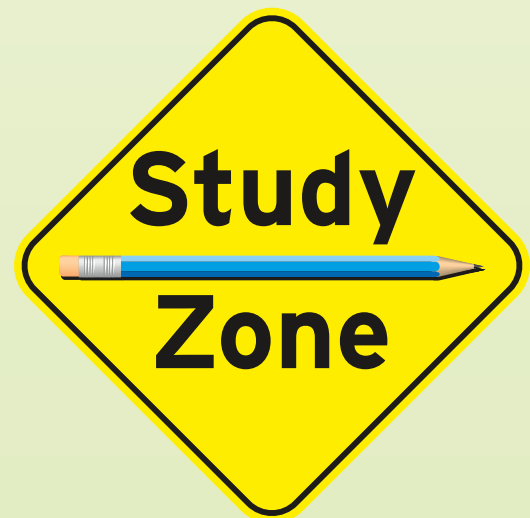
More than 150 teenagers attended the inaugural Red Carpet Event, which recognized teens who entered the **Read • Flip • Win** contest. Teens created video book reviews or book trailers, which they submitted for judging. After premiering all entries at the Red Carpet Event, two winners were announced. One teen was awarded for a book review of *The Absolutely True Diary of a Part-Time Indian* by local author Sherman Alexie and a second teen was awarded for a book review of *Story Time* by Edward Bloor.

Academic Achievement

Study Zone, an after-school homework assistance program that utilizes the skills of more than 300 volunteer tutors, offered both online and in-person homework assistance at libraries during scheduled hours. KCLS has the largest volunteer library homework assistance program in the country. A total of 9,350 students at 36 library locations and online were assisted in 2011. Of the 48% of students who attend Study Zone two or more days per week, 90% reported that Study Zone helps them complete their homework assignments, 66% reported improved grades and 64% felt more confident about their school work.

“The programs are extremely successful and valuable to our students. As the teacher-librarian at Chinook Middle School, I appreciate the choice of programs that match student needs and interests.”

For the third year, children were invited to discuss and vote for their favorite book as part of a mock Newbery Award contest called **You Choose the Next Newbery at KCLS**. The program was expanded and more than 250 students participated in 2011. Prior to voting online, children finished four of eight ballot titles. The KCLS Foundation provided funding to transport students to cross-collaborative meetings, enabling them to discuss and vote on the book titles, and provided books for each participating class. Students, teachers and parents embraced the program and commend children’s librarians for reaching out to students beyond library buildings.





The **Global Reading Challenge** celebrated its 10-year anniversary with, appropriately enough, 10 more teams than the prior year. Close to 1,800 fourth and fifth graders from 52 elementary schools read 10 books selected by KCLS children's librarians. The students answered detailed questions during competitions within their schools, districts and regions. The winner of the culminating Grand Challenge was St. Thomas School of Medina.

Programs that support reading, writing, social studies and arts curriculum were organized by KCLS and held at schools in the service area throughout the year, with a total attendance of 15,576 students at 56 schools. Living Voices, a living history program and Poetry Alive! continued to be two of the most popular school programs.

"The Global Reading Challenge promotes teamwork, sportsmanship and hard work, in addition to reading. Our whole school was so excited and it really became a school-wide event. Even our preschoolers knew something big was going on."
St. Thomas School,
2011 Grand Challenge Winner

Common Knowledge

There is no age limit on learning new things. Inspiring a continued love of learning across all ages was a focus in 2011. Several new programs oriented toward adults debuted, engaging those who may not have previously utilized the library.

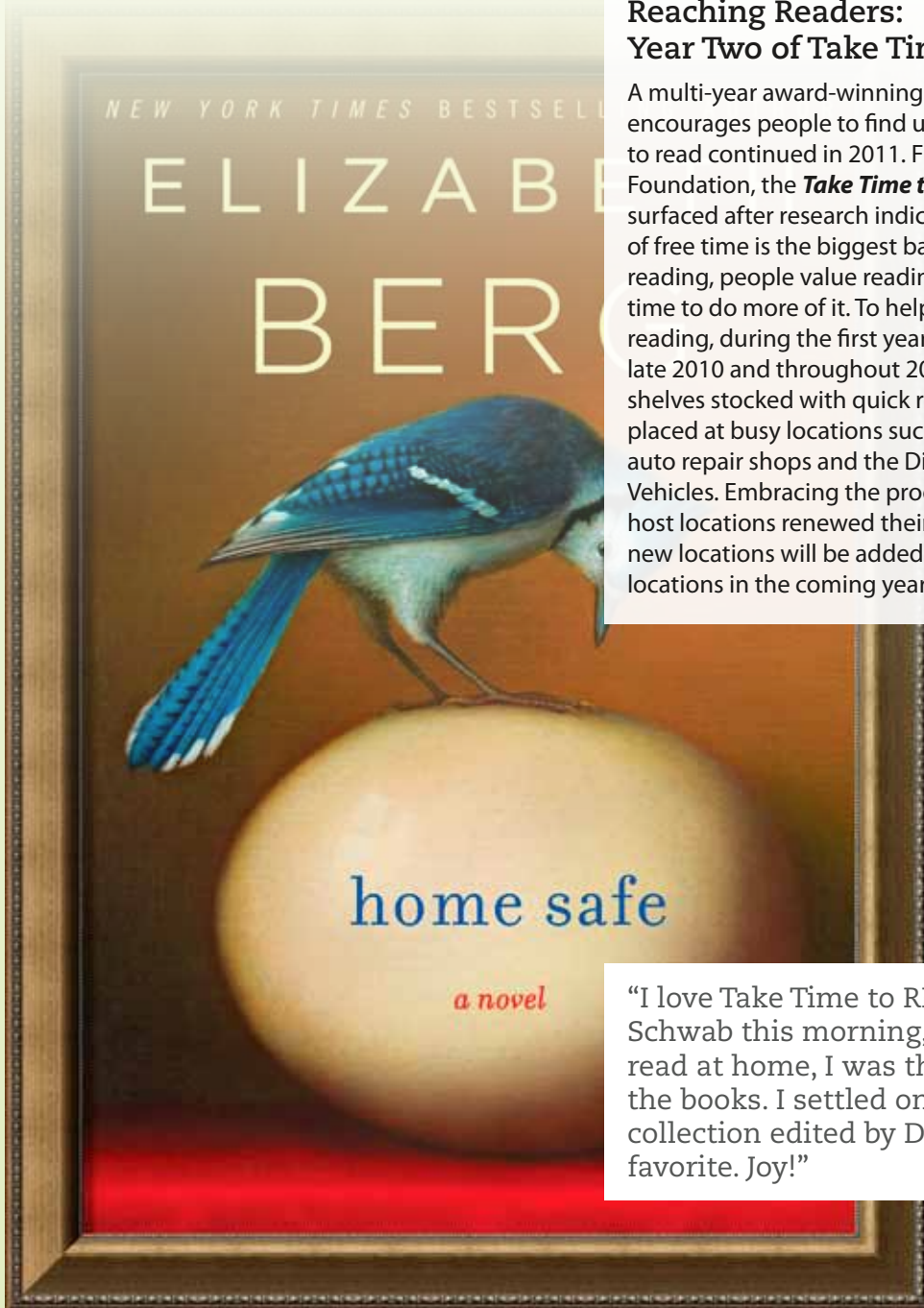
Adult Appeal

Offering adult programs and classes for ages 50 and older was a priority in 2011. While many of KCLS' existing adult programs and classes appeal to this age group, an emphasis was placed on finding even more ways to attract and reach this audience. As a result, a variety of new programs were introduced as part of **More to Explore 50+** programming, such as mid-life career change workshops. One program focused on what it means to grow older in a purposeful way. Held once a week for four weeks, the group explored topics such as: Has my life mattered? What brings meaning to my life? What brings me joy?

Another series focused on **Do-It-Yourself (DIY)** programs for adults, attracting attendees interested in learning more about sewing, backyard poultry keeping, building web sites and home brewing. Presentations on home brewing were offered at eight libraries, taught by certified beer judges. The audience was predominantly male, which is uncommon for library programs. Finding new ways to appeal to male audiences is a priority in KCLS' Adult Services Plan.

"I want to thank you for the wonderful information that you provided at the Effective Job Search Networking Seminar. I believe it will infuse my job search with the sense of direction and forward momentum that it needs."





Reaching Readers: Year Two of Take Time to READ

A multi-year award-winning initiative that encourages people to find unexpected moments to read continued in 2011. Funded by the KCLS Foundation, the **Take Time to READ** campaign idea surfaced after research indicated that although lack of free time is the biggest barrier to recreational reading, people value reading and want to find time to do more of it. To help residents encounter reading, during the first year of the campaign in late 2010 and throughout 2011, reading chairs and shelves stocked with quick read materials were placed at busy locations such as medical facilities, auto repair shops and the Division of Motor Vehicles. Embracing the program, all Quick Read host locations renewed their contracts and nine new locations will be added in 2012, for a total of 30 locations in the coming year.

“I love Take Time to READ! At Les Schwab this morning, with my current read at home, I was thrilled to see all the books. I settled on an awesome collection edited by David Sedaris, my favorite. Joy!”

In 2011, Gift of Time cards were also available at libraries for people to give to family and friends, sending the message that it's OK to take a few minutes to read. Another highly visible component was the Book Cover Walking Tour, which transformed eight cities and towns in the KCLS service area into outdoor art galleries featuring more than 120 six-foot-tall framed book covers. More than 35,000 Book Cover Walking Tour guides were produced and distributed, showcasing the locations and titles of the featured books, along with a self-guided audio tour. Five additional cities and towns will be included in the tour in 2012, with more than 220 posters on display throughout the KCLS service area. An Adult Winter Reading Program also brightened the 2011 post-holiday season with "I got caught reading" stickers, coffee gift cards and other incentives for adults to create their own opportunities to read for fun.

Planning for 2012 also commenced with a new installation planned at the Seattle-Tacoma International Airport. A Take Time to READ area in Concourse B will be installed in July for three months with three large Quick Reads shelves and reading chairs and outdoor advertising visible to travelers arriving at the airport. As part of a new Readers Advisory element in 2012, people will be able to receive custom reading suggestions online, accompanied by a small gift from the KCLS Foundation.

Timely Publicity

- Take Time to READ Web pages were viewed 14,000 times
- Transit reached 98% of county residents with 55.2 million impressions
- 44.4 million social media hits through Facebook ads
- 130 television spots
- 600 radio spots with streaming logo banners
- 200 feature stories in local and national media
- 65 online news and business clips; 130 online consumer clips

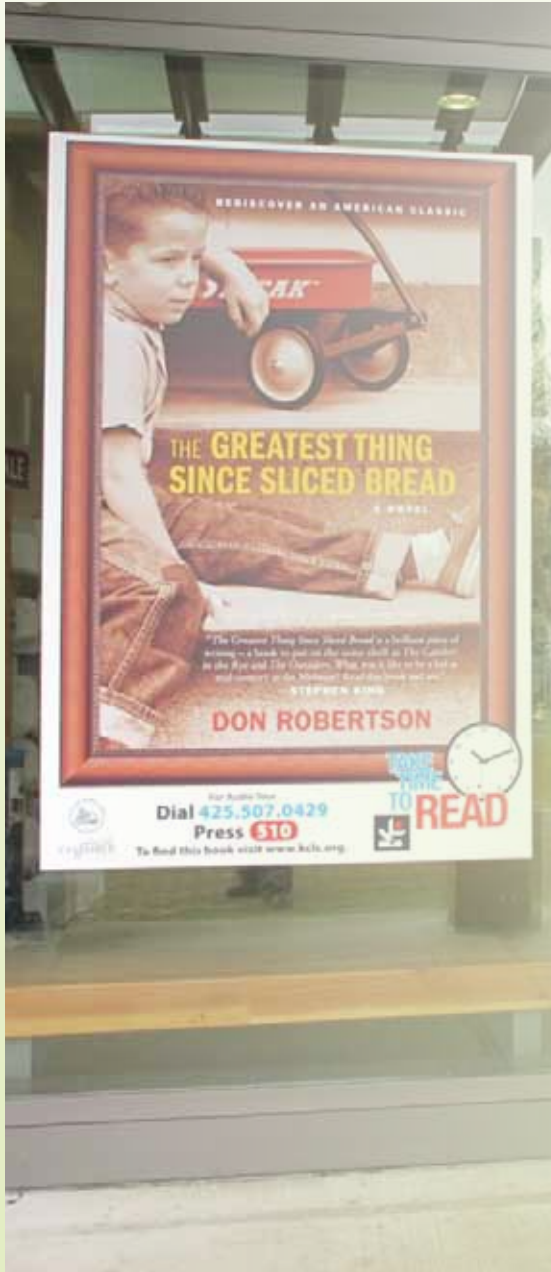


Learn more at www.kcls.org/taketimetoread/

Find us on **Facebook** 
at **Take Time to Read**

Take Time to READ Connections

Quick Reads shelves and Book Cover Walking Tour hosts, media and other partners:



- | | |
|---------------------------------------|-------------------------------------|
| 909 Coffee & Wine | Covington Aquatic Center |
| A Terrible Beauty Irish Pub | Crossroads Bellevue Shopping Center |
| Albertsons | Discover Burien |
| Arts East | Elliott Bay Brewhouse |
| Auburn Regional Medical Center | ESPN 710 Radio |
| Bank of America | Frame of Mind |
| Bellevue Arts Museum | Ginza Japanese Restaurant |
| Black Chow Antiques | Glass Expressions |
| Black Diamond Bakery | Goodie Gumdrops |
| Blazing Bagels | Goodyear Auto Services |
| Blooms Building | Grand Central Bakery |
| Boehm's Candies | Group Health |
| Boys & Girls Clubs | Harambee |
| Brazen Sotheby's International Realty | Harrison Building |
| Burien Town Square | Highline Medical Center |
| CC's Lounge | Hopelink- 4 locations |
| City Center Plaza | Humanity Salons |
| City of Bellevue | Island Books |
| City of Black Diamond | Island Quilter |
| City of Burien | Issaquah Chamber of Commerce |
| City of Duvall | Issaquah Depot |
| City of Issaquah | Issaquah Press |
| City of Kent | John L. Scott Real Estate |
| City of Maple Valley | Karuna Arts Studio |
| City of North Bend | KCTS |
| City of Renton | Kent Downtown Partnership |
| City of Woodinville | Kingsgate Ice Arena |
| Clear Channel Communications, Inc. | Kirkland Chamber of Commerce |
| Common Ground | Kirkland Parks Department |
| Community Transit | |
| Corry's Cleaners | |

KPLU
 KTUB Teen Center
 KUOW
 Law Offices of
 Doug Morland
 Les Schwab Tire Centers
 Mark Restaurant & Bar
 McKee Condominiums
 Melrose Grill
 Mercer Island Chamber
 of Commerce
 Midas Mufflers
 Miller Paints
 Mroczek Brothers
 Auctioneers
 Natural Pet Pantry
 Pacific NW Writers
 Association
 Pandora's Box Pet Products
 ParkPlace Shopping
 Center
 Peter Kirk Center
 Porcello Building
 Puget Sound Energy
 Quality Food Centers
 Qualstar Credit Union
 Rainier North Building
 Renton History Museum
 Renton Western Wear
 Rock Bottom Brewery
 Sal's Deli
 Schumsky Building
 Sea-Tac Airport
 Seattle Metro Transit
 Service Linen
 Sons of Haiti
 Masonic Temple
 Starbucks
 Sterling Bank
 Stroum Jewish
 Community Center
 Tekno Northwest
 The Danish Bakery
 The Hardware Store
 Restaurant
 The Village Green
 The Westin
 Tin Room Bar & Theatre
 Titan Outdoor
 Town Square Dentistry
 Union Bank
 Uptown Glassworks
 Valley Bank
 Valley Medical Center
 Vashon Health Center
 Vashon Island
 Coffee Roasterie
 Vashon Pharmacy
 Vashon Tech Support
 Vashon Theatre
 Veloce Velo
 Vino Bello Wine Bar
 Washington State
 Department of Licensing
 Weyerhaeuser King
 County Aquatic Center
 Wild Wheat Bakery & Café
 Windermere Real Estate
 YMCA–Sammamish



Dedicated to Diversity

Connecting diverse communities to local library resources continued to be a priority. With the 2010 U.S. Census reporting that 57% of the foreign born population in KCLS' service area is not naturalized citizens, efforts were focused on outreach opportunities.

Job Assistance in Four Languages

To assist English language learners, immigrants and refugees with their job search, basic job search information, available on kcls.org, was translated into four languages: Chinese, Somali, Spanish and Vietnamese. Materials focus on topics such as job skills, finding a job, applying for a job, interviewing and working in America. Included are narrated videos on job search topics and accompanying lesson plans. The **Job Assistance** project was a collaborative effort with several community partners: Airport Jobs, Asian Counseling and Referral Services, Chinese Information and Service Center, Goodwill, Neighborhood House, Puget Sound Training Center, St. James ESL and Seattle Public Library. Funding was provided by the Tateuchi Foundation.



Literacy Toward Citizenship

Since many people do not apply for citizenship for reasons including cost and lack of information, KCLS offered 13 free classes to help people prepare for the U.S. Citizenship test. In 2011, 21 volunteer facilitators in the **Literacy Toward Citizenship** program volunteered an average of 150 hours per month, providing participants with study materials and learning activities. After completing four class sessions, more than 400 participants received a free "Passing the Test" workbook provided by the KCLS Foundation. According to a survey of class participants, 85% studied more often, 66% felt more knowledgeable about the citizenship process and 85% were optimistic they would pass the test. In 2011, approximately 108 people who attended citizenship classes passed the test.

"I visit the library once a week and depend on your services to help me teach public school kindergarten. Although I do not speak Spanish, many of our students and their families do, so I appreciate materials in many languages, especially bilingual materials."

Cultural Connection

KCLS connected with a variety of diverse groups through programs and services for all ages:

- 975 World Language Story Times were held, with a total attendance of 16,668.
- Multicultural programs at 21 libraries featured Story Times in Chinese and Spanish, sponsored book giveaways, early learning materials, cultural performances and book displays.
- KCLS partnered with Lutheran Community Services' Refugee and Immigrant Children's program to host a series of cultural orientations in honor of World Refugee Day on June 20. The series included six presentations at three libraries that were selected for large immigrant populations from Burma, Bhutan, Iraq and Somalia.

Delivering More Services: Reaching People in New Ways

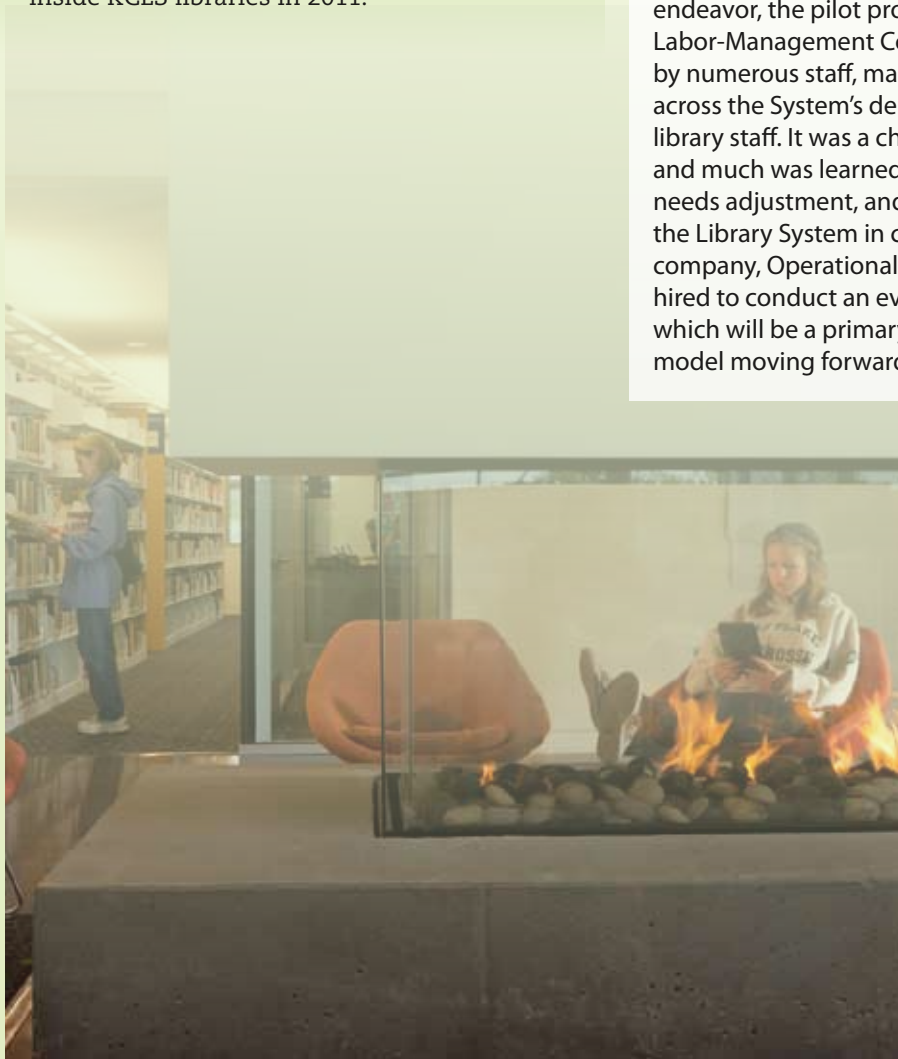
Delivering library services and resources not only in libraries, but online and directly in the community, continued to be a priority in 2011. It's now easier than ever to take advantage of library resources from just about anywhere.

In the Library

Libraries are one of the few places where everyone is welcome. No special membership, other than a free library card, is needed. People come to read, study and gather, so it's no surprise that a record 10.3 million set foot inside KCLS libraries in 2011.

Model Approach

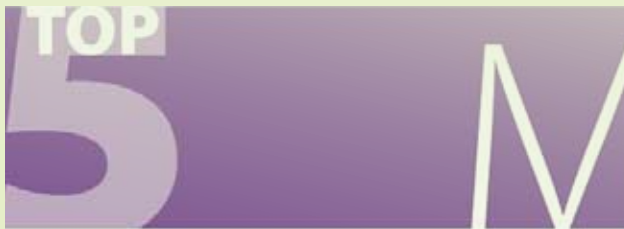
To streamline in-library services and free staff time for additional outreach and online activities, a new Services Strategy was piloted in six libraries in the Bothell-Kenmore-Kingsgate and Federal Way-Federal Way 320th-Vashon clusters. A considerable endeavor, the pilot project was steered by a Joint Labor-Management Committee; implemented by numerous staff, managers and administrators across the System's departments; and actualized by library staff. It was a challenging and exciting year, and much was learned about the model, where it needs adjustment, and how best to roll it out across the Library System in coming years. An outside company, Operational Research Services (ORS), was hired to conduct an evaluation of the pilot year, which will be a primary tool for adjustments to the model moving forward.



Applied Science

With the scenic Mt. Si in close proximity, as well as many hiking and camping trails, an interactive **trail map kiosk** was installed at the North Bend Library. Using the kiosk, trail maps may be printed out and used immediately. The kiosk was enthusiastically embraced by the community and is used daily.

Visitors to KCLS libraries gained a new way to learn about programs, services and collections with the launch of the **Digital Signage** program. Colorful digital screens caught the eye of many library users at 10 library locations. Operating without audio, the 42" screens display a variety of slides that rotate frequently and highlight everything from Story Times to the most requested books and movies of the week.



What's New...

Many new and innovative programs were implemented in 2011. Two programs, **Walk With Your Libraries** and the **Flavors of the World Cultural Fair**, received honorable mentions for the 2011 KCLS Catalyst Awards, which recognizes librarians who demonstrate innovation in library service.

- **Walk With Your Libraries** featured a variety of resources that encourage walking. Programs included "Stroll to Story Time" as well as a visit by a local fitness expert. Web pages offered walking maps of neighborhoods in close proximity to the Bothell, Kenmore and Kingsgate Libraries and received more than 4,160 hits.
- **Flavors of the World Cultural Fair** at the Federal Way Library brought together several hundred people and more than ten community partners, who enjoyed a dazzling display of world flags, cultural booths, dance, food and music from other countries and children's Story Times in Spanish, Japanese, Russian and Korean.
- **Guys Read** is a reading group for boys only. Led by male high school and junior high volunteers, Guys Read is designed to help boys in fifth and sixth grades become lifelong readers in an environment where reading is considered an active, exciting adventure!

Online

In a world that seems busier by the day, KCLS made it easier for people to access library resources from the comfort of home, work or wherever they happened to be with a mobile device. Anticipating an increased demand for downloadable content, KCLS became the go-to place for those with eReaders.

eBooks: Supply and Demand

Informally referred to as the “year of the eBook,” 2011 saw an unprecedented change in the way many people read. With sales of eReaders, tablets and smart phones escalating, and more than a quarter (29%) of the population owning devices, KCLS launched a multi-prong **eBook** initiative. Efforts focused on collection growth, staff training and increased promotion. More than 12,800 new book titles were added to the collection, for a year-end total of more than 19,630 titles and 68,590 total eBooks, with many purchased in multiple. eBook downloads overall increased by an astounding 355% from 2010. Other forms of downloadable content also were enhanced, with a total of 13,840 records for eAudiobooks, eVideo and eMusic. By year’s end, people could download content to the Amazon Kindle in addition to a number of other compatible eReaders.

“I’ve had my Nook for almost a year now and must say that the information available through KCLS was helpful in getting me up and running with borrowing eBooks!”

More Mobility

KCLS' Web site includes a growing number of resources for library users to access from the convenience of anywhere they take a mobile phone. Introduced in mid-2011, the **Mobile Catalog, KCLS to Go**, allowed patrons to use hand-held devices to access their library account and the library catalog. The mobile catalog was downloaded by 6,000 people, enabling them to search for items quickly with minimal keystrokes using the smart filter keyword, access their accounts and renew and reserve library materials. People also could easily locate programs, classes and hours at the library closest to their location with the GPS feature. A new feature was also added, "Book Look," letting patrons scan an ISBN from a book jacket, find the title in the KCLS catalog and place a hold. Downloading items from the KCLS digital collection was one of the most widely used features.

Social Security

Patrons connected with KCLS through a variety of **social media outlets**, including Twitter, Facebook, Flickr and YouTube. With more than 600 videos on KCLS' YouTube channel, videos explaining how to download digital content to Kindles were watched more than 8,000 times in four months. The KCLS Facebook page and Twitter feed feature an entertaining mix of library service and event information. By year's end, staff connected with more than 5,000 patrons on Facebook and 3,000 on Twitter.

"I recently signed up for a class on Facebook. The librarian gave me a great tutorial. She was very personable and knowledgeable and patiently taught this old dinosaur new technology."



Virtual Visitors: Visits to kcls.org increased from 31 million in 2010 to 40.3 million in 2011.

In the Community

Bringing library services directly to people continued to be a priority in 2011. With a growing fleet of outreach vehicles, all of which now feature the same bright red design, a few changes were made to broaden reach.



A Driving Force: Library2Go!

After five new outreach vehicles hit the streets for the first time in 2010, KCLS didn't waste any time expanding services in 2011. Four of the vehicles, called **Library2Go!**, are outfitted as mini-bookmobiles and a fifth van, called Digital Discovery Zone, is equipped with computers and software that allows all ages to create computer graphics, games and animations. What began with visits to subsidized childcares and low-income housing communities expanded to community sites such as food banks, farmers' markets and schools. The smaller, more agile vans made it possible for local library staff to offer more than 1,200 books, audiobooks, DVDs and CDs for checkout to the public at each site, which included 123 home childcares, 66 community sites, eight childcare centers and 13 other sites. In a survey of childcare providers who were visited by Library2Go!, 96% rated the service as excellent. In response to requests for more Early Literacy materials, KCLS distributed Early Literacy newsletters and will offer Early Literacy DVDs and multimedia reading kits in the coming year.

"I love coming here! I want to stay here all day long!" said a child on ABC Express.

Library2Go! visited a total of 19,420 people in 2011. Here's how the numbers add up:

- Childcares were visited 1,140 times, serving 10,575 children
- Community sites were visited 461 times, serving 4,862 people
- Senior sites were visited 106 times, serving 348 people
- 37 special event visits reached 3,635 people

Bridging the Digital Divide with Wheels

KCLS' mobile computer lab, **Techlab**, reached even more people. Equipped with eight computer stations, Internet access and a screen projector for group instruction, Techlab provides onsite personal computing and technology training. Though computer classes have been the mainstay of Techlab services for the past decade, it is now available for open lab sessions, welcoming anyone to come aboard to use the computers and printer and receive up to 15 minutes of one-on-one computer assistance. The goal is to make library technology more widely accessible, especially to those with special needs and in communities located two or more miles from a library.

In addition to the new Library2Go! vehicles and Techlab, a few other existing vehicles were on the road in 2011. The **Traveling Library Center (TLC) and ABC Express** provided library service to senior communities, retirement homes, nursing homes, assisted living facilities, childcare centers and community neighborhoods. TLC staff visited 135 medical care facilities in 2011, serving approximately 14,500 people. The two ABC Express buses visited 23 low-income housing communities, 46 childcare centers and 11 home daycares, serving a total of 23,250 children. Senior or disabled individuals were also served by **Words on Wheels**, a service that delivers materials directly to patrons' homes by volunteer drivers.

Out and About

KCLS participated in more than 25 **community events**, including Auburn Kid's Day, Folklife, Northshore Back to School Day, Burien Car Show, Covington Back to School BBQ and numerous farmers' markets. The events provided an opportunity for staff to showcase the Library2Go! and Digital Discovery Zone to community members of all ages. KCLS was also involved with the **Northwest Bookfest**, held in Kirkland in October. The two-day festival attracted more than 4,000 people interested in hearing authors and attending writing workshops.

“Without Traveling Library Center, I would not be able to access a wide range of books. The people who bring books to me are always ready with a smile and an offer to help. What more could I ask for?”

Operations Overview

Providing exceptional service may not be a mystery, but it requires special attention to a few key components: staff development, stewardship of public funding and welcoming buildings.

Skilled Staff

Whether encountering a KCLS staff member in the library, online or in the community, patrons experience exceptional service. To support the professional development of staff, 13 new training classes were offered, along with conference funding and a tuition reimbursement program.

New Tools of the Trade

A number of **new trainings** in support of expanded online and outreach services were offered in 2011. Classes included readers' advisory, a five-part series on using library technology, a reference services certification class and training for new staff supervisors at the pilot locations. To assist librarians with providing enhanced services outside the library, other classes focused on topics such as time management and effective public speaking.

In 2011, 42 staff members participated in **KCLS' Tuition Assistance** program, 13 of whom graduated. Since the inception of the program, 40% of participants have been promoted to a Library Assistant, Library Associate, Public Service Assistant, Librarian or other position.



“We needed a mystery book for my fourth grader for school. A librarian not only gave us a brochure listing several, she spent 15 minutes with us helping us find books and even gave an overview of one she recently read!”

Page Revision

The **Page Fellowship** program recruits, educates and helps KCLS retain a more diverse staff base. In 2011, three major changes were made to the program to ensure that more participants progress in their careers at KCLS. In addition to improved supervisor coaching and mentoring, there was a focus on developing leadership skills. The program duration is now one year rather than two, allowing twice as many Library Pages to participate. In 2011, there was an increase in the number of Page Fellows who advanced into higher-level positions such as Library Assistant, Circulation Operation Assistant and Public Service Assistant following their participation in the program.



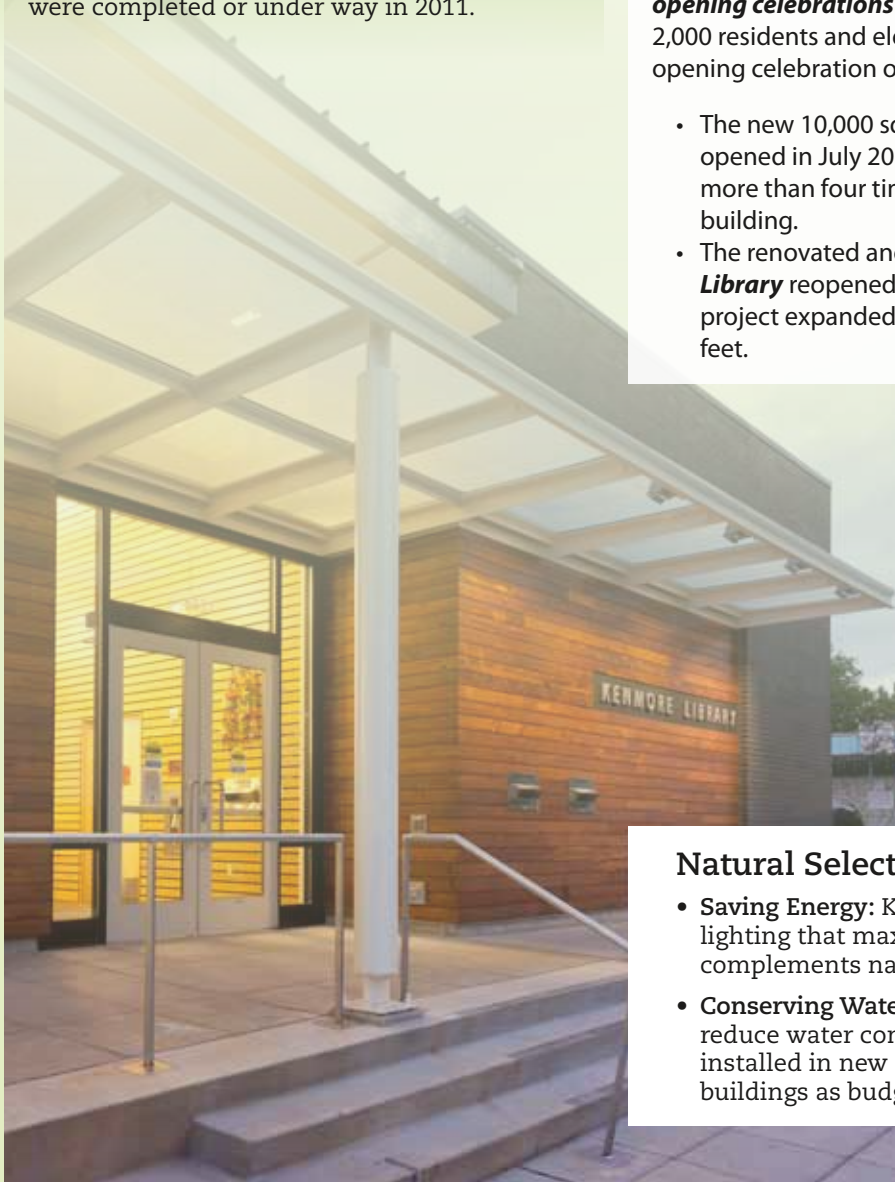
Building Community

Libraries are central gathering places. To ensure that libraries continued to be welcoming and able to best serve communities, a number of building projects were completed or under way in 2011.

Capital Interest

Red ribbons were cut and shovels of dirt were turned in 2011 as progress continued on library projects funded by the 2004 voter-supported Capital Bond. **One groundbreaking and two library opening celebrations** were held, with more than 2,000 residents and elected officials attending the opening celebration of the new Kenmore Library.

- The new 10,000 square foot **Kenmore Library** opened in July 2011. The \$8.4 million library is more than four times larger than the previous building.
- The renovated and expanded **Newport Way Library** reopened in April 2011. The \$3.4 million project expanded the library to 8,690 square feet.



Natural Selection

- **Saving Energy:** KCLS continued to install lighting that maximizes illumination, complements natural light and saves energy.
- **Conserving Water:** Low-flow toilets that reduce water consumption continued to be installed in new construction and in existing buildings as budget allows.

Wayfinding: Leading the Way

Creating libraries that are easy for people to navigate continued to be a priority. The Bellevue, Bothell, Covington, Des Moines and Kent Libraries had **Wayfinding** signage and elements installed in 2011 as part of a phased-approach to create a consistent experience for the public at all KCLS libraries. Directing patrons to the materials they need, elements include end-of-shelf signs that identify each distinct area of materials with different colors and labels, easy-to-follow floor layouts, section signs, signage for service points, a directory and displays.



Stewardship

Providing enhanced resources without increasing expenses may not be easy, but it's simply the mindset of KCLS. Operating in a culture that values stewardship, changes in service were made at no additional cost to taxpayers.



Lid-Lift Leverage

In 2010, voters passed a **Levy Lid Lift** in favor of restoring the operating levy to the maximum rate set by state law (\$0.50 per \$1,000 of assessed value). In order to preserve the majority of the lid lift revenue for subsequent years, expenditures in 2011 were budgeted at a 1.6% increase. This is in keeping with the multi-year financial strategy of stretching lid lift revenue as far as possible. Despite the difficult economic climate, KCLS continued its tradition of prudent financial management.

Cost-Controlled Change

No additional costs were incurred during the new Services pilot process in 2011 and the gradual transition to the staffing model across the System will be achieved while staying within existing financial parameters. A decision-making process is in place to determine when a library cluster is ready to transition to the new model at no additional personnel cost. As part of the evaluation process, all position vacancies are evaluated with staff reallocated across libraries to achieve the best balance of staffing groups.

Foundational

The King County Library System Foundation's mission is to promote literacy, learning and libraries by providing support beyond public funding for initiatives and resources that enable KCLS to better serve the needs of our community. In 2011, the **KCLS Foundation** provided \$590,000 in direct support for programs, facilities and services that benefited 200,000 children, youth and adults. With the belief that reading is transformational, the KCLS Foundation strives to create a community of readers and supports programs that connects all ages with reading opportunities.

Many of the programs cited in this document were funded in part by the Foundation, including the **Summer Reading Program, Global Reading Challenge, Study Zone, Play & Learn, You Choose the Next Newbery** and **Ready, Set, Read**. The Foundation also hosted renowned British children's author Jez Alborough at several library programs. More information may be found at www.kclsfoundation.org.



The Inside Story

Keeping 46 libraries running smoothly requires a lot of work behind the scenes. Everything from collections to computers was enhanced in 2011.

Quality Collections

With a variety of books, movies and music CDs on display, walking into a library is similar to walking into a bookstore. The big difference is that items are borrowed, not bought. With 21.8 million items checked out in 2011, people took advantage of library resources.

Of Interest

In 2011, KCLS began using a collection management system called collectionHQ to help keep collections in libraries updated, relevant and interesting. CollectionHQ provides reports that indicate areas of high demand and interest at specific libraries. As a result, materials may be shifted among locations to better meet demand.



“I requested an album I like and sure enough a few months later it was purchased, processed and on the hold shelf in my name. Thank you for your consistency of great service!”

Technology Upgrades

With more patrons utilizing technology at libraries, providing reliable Internet connections and updated computer stations continued to be a priority. KCLS undertook an expansion in wireless bandwidth at all libraries and performed upgrades of computer workstations and hardware, replacing about a quarter of the printers and computers.

Rate of Return

To reduce the amount of time it takes for materials to be returned to shelves, **Automated Materials Handling (AMH) Systems** were installed at three additional libraries in 2011. The AMH systems are an effective way to ensure that materials are checked in and returned to shelves as quickly as possible at KCLS' busiest libraries.



Fine-Tuning the Evergreen System

With the twofold goal of making it easier for patrons to access the information they need while also transforming the way software for libraries is developed, KCLS continued to make progress on the open-source software front in 2011. KCLS implemented **Evergreen Software**, developed from scratch, on a larger scale than ever before by any library system, in 2010. With the anticipated challenges of implementing a new software system, much of 2011 was spent refining the Evergreen system and tailoring the software to the needs of library users. Since customizing vendor-owned software was not previously possible, the benefits of open-source software began to be realized. The most visible component of the software is the new library catalog, which was designed to make information discovery easier than ever. Personalized settings include customizable courtesy messages sent via phone or email; a “dashboard” that displays account information in a small display box on every catalog page once logged in; and a slideshow that highlights new books, library programs, events and other useful information.

“I know it has been a challenge moving to a non-proprietary software system, but I applaud you for doing it. Please stick with it and free KCLS from disappointing commercial software. It makes a great deal of sense to put your destiny in your own hands.”



Fine-Tuning the Evergreen System continued...

The following enhancements to the Evergreen Software system were seen in 2011:

- **Improved Catalog Access:** The speed and consistency of search results was improved, and patrons reported that the display was enhanced.
- **Self-Check Out:** New Self-Check Out screens featured a larger font and audible cues during the check-out process. With one touch of a button, patrons may complete the Self-Check Out session and log out.
- **Paying Online:** Patrons were able to pay fines online with a more user-friendly interface.

The Evergreen Software will be available to other library systems transitioning to open-source software in coming years. 2011 was the second full year of a three-year grant that funds the collaborative effort, awarded by the Institute for Museum and Library Services (IMLS). The grant calls for partnering with seven other public libraries that are committed to an Evergreen migration and the provision of support and implementation resources to help public libraries transition to open-source software. Partner libraries include Ann Arbor District Library (Michigan), Massachusetts Library Network Cooperative (MassLNC) (Massachusetts), Bibliomation (Connecticut), Santa Cruz Public Libraries (California), Peninsula Library System (California), PALS (Minnesota) and eiNetwork (Pennsylvania).

Creating Awareness

A number of measures were taken throughout the year to let people know about new and existing library resources and programs. With an in-house design and print shop outfitted with a digital press, several high-speed copiers and bindery equipment, a total of 6.4 million print pieces were produced in 2011.

The Fine Print

To advertise the Summer Reading Program, 160,000 library program flyers and 65,000 reading logs were produced, along with 25,000 preschool reading logs. The Online Events Calendar, which allows people to easily find library events and ongoing programs, received 980,434 hits, an increase from 2010. Calendar releases were sent out weekly to more than 100 media contacts, spreading the word about library programs and system-wide activities, calls for volunteers, groundbreakings and library openings and public meeting announcements.

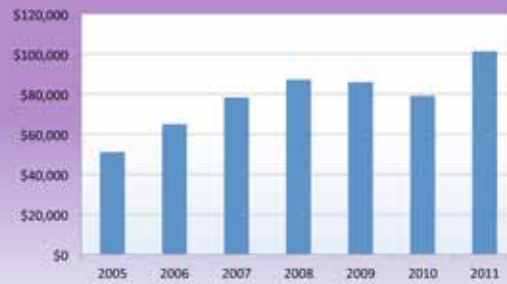


Real Value: Giving Back

KCLS staff again demonstrated their generosity and support of nonprofits and charitable agencies during the 2011 Workplace Giving Campaign by contributing a record total of \$101,291, for the first time surpassing \$100,000 in fundraising.

Staff members were able to direct their monetary gifts to the KCLS Foundation, United Way of King County, Coalition for Charitable Choice, or a favorite agency through the Personal Choice giving option. With the theme *Who Cares? We Do!*, the campaign offered activities such as volunteering and an online auction.

Past Campaign Comparison



Friends: In Good Company

KCLS enjoys support from 38 Friends of the Library and 15 Library Advisory Board groups. The Friends of the Library Groups provided a combined total of more than \$300,158 to support programs, materials, art and other library initiatives in 2011.

Valuable Volunteers

Enhancements to Volunteer Services were finalized in 2011 with the implementation of software that manages volunteer information, from applications to scheduling and recording hours. The first few months of recording information showed that KCLS benefitted from 1,500 active volunteers who donated 5,000 volunteer hours per month.

Solid Support

Friends' support was celebrated at Friends Day on October 22, 2011. With the theme ***World's Greatest Friends: Setting a Course for the Future***, the event recognized members with awards presented by the KCLS Foundation. From increased support for teen and student programming to providing refreshments and entertainment at library and local community events, the Friends of the Library continued to positively impact communities.

Library Advisory Boards members, who act as liaisons between their local libraries and cities, also provided valuable insight and guidance regarding library services. In November 2011, KCLS held a series of Library Advisory Board Forums that clarified members' roles and also generated ideas for how KCLS can connect and reach more deeply into communities.

Friends of the King County Library System

Friends of the Algona-Pacific Library
Friends of the Auburn Library
Friends of the Bellevue Libraries
Friends of the Black Diamond Library
Friends of the Bothell Library
Burien Library Guild
Friends of the Carnation Library
Friends of the Covington Library
Friends of the Des Moines Library
Friends of the Duvall Library
Friends of the Fairwood Library
Friends of the Fall City Library
Friends of the Federal Way Libraries
Friends of the Issaquah Library
Kenmore Library Association
Friends of the Kent Library
Friends of the Kingsgate Library
Friends of the Library of Kirkland

Friends of the Lake Forest Park Library
Maple Valley Library Guild
Friends of the Mercer Island Library
Friends of the Muckleshoot Library
Newport Way Library Association
Friends of the North Bend Library
Friends of the Redmond Library
Friends of the Renton Libraries
Friends of the Richmond Beach Library
Friends of the Sammamish Library
Friends of the Shoreline Library
Friends of the Skykomish Library
Friends of the Skyway Library
Friends of the Snoqualmie Library
Friends of the Tukwila Libraries
Friends of the Valley View Library
Friends of the Vashon Library
White Center Library Guild
Friends of the Woodinville Library
Friends of the Woodmont Library

Library Advisory Boards

Bellevue Libraries Advisory Board
Bothell Library Advisory Board
Des Moines & Woodmont Libraries
Advisory Board
Duvall Library Advisory Board
Foster Library (Tukwila) Advisory Board
Issaquah Library Advisory Board
Kenmore Library Advisory Board
Kirkland Library Advisory Board
Lake Forest Park Library Advisory Board
Maple Valley Library Advisory Board
Redmond Library Advisory Board
Renton Libraries Advisory Board
Shoreline Library Board
Snoqualmie Library Advisory Board
Valley View Library Advisory Board

Awards

Two adjectives described KCLS frequently in 2011: busy and best. The word choice was thanks to being recognized as the 2011 Library of the Year awarded by *Library Journal* and Gale/Cengage Learning and also being the highest circulating public library in the U.S. in 2010 with 22.4 million items checked out.

Library of the Year

The Library of the Year award recognized KCLS for commitment to service, including innovative service strategies, financial measures to maintain service quality despite increased demand and lower revenues and access to information for all. A few innovative programs that led to the recognition include Take Time to READ, a program that encourages people to read for fun in unlikely places; providing job and career assistance programs as part of the Look to Your Library project; and bringing library resources directly to patrons with new Library2Go! and Digital Discovery Zone vehicles.



Additional Awards Received in 2011

- Federal Way Library, 2011 AIA Washington Council Civic Design Award of Merit
- Federal Way Library, 2011 AIA Washington Council Civic Design Award People's Choice
- Kenmore Library, 2011 AIA Seattle Commendation Award
- Sammamish Library, 2011 AIA Northwest & Pacific Region Honor Award
- Sammamish Library, 2011 Library Journal New Landmark Library
- Commission on Adult Basic Education (COABE), Partner in Adult Learning Services Award for providing ESL and GED classes
- 2011 Platinum PR Awards, Finalist for Annual Report (2010 Year in Review)
- 2011 Platinum PR Awards, Branding Campaign (Take Time to READ)
- Worldfest: Houston International Film Festival: Gold award for KCLS Future Staffing, Part I—Why & How and Silver award for KCLS Future Staffing, Part II—Future Staffing Arrives
- LLAMA PRXchange (formerly Swap & Shop) Best of Show Competition:
 - Best of Show, Bibliographies & Booklists—Print (Take Time to READ Booklist)
 - Honorable Mention, Service/Orientation/Policy—Print (Hello brochures and InfoToGo cards)
 - Honorable Mention, Annual Reports—Print (2010 Year in Review)
 - Honorable Mention, Calendars/Newsletters—Print (Inside KCLS)

Financial Report & Budget Outcomes

Budget Outcomes

In 2011, KCLS implemented a budget outcomes review process to evaluate whether key budgeted System-wide programs and services achieved the intended outcomes for KCLS' patrons and the community. Sixteen different areas to measure were identified and staff reported results to the Board of Trustees at the end of the year.

The following 16 programs and services were evaluated during the budget outcomes review process:

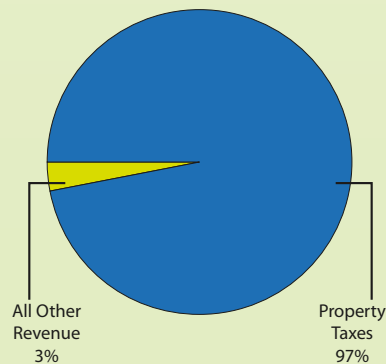
| | |
|--|---------------------------------|
| Staffing Analysis System | Tuition Assistance |
| Materials Delivery System | Future Services Staffing |
| Wayfinding | Volunteer Tracking Software |
| Evergreen Post-production Enhancements | Library2Go Early Learning |
| eBooks | Patron Interest Online Features |
| Small Business Support | collectionHQ |
| Take Time to READ | Page Fellowship Program |
| Employment Resources | Lid Lift Conservation |

2011 Financial Report *

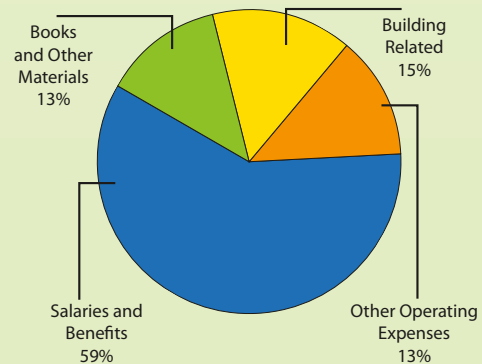
With a budget funded primarily from property taxes, it is imperative that the Library System be fiscally responsible at all times. Revenue in 2011 includes the impact of a voter-approved lid lift. In keeping with KCLS' long term financial strategy, the additional funds will be used to buffer cost increases in future years. The 2011 budget was \$1.5 million higher than the 2010 budget and 2011 was completed at 94% of budget. The primary expenses of the Library System are salaries and benefits, books and materials, and facilities operations and maintenance.

Funding from capital bonds went toward library improvement projects. In 2011, KCLS spent \$16.2 million of capital funds on library construction and renovation projects.

**2011
General Fund Revenues
\$108.4M**



**2011
General Fund Expenses
\$93.4M**



*Unaudited preliminary 2011 information.

Circulation Statistics

| Library | Checkouts |
|----------------------|------------------|
| Lake Forest Park | 219,419 |
| Richmond Beach | 256,448 |
| Shoreline | 968,498 |
| Cluster Total | 1,444,365 |

| Library | Checkouts |
|----------------------|----------------|
| Fall City | 114,236 |
| North Bend | 282,445 |
| Snoqualmie | 212,862 |
| Cluster Total | 609,543 |

| Library | Checkouts |
|----------------------|------------------|
| Federal Way 320th | 322,132 |
| Federal Way | 886,082 |
| Vashon | 292,056 |
| Cluster Total | 1,500,270 |

| | |
|----------------------|------------------|
| Bothell | 1,214,331 |
| Kenmore | 239,736 |
| Kingsgate | 515,996 |
| Cluster Total | 1,970,063 |

| | |
|----------------------|----------------|
| Greenbridge | 70,142 |
| Boulevard Park | 107,385 |
| Burien | 535,716 |
| White Center | 139,576 |
| Cluster Total | 852,819 |

| | |
|----------------------|----------------|
| Algona-Pacific | 225,624 |
| Auburn | 390,689 |
| Muckleshoot | 93,330 |
| Cluster Total | 709,643 |

| | |
|----------------------|------------------|
| Kirkland | 847,736 |
| Redmond | 1,430,590 |
| Redmond Ridge | 73,691 |
| Cluster Total | 2,352,017 |

| | |
|--------------------------|----------------|
| Connection @ Southcenter | 178,195 |
| Valley View | 162,250 |
| Foster | 155,256 |
| Skyway | 142,129 |
| Cluster Total | 637,830 |

| | |
|----------------------|------------------|
| Issaquah | 884,839 |
| Sammamish | 1,044,555 |
| Cluster Total | 1,929,394 |

| | |
|----------------------|----------------|
| Carnation | 138,573 |
| Duvall | 164,697 |
| Skykomish | 15,513 |
| Woodinville | 594,314 |
| Cluster Total | 913,097 |

| | |
|----------------------|------------------|
| Renton | 434,259 |
| Renton Highlands | 300,881 |
| Fairwood | 725,044 |
| Cluster Total | 1,460,184 |

| | |
|----------------------------|-------------------|
| All Branch Clusters | 20,820,592 |
|----------------------------|-------------------|

| | |
|-------------------------|------------------|
| Answer Line | 52,343 |
| Bellevue | 1,611,085 |
| Connection @ Crossroads | 547,188 |
| Lake Hills | 450,016 |
| Cluster Total | 2,660,632 |

| | |
|----------------------|------------------|
| Des Moines | 293,869 |
| Kent | 745,994 |
| Woodmont | 280,424 |
| Cluster Total | 1,320,287 |

| | |
|--------------------------|----------------|
| Outreach | 192,822 |
| YSC | 28,214 |
| Outreach Services | 221,036 |

| | |
|----------------------|------------------|
| Mercer Island | 512,614 |
| Newport Way | 582,591 |
| Cluster Total | 1,095,205 |

| | |
|----------------------|------------------|
| Black Diamond | 119,926 |
| Covington | 783,962 |
| Maple Valley | 461,355 |
| Cluster Total | 1,365,243 |

| | |
|------------------------------|----------------|
| Central Storage | 220 |
| Downloads (all formats) | 702,605 |
| ILL | 18,451 |
| Professional | 34,827 |
| Total Of Non-Branches | 977,139 |

| | |
|---------------------|-------------------|
| System Total | 21,797,731 |
|---------------------|-------------------|

2011 Leadership

As with any organization, leadership roles are important in guiding the course of the overall Library System. Strong support and dedication from the Board of Trustees and the KCLS Administrative Planning Team contributed to a remarkable year.

Board of Trustees

The five-member Board of Trustees oversees the King County Library System and is tasked with guiding the civic, social and fiscal responsibilities of the organization. Board members serve five-year terms, during which time they volunteer hundreds of hours in service.

Judge Richard Eadie, President

Jim Wigfall, Secretary

Lucy Krakowiak, Trustee

Jessica Bonebright, Trustee

Robert Spitzer, Trustee



KCLS Administrative Planning Team (APT)

The leadership team at KCLS is comprised of staff who oversees the day-to-day operations of the organization. They work with civic and community organizations to ensure that library facilities and services meet the constantly changing needs of the residents KCLS serves.

Bill Ptacek, Library Director

Bruce Adams*, Director,
Collection Management Services

Julie Brand, Community Relations
and Marketing Director

Linda Glenicki, Director, Finance

Kay Johnson, Director, Facilities Development

Holly Koelling, Director, Public Services

Jed Moffitt, Director,
Information Technology Services

Charlene Richards, Director, Human Resources

Bruce Schauer, Director, Public Services

Denise Siers, Director, Public Services

Greg Smith, Director,
Facilities Management Services

Nancy Smith, Director, Outreach Services

Jeanne Thorsen,
Executive Director,
King County Library System Foundation

**Retired August 2011.*

A PDF of this document can be found at
www.kcls.org/about/annualreport

