

Annual Report 2016



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www.morleylibrary.org

2016 Highlights

Serving More Patrons

Staff in Children's and Adult Services provided 117 more programs to the public in 2016, for a total of 752. This resulted in a 76% boost in overall program attendance, including over 10,000 children reached via outreach programs at schools and daycares in our service area. Over 99,000 reference and circulation questions were answered by staff in our building, an 18% increase over the previous year.

Strategic Plan Created

The Library's Board of Trustees, Director, and entire staff worked together throughout the year to engage with Library patrons at community events, meet with civic leaders and groups, study local needs and demographics, and consider national trends to create the Library's first formal Strategic Plan.

Staff Development Focus

The Library developed and implemented a new performance review system to support and reinforce our high standards of service, quality, and efficiency. Staff in all departments completed over 30 different webinars, workshops, and conferences on customer service, readers' advisory, programming, technology, and supervision.

Facility Improvements

After flooding occurred on the lower level, the Computer Classroom was restored and tile flooring was chosen to replace the carpet, giving the space a fresh look and greater flexibility for activities. Lighting at the drive-up window was increased for improved safety and better ability to serve patrons. Bulletin boards were installed throughout the building to provide neater and more focused points for promotional materials. A surge protection system was installed to protect the Library's electrical equipment.

2016 Community Collaborations

City, Township, and County Government

The Library participated in the City of Painesville's Earth Day, Party in the Park, National Night Out, Art in the Park, Fall Fest, and Spirit of the Season community events, as well as the Concord Community Days parade and the Leroy Halloween Family Fun Night. The Library also provided books for youth at the Lake County Juvenile Detention Center.

Forbes House

The Library served as a collection point for a community-wide supply drive, including promotion of the initiative on the Library's social media.

Greater Cleveland Food Bank

A representative of the GCFB is available in our lobby once or twice per month to provide patrons with information and one-on-one assistance with food access.

Lake Erie College

The Library participated in the College's new student orientation fair, promoting library card sign-up and e-media resources to the campus community. Students from the College's Mortar Board honor society worked with the Library Director to launch a service project in the Library involving free homework help for grades K-6. Finally, the Library and the College partnered to present author Terry Pluto at the C.K. Rickel Theatre in Royce Hall for the Fine and Performing Arts.

Local Businesses

The Library partnered with Terkk's Computer Services and Starfish & Coffee to present tech training and book discussion programming. Area businesses participated in our 1st annual Health & Wellness Fair.

Painesville City Local Schools

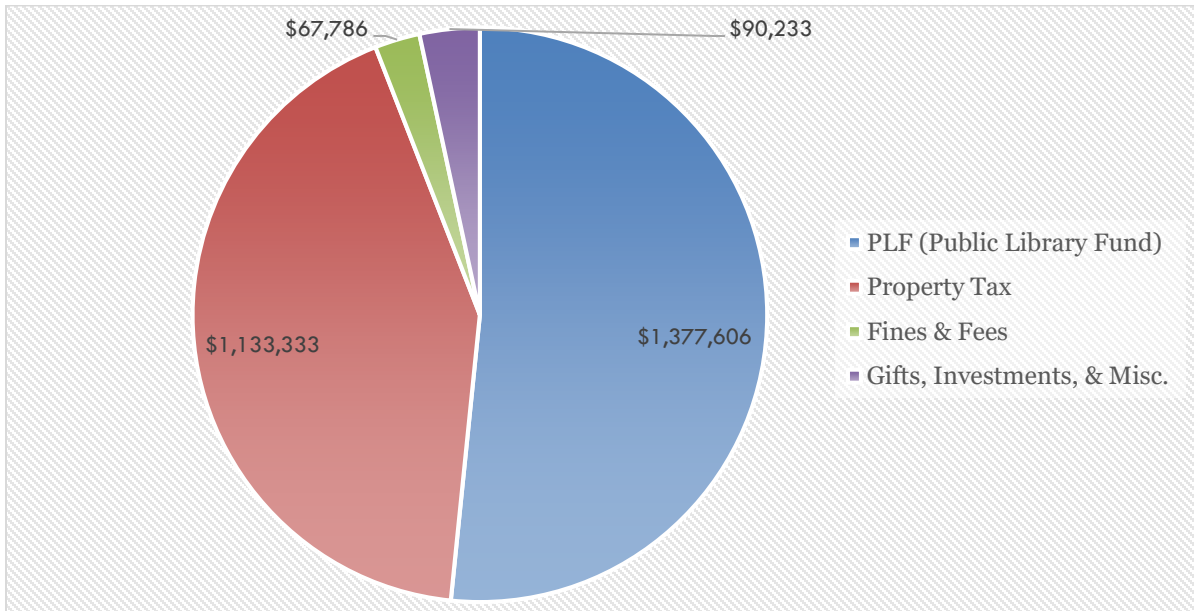
Library staff assisted with the district's free ESL classes and summer Book Box program. The Library also participated in district's Family Resource Fair and Back to School Bash.

United Way

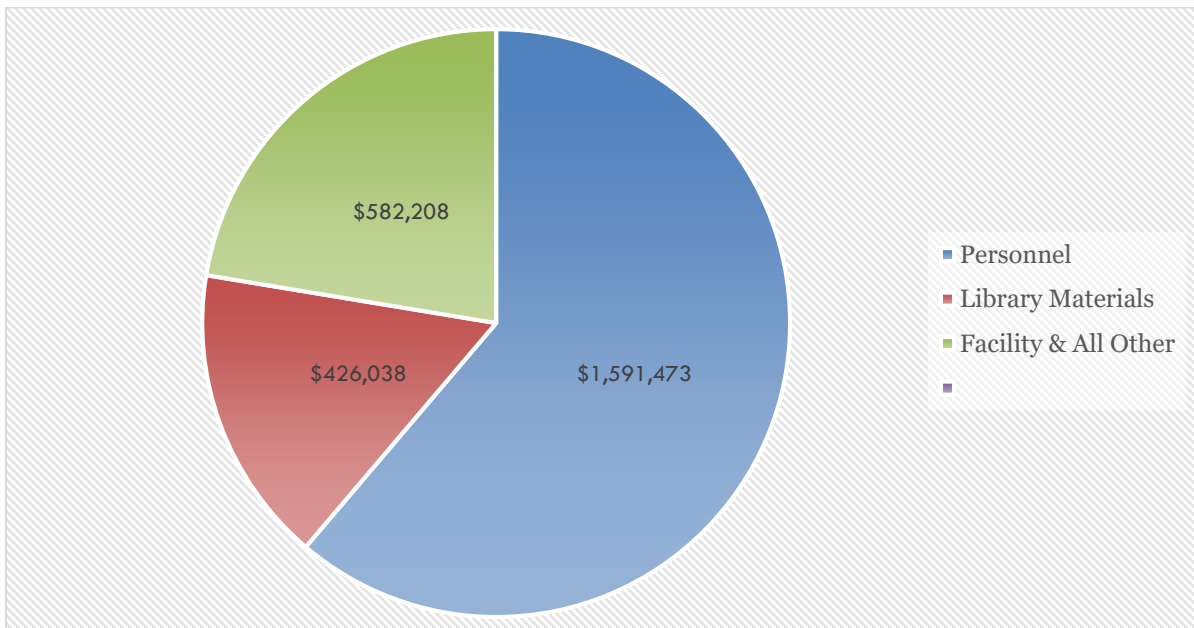
The Library served as a collection point for the agency's annual FEED Lake County drive, and promoted the campaign on social media.

2016 Financials

Total Operating Revenue: \$2,668,958



Total Operating Expenses: \$2,599,719



2016 Statistics

Patrons

262,941 visited the Library

48,705 used our Computer Center

72,121 users visited our website over
210,000 times

14,682 have Morley Library cards

Resources

168,561 physical items owned

242,497 digital items accessible

33 Internet computers available to
public

Usage

526,103 items circulated

99,528 reference transactions

E-media checkouts via Hoopla (digital
music, movies, audio and e-books)

increased by 78%. Patrons came to library
staff for help with **18% more** questions than
in 2015.

Outreach/Delivery

45 Homebound patrons were
served monthly in 2016.

24 Homebound deliveries were
made on the 1st Tuesday and
Wednesday of each month.

4,667 items were circulated to
Homebound patrons.

Programs

752 Library programs

27,492 program attendees

Program attendance **increased by 76%**
from 2015, thanks to a significant
increase in outreach programming by
Children's Services staff, and an overall
boost in total programs offered for all
age groups.

Meetings

The Library's meeting rooms were
used **131** times for meetings by
community groups and businesses.

Morley Library Strategic Plan

2016-2018

Morley Library serves the entire community.

GOAL: Culturally diverse and underserved groups are aware of the library's resources and services, use these effectively, and have a positive relationship with the library.

Actions:

- The library will identify groups to be served and needs that can be met with library resources and services.
- The library will develop (or continue to develop) and promote collections and services targeted to the needs of underserved groups in our service area.

Measurements:

- Increase in circulation of Spanish-language materials
- Increase in programming/service (including outreach) to underserved or non-English-speaking groups
- Positive feedback (outcome-based) from individuals and other agencies

Morley Library is a vital and dynamic supporter of education.

GOAL: The Library offers opportunities for the acquisition and development of all types of literacy skills by providing effective learning environments and positioning staff as experts and trainers. Educational institutions work with the library in new, evolving, and sustainable ways.

Actions:

- The library will identify educational agencies in our service area who have needs that can be met with library resources and services.
- The library will continue to develop existing relationships with schools and educational organizations, such as storytime outreach to preschools.
- The library will provide opportunities for community members to gain necessary skills and knowledge in all types of literacy, and especially language competency, early childhood reading readiness, and digital and technological proficiency.

Measurements:

- Increase in circulation of children's and teen materials, including digital materials.

- Increase in literacy-oriented programming/service (including outreach) to educational organizations and groups.
- Increase in number of tech training classes offered, with effective registration/participation numbers and positive feedback/outcome reporting from participants
- Positive feedback (outcome-based) from target agencies.

Morley Library demonstrates fiscal and operational responsibility.

GOAL: The library's financial and service operations are streamlined for maximum efficiency.

Actions:

- The library will develop and implement a performance review process for all staff.
- The library will seek out and propose opportunities for sharing or other cooperative approaches to resources/services in order to reduce costs.

Measurements:

- The library will have performance reviews compiled on all staff by the end of 2016.
- As a result of a sharing or cooperative endeavor in at least one area of collections or services, the library budget will reflect a reduction in cost in at least one area by the end of 2017.

Community members recognize the Morley Library name and choose our library over other options.

GOAL: Residents of our service areas know the library's name and are familiar with services and resources that we provide. The library is regarded as a top community destination throughout our service area.

Actions:

- The library will develop and implement a formal and sustainable marketing plan.

Measurements:

- Increased overall circulation.
- Increased visitor count and program attendance.
- Increased occurrences of library name in local press and media.

Library Board of Trustees

Mr. Kenneth Keener, President

Ms. Sandra Coffee, Vice-President

Ms. Catherine Nasca, Secretary

Mr. Albert DiIorio

Ms. Marietta Lipps

Mr. Paul Malchesky

Rev. Gerard Mirbel

Library Director

Aurora Martinez

Fiscal/HR Officer

Peggy Norman

Detailed annual reports from the following Library departments have been submitted to the Library Trustees, and are available upon request:

Adult Services

Children's Services

Circulation Services

IT