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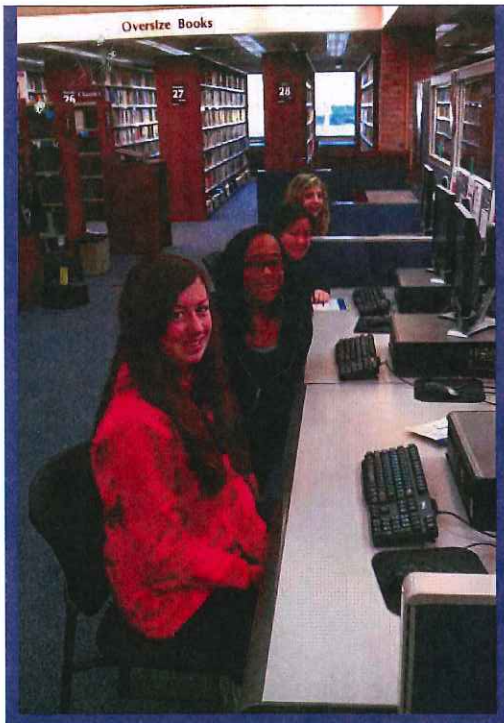
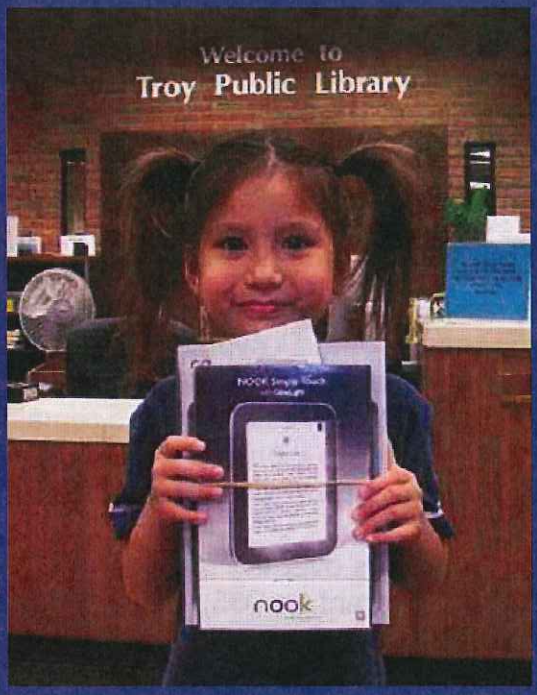


TPL TEENS 2012
Read it YOUR way at Troy Library

EXCEL AT USER EXPERIENCE



INCREASE AWARENESS OF LIBRARY VALUE AND VIBRANCY

BUILD A ROBUST INFRASTRUCTURE FOR COMMUNITY SUPPORT AND PARTNERSHIP

Troy Public Library
FY 2012-13
Annual Report

Executive Summary From
THE LIBRARY DIRECTOR

"Troy Library continues to move forward, providing programs, services and collections for the entire community to enjoy. Stories and statistics reflect that people are returning to the Library. Of course, Library staff and I are thrilled by this."

It is my pleasure to present the Troy Public Library's 2012-13 Annual Report.

People of all ages in the Troy community rediscovered the Library this year! The number of visitors to TPL correspondingly increased from 448,782 in FY 2011-2012 to 480,342 visits in FY 2012-2013. Correspondingly, attendance at programs soared - overall program attendance increased by 158%. E-books continue to grow in popularity, reflecting the "tech savvy" interests of the community. E-book circulation increased by 183% over last year. Printed materials remain popular, with overall circulation of materials up by 9%, to 1,348,006. Hits on the Library's website increased by 10%, and the Library saw its social media presence improve, with 1,437 Facebook "Likes."

Increased usage was not the only good news over the last year. In December 2012, TPL was awarded a "Smart investing@your library" grant for $65,175 from the American Library Association and the FINRA Foundation. This prestigious grant will be used to implement a series of financial literacy programs for teens and their parents, beginning in September 2013.

Also, over the past year, we reached out to the residents, the business community and other City of Troy stakeholders to create the Library's 2013-2015 Strategic Plan. This process was informative, educational and inspiring. The plan provides a roadmap for Library Staff to follow, to ensure that the Library is meeting - and exceeding - the needs of the community. The Strategic Plan's goals and objectives are reflected throughout this report, and we will continue to build on these goals and objectives in the coming years. As always, great customer service to our patrons is the top priority.

Thank you for your support of the Troy Public Library.

Cathleen A. Russ

Cathleen A. Russ
Troy Public Library Director

Mission Statement: Troy Public Library is recognized by the community as a vital force; transforming minds, changing lives, promoting literacy, providing cultural enrichment and embracing the diversity of our evolving city.

Vision Statement: Troy Public Library moves into the future, preserving and expanding the best of its services while meeting changing community needs.

Strategic Plan!

In June of 2012, Library staff, along with members of the community and City staff, embarked on a strategic planning process to chart the course of the Library's direction for the next three years, from 2013-2015. With the assistance of Library Consultant Erin Gong, a new mission and vision statement were developed, along with three Strategic Planning Initiatives.

Grants, Awards & Achievements

In December 2012, the American Library Association and the FINRA Foundation awarded Troy Public Library $65,000 as part of the "Smart investing@your library" grant program. These funds will be used to put on a series of programs called "Finance Your Future," which will help teens learn about financial literacy for a lifetime. Program topics include checking and savings accounts; saving for a goal such college, a home, or a trip; investments; and planning for retirement. These programs will begin in September 2013 and run through June 2014. Special events are planned to highlight the program. Also, each session will be recorded and be made available on the Library's website, so session content will be available to the entire community.

In April 2013, Library Director Cathleen Russ received Wayne State University's Library & Information Science program's "Distinguished Alumna" Award. Ms. Russ was nominated by a library patron, and received letters of support from Library staff, Friends of the Library, and former students.

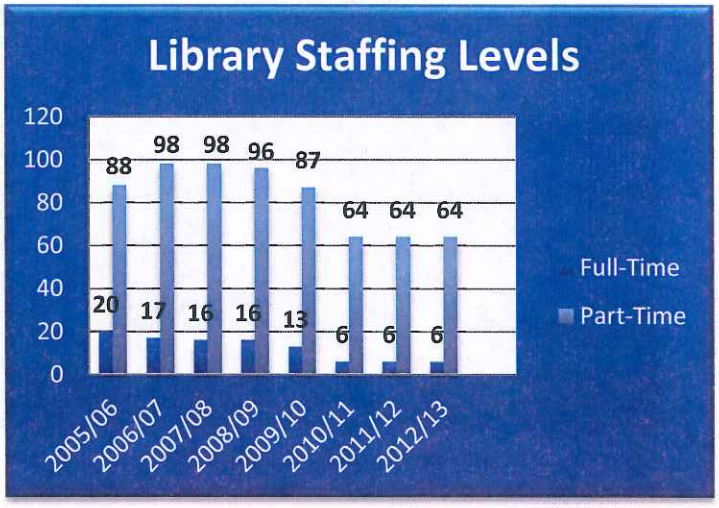
The Troy Public Library also received a generous bequest of $25,000, from the estate of Troy resident Mark Solomon. Mr. Solomon was a tax attorney and professor at Walsh College, and a longtime supporter of the Troy Public Library.

Strategic Planning Initiatives

1. Excel at User Experience.
2. Increase awareness of Library value and vibrancy.
3. Build a robust infrastructure for community support and partnership.

Personnel Summary

- In the 2012-13 fiscal year, the Troy Public Library had 6 full-time positions and 66 part-time positions.
- Library staff prioritizes work so that service to the library's patrons comes first. Many staff members are cross-trained to work in other departments and can fill-in in case of staffing emergencies.
- We continue to analyze every open position, to determine how best to fill it, based on the needs of the library and the community.



Friends of the Library

The invaluable partnership between the Library and the Friends of the Library strengthened this year, with several joint endeavors. The Friends continued to fund all of the library's programs, which made for an extensive and exciting schedule of programming in all departments. Additionally, thanks to the donation of thousands of books from the estate of Mark Solomon, the Friends held a successful "Summer Spectacular" book sale on the weekend of June 29-30. 31 new members joined the Friends that weekend, and total sales were robust, at $5,583.

Amazing Volunteers

Where would we be without our amazing and dedicated volunteers? Volunteers keep the library running smoothly by sorting returned materials, shelving carts of returned materials, cleaning discs, repairing books and other materials, dusting shelves, cleaning books, and much more! To honor these dedicated people, Troy Library held its annual Volunteer Appreciation Lunch in May 2013. Volunteers were treated to lunch from Ridley's Café, and entered a drawing for terrific prizes.

Tech Farm Grand Opening

Partnerships

Troy School District:

- Ms. Olson and Ms. Battle from the Library's Teen and Youth Services went on numerous school visits to talk to students about library resources and to promote the Summer Library Program.
- The Library staff has met several times with Mark Washington, the head of Technology for the Troy School District, to discuss ways to partner, share resources, and work together.

Businesses:

- In September 2012, the Library piloted a "September is Library Card Month—show your card and save" program. Participating businesses agree to provide a discount when a person shows his or her library card.

City Staff:

- Cindy Stewart in the Community Affairs department produced a promotion for the Summer Library Program, which has been running on Troy Cable.
- Gerald Rice in the Building Department has presented two programs on eBooks and self-publishing
- Jay Hernandez in the Troy Police department offered two very popular programs on CPR.
- Many more partnership opportunities are being explored for FY2013-2014, as we continue to move forward in implementing the recommendations of the Strategic Plan.

"I attended the Senior Brigade presentations on Identity Theft and Phone & Mail Scams. (I missed the first one.) These presentations were enjoyable and provided an abundance of valuable information for everyone, not just Seniors." **–Library Patron**

Department Updates

Adult Services:

- Thanks to the Friends of the Library, there is a new microfilm/microfiche reader available for patron use.
- The library has an extensive collection of microfilm, including the New York Times and local newspapers such as the Detroit News and Free Press. This resource is invaluable for research and genealogy.

Youth Services:

- The Tech Farm, the newest addition to the Youth Services area, was unveiled in November 2012. A gift from the Friends of the Troy Library, the Tech Farm introduces young children to technology concepts by allowing them to interact with various types of devices designed just for kids.
- Youth Services also experienced record numbers of attendance at programs, with a 159% increase in program attendance.

Happy Birthday Elmo Program

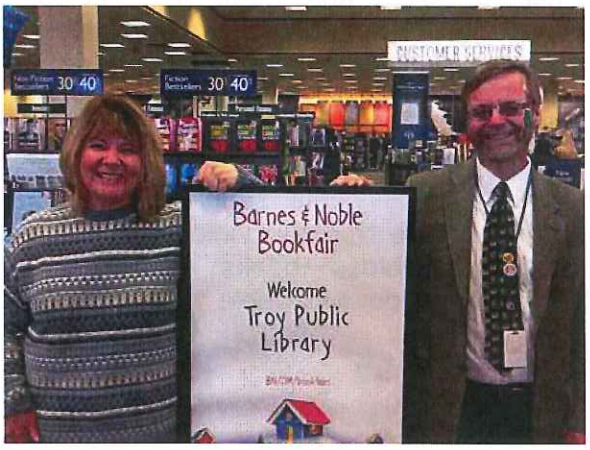
"I love my library a lot! I'm making lots of new friends, and I play an active role at helping out at the library through volunteering and helping the library plan events through TAB! I adore all the wonderful librarians, and I'm so thankful for their hard work and kindness.." **–Teen Advisory Board Member**

Teen Services:

- Librarian Olivia Olson has focused on strengthening the partnership between TPL and Troy Schools; this year.
- TPL hosted a Battle of the Books between Athens High School and Troy High School, as well as a trivia night and other projects co-sponsored by Troy Schools.
- The Teen Advisory Board made a well-received presentation to Troy City Council.
- The number of teens using the library continues to grow, as evidenced by the 571% increase in attendance at Teen programs this year.

Technology Services:

- Wireless internet usage at TPL is up.
- About 20% of users interacting with TPL's website do so from a mobile device.
- Public computer usage declined 5% due to the increasing use of mobile devices.
- Website hits increased by 10% over last year, with 441,379 hits this year.
- E-Book circulation increased 183%, as more patrons download books from the Library onto their Kindles, Nooks, iPads, and other tablets and devices.
- Proctoring tests is a demanded service; revenue derived from test proctoring doubled this year and we expect it to increase.
- The Library has over 1,400 "likes on Facebook and has 395 followers on Twitter.



Programs

Library programs are one of the main reasons people visit Troy Public Library. This year, program attendance increased by 158%, which demonstrates the importance of offering interesting programming to the community. All library programs are funded by the Friends of the Troy Public Library.

In 2012-2013, the Library offered 462 programs, with a total attendance of 14,227.

Programs for adults ran the gamut from baseball to book discussion groups; the Six Wives of Henry VIII[th] to the Treasures of King Tut's Tomb, to face reading and photography. Gaming programs, a ComicCon party, a Halloween party, ACT test and the opportunity to publish in the Teen Zine kept teens coming back to TPL. Children's programs that kept the Youth Services Area packed included: story times, crafts such as make your own rollercoaster, PaleoJoe (featuring real dinosaur bones), and a visit from Elmo and Cookie Monster of Sesame Street Live.

Program Type	# of Programs Offered	# of Attendees
Adult	69	1,515
Teen	48	1,101
Childrens	282	10,680

In 2012, the Library was once again able to offer its popular Summer Reading Programs for adults, children, and teens. Registration numbers greatly exceeded 2011's enrollment, with 111 adults; 150 teens; and 1,502 children participating in the programs for each age range.

Attendance at the eBook and eReader classes offered by the Library's Technology Department boomed, as residents sought out assistance in learning to use Nooks, Kindles, iPads, as well as how to download books from TPL through Overdrive, the downloadable book service.

Drummunity

"Thank you and the rest of the Troy Public Library staff for participating in the Food for Fines/Food for Thought Campaign! Through your terrific efforts we received 295 pounds of food. This generous donation will provide 245 meals for our hungry neighbors in need." **–Gleaners Food Bank**

Baffling Bill Magic Show

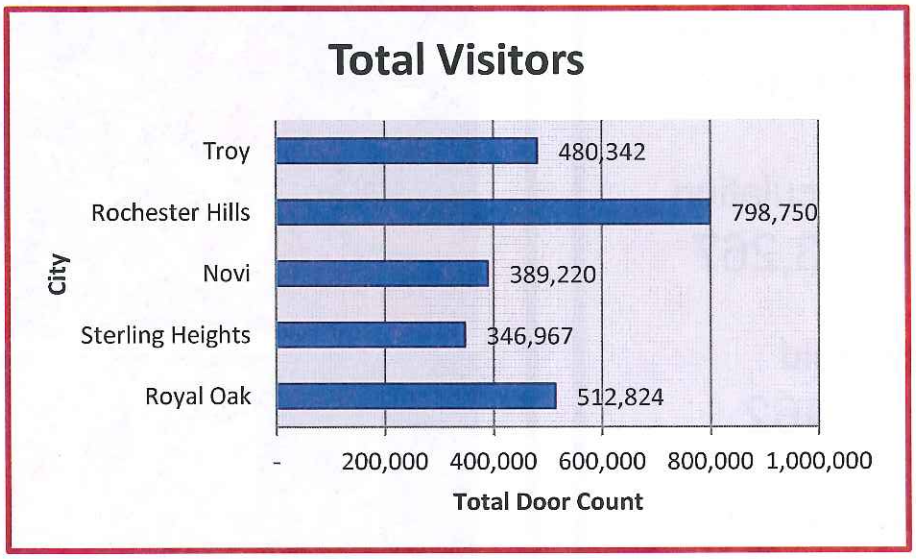
Troy Public Library by the Numbers

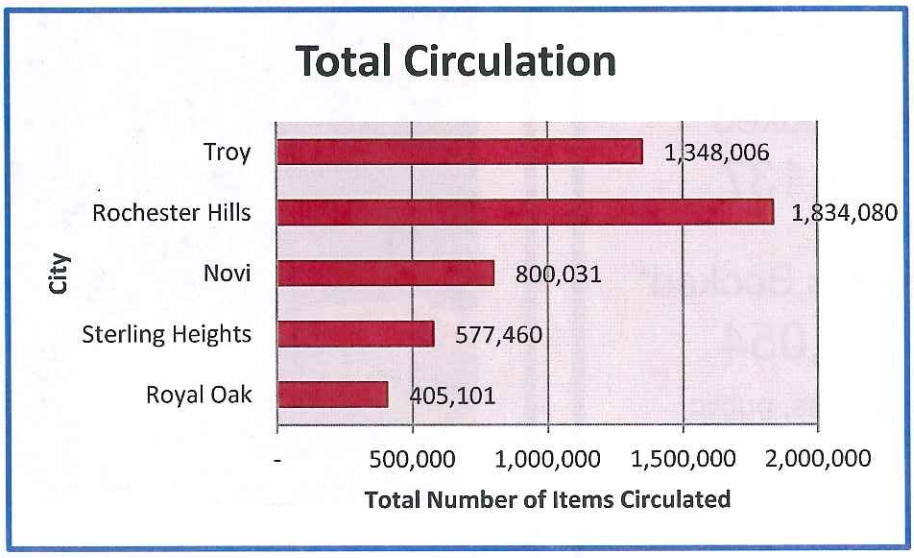
Total Library Visits

480,342

UP 7%
FROM FY 2011-12

Library Comparison





The Library holds approximately **300,000** items

Number of Card Holders: **45,905**

New Library Cards Issued: **4,874**

Number of Card Holders: **45,905**

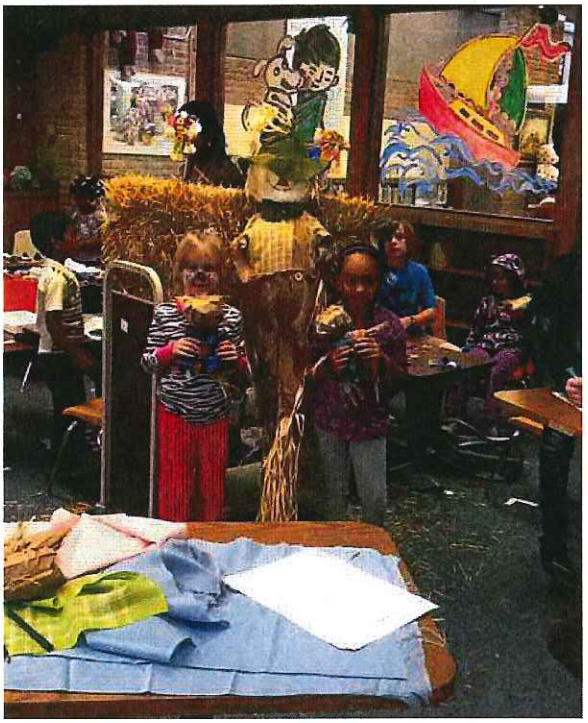
Number of Website Hits: **441,422**

Hours of Operation Comparison

Troy: **55**
Rochester Hills: **71**
Novi: **62**
Sterling Heights: **56**
Royal Oak: **57.5**

2011/12	2012/13
Total Circulation	
1.239 Million	1.348 Million
E-Books	
28,321	80,172
Total Adult Services Circulation	
587,926	613,071
Total Teen Services Circulation	
38,950	41,496
Total Youth Services Circulation	
584,079	613,267
Total Programs Held	
270	462
Total Program Attendance	
5,506	14,227
# of Public Meetings Booked*	
1,429	1,137
# of Hours Meeting Rooms Booked*	
2,548	2,054

* Due to the increase in library programs, public meeting room use declined.



Troy Public Library Financial Summary

	2009/10	2010/11	2011/12	2012/13	2013/14
Total Budget	$3,905,953	$2,316,620	$2,603,010	$3,165,000	$3,211,000
Staff (Full-time/Part-time)	15/93	6/64	6/64	6/66	9/66
Circulation	1,360,367	1,212,507	1,239,276	1,348,006	N/A
Visitors	654,268	466,353	448,782	480,342	N/A

Goals/Plans for FY 2013 -2014

Library staff will continue to move forward with implementing recommendations from the Library's Strategic Plan. Goals for the current year including re-doing the Circulation Desk, to alleviate congestion in this high-traffic area. Once that project is underway, the Library plans to contract with a way-finding consultant, to assist in making the Library more user-friendly and directionally easy, especially for new users.

Included in the FY2013-14 budget are three new full-time positions: a Teen Librarian, a Technology Librarian, and a Marketing Coordinator. Olivia Olson began her full-time responsibilities as Teen Librarian on July 6, and has already created an increased roster of programs for teens. She will be working closely with the high schools in Troy, to give TPL a presence during high school orientation sessions, and at school events throughout the year. Job descriptions for the Technology Librarian and the Marketing Coordinator have been submitted to Human Resources, and we are looking forward to filling those positions, so we can meet our PR and technology goals this year.

Library staff will continue to explore and implement strategic partnerships in the community, such as the September is Library Card Month promotion, and the addition of an expert panel of employers for the Job Seekers program.

Library Love

"Hi, I just wanted to let you know what wonderful service I just received. I wanted to borrow a copy of Hilary Mantel's Wolf Hall on CD. Troy doesn't have it in that format. I chatted (love the chat feature) with Sara and she was able to quickly set up the interlibrary loan from another library for me."

"Just took advantage of "Blind Date with Books" yesterday. What a great idea. Took a book home I probably would not have found on my own and had I found it might not have selected it. I started reading it, am enjoying it and have now discovered a whole new series. Thanks to the innovative Troy librarians!!!! You folks ROCK, but then I have always known that."

"This afternoon, I was having no luck at all using my Nook. Your staff(at the computer area desk) was wonderful in their efforts to figure out the problem and get me to the point that I could get an eBook onto my device. I apologized for taking so much of their time and offered to leave it for another time, but they would not give up. They were patient and instructive."

-Patron feedback via email, library website and comment cards