

**CITY OF DEARBORN**  
**DEPARTMENT OF LIBRARIES**

**ANNUAL REPORT**  
**September 1, 2011**

**MARCEL J. PULTORAK, CHAIR**  
**DEARBORN LIBRARY COMMISSION**

**Maryanne Bartles, Library Director**



*Dearborn*  
Public Library

Henry Ford Centennial  
Bryant Branch  
Esper Branch  
Snow Branch

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## **VISION STATEMENT**

The Dearborn Public Library fosters the spirit of exploration, the joy of reading, and the pursuit of knowledge for all ages and cultures starting with the very young.

Approved by the Dearborn Library Commission

September 9, 2005

## **MISSION STATEMENT**

The Dearborn Public Library provides a broad range of effective, courteous, quality services and a balanced collection of materials for the educational, informational and recreational needs of the Dearborn community.

Approved by the Library Commission

September 9, 2005

## **VALUE STATEMENTS**

In order to provide effective management with ethical standards, we will:

- Respond to community needs
- Be good stewards of community resources
- Protect privacy rights of patrons and staff
- Promote teamwork
- Encourage use by all
- Collaborate with community groups
- Provide a user friendly environment

Approved by the Library Commission

September 9, 2005

## **LIBRARY ROLES STATEMENT**

### **POPULAR MATERIALS:**

The library is committed to providing materials that reflect popular culture and trends and which fulfill the community's desire for a satisfying recreational experience.

### **REFERENCE RESOURCES:**

The library is committed to providing materials that fulfill the community's need for information and answers to questions on a broad array of topics related to work, school, and personal life.

### **INDEPENDENT LEARNING:**

The library is committed to providing materials that help address the community's desire for self-directed personal growth and development opportunities.

Approved by the Library Commission

December 12, 2000

## **INTRODUCTION TO THE DEARBORN PUBLIC LIBRARY SYSTEM**

The Dearborn Public Library System operates a main library and three branch libraries which are connected by a wide-area network. The staff consists of 27 full-time and approximately 59 part-time employees for a total of 51.23 full-time equivalents (FTEs), a reduction of 18.5%. The library's total operating budget is approximately \$5.56 million, which includes indirect costs such as insurance, utilities, and building services. Our primary service is lending materials for home use. This fiscal year we lent 874,771 items to patrons, a 3.6% decrease over the last fiscal year. Our next largest service is assisting patrons with reference or other questions either in person, by telephone or by e-mail. On average, staff addresses more than 110,000 patron inquiries each year. Our

third major service is programming. During FY 2010-2011, library staff coordinated 371 programs with a total attendance of 19,515. FY2010-2011 was the first year that branch libraries did not provide programs for the public. While this reduction in service resulted in a 49.6% decrease in the number of program, it only resulted in a 25.8% reduction in attendance. In addition, we provide outreach service to the homebound, delivering 205 items. Due to our reduced staff levels, we were unable to continue paperback book delivery to the senior citizen housing units.

### **Highlights of the Year**

#### Popular Material Libraries

For many years, the library has been reducing the budget incrementally and has tried to minimize the impact on our citizens. Unfortunately, FY 2010-2011 saw a reduction of nine full-time employees as well as a significant reduction in the library materials budget. Branch libraries changed from a full-service model to a popular material library model. While not all branch services were affected, some differences were implemented.

Branch libraries:

- Maintained the same hours
- Continued offering public computers with Internet access and standard software applications as well as access to a variety of online resources
- Maintained wireless computer access
- Continued a robust children's collection for homework and general reading
- Continued to send requested material from one library location to another

Changes to branch libraries include:

- Smaller collections of adult material focusing on popular circulating material (new fiction, paperbacks, DVDs, music, audio books, newspapers, magazines, and selected non-fiction such as travel, crafts, health, and finance)
- Limited reference service
- No public programs for adults, teens or children
- Staffing levels reduced from a branch supervisor, two librarians and an assistant librarian to one librarian, two part-time department specialists and one branch supervisor shared by the three branches. Bryant's new staffing level, because of the volunteer program in place there, consists of one librarian, one assistant librarian and one part-time department specialist.

### Library Commission

A nine member Library Commission, whose members are appointed by the Mayor, govern the system. (See page 48 for a list of Library Commissioners). Each commissioner serves a three-year term and may be reappointed. The Library Commission deals with library policy, general oversight, long-range planning, and budgeting. During the past year, the Library Commission:

- Continued to work with the Dearborn Public Library Foundation and the Friends of the Library-Dearborn (FOLD)
- Changed the book club policy from staff managed to open stack, self-service model (September 2010)

- Approved moving forward with a reciprocal borrowing agreement with the Dearborn Heights Public Library (January 2011)
- Approved the Departmental Rule changes contingent on Legal Department review (May 2011)
- Approved participation in MeLCat in conjunction with the decommissioning of Snow Branch Library in FY12 (June 2011)
- Accepted the resignation of library commissioner Rachel Fawaz who did not seek re-appointment. On June 2, 2011, Dr. Ryan Lazar was appointment by Mayor O'Reilly to fill the vacancy created by Commissioner Fawaz. His term will expire June 30, 2014. Dr. Lazar's first meeting will be September 9, 2011. (June 2011)
- Welcomed the re-appointment of Library Commissioner Marcel Pultorak and Jihan Jawad, whose terms will expire June 30, 2014. (June 2011)
- Approved the Food for Fines program for the first two weeks in August 2011, reducing fines by \$1 for each non-perishable food item donated (June 2011)
- Discontinued the purchase of Michigan Library Association (MLA) membership for the Commissioners, due to the increase in the dues structure (June 2011)

#### Building Upgrades / Capital Projects

- Began renovation of ten single study rooms at HFCL, 2<sup>nd</sup> floor. Abatement was handled by an outside contractor, but renovation is being done by city carpenter, Steve Adams (April 2011)
- Completed the renovation of the west side of the HFCL Mezzanine, creating three small group study rooms, one large quiet study room, one large conference room, one kitchenette, two public restrooms and an enclosed storage / sorting

room for the Friends of the Library-Dearborn (FOLD). Punch list items will be completed by August 2011 (June 2011)

#### Building - Physical Arrangement

- New magazine racks installed and current year back issues of magazines put out for browsing and checkout (October 2010)
- Replaced old green leather chairs in public seating area near fountain with four brown leather chairs and ottomans (June 2011)

#### Cost Savings or Revenue Producing

- Twenty cent overdue fines increased to 25 cents, internet day passes increased from \$1.00 to \$2.00 and annual internet passes increased from \$10.00 to \$20.00 (July 2010)
- Reduced over \$5,000 in Baker & Taylor continuation orders in anticipation of new branch model of popular material libraries (August 2010)

#### Customer Service

- Began offering *Mango Languages*, *Britannica Online* and *Ancestry Library* edition (Fall 2010)
- In partnership with the Dearborn Recreation Department, provided space in front of HFCL for the Health Mart Healthy Living trailer which provided free health screenings (October 2010)
- Continued to provide federal, state, and City of Detroit tax forms (February 2011)
- Began interlibrary loan service through OCLC which allows patrons, for a modest charge, to borrow material from libraries across the country (February 2011)

- Began reciprocal borrowing agreement with Dearborn Heights Public Library, which provides Dearborn residents with two more library facilities, more hours in both winter and summer, children's programs, meeting rooms and limited access to other The Library Network (TLN) libraries (March 2011)
- Implemented copier as scanner at all locations, allowing patrons the ability to scan a document and email it as an attachment (May 2011)

### Programs

Besides regular programming activities such as story time, lectures, movies, computer learning and craft workshops, the library participated in a few exceptional events.

- Participated at the Dearborn Farmers' Market by distributing library information, talking to the public, and selling Friends of the Library-Dearborn (FOLD) donated books (Summer/Fall 2010)
- Hosted a Haunted Library at HFCL for children and their parents (331 participants) (October 2010)
- Conducted the first Food for Fines Program, collecting 33 boxes of food (875 items) for Dearborn Firefighters' Burn Drive Program (July 2010)
- Installed two early literacy stations, purchased by the Dearborn Public Library Foundation, at Snow Branch and one station at Bryant Branch Library ( August 2010)
- Participated in both the Museum Adventure Pass program and the Park & Read program which allows library cardholders the ability to check-out passes to museums and state parks in Michigan ( Summer 2010 and October 2010 )

- Participated in Everyone's Reading 2011, a community-wide reading program to promote community dialogue through the shared experience of reading and discussing the same book. Various programs related to issues and topics in the selected book, *Lincoln Lawyer* by Michael Connolly, were offered to enhance the reading experience (February – April 2011)
- Participated in Macy's Shop for a Cause coupon sale, all proceeds benefiting the Friends of the Library-Dearborn (FOLD) (October 2010)
- Participated in Winter Welcome Days at the Henry Ford Community College, spreading the word about Dearborn library services to the college students (January 2011)
- Involved the community in selecting a new library card design through the "Vote for your favorite library card design" contest (February – April 2011)

#### Staff Efficiencies/Training/Communication Initiatives

- Improved paperback processing by moving all paperback cataloging to Bryant Branch Library since the volunteers at Bryant Branch label the paperbacks (January 2011)
- Attended a variety of workshops and training sessions, including: "Security in the Face of Social Media," SQL 2008 training, as well as various cataloging workshops
- Staff members Maryanne Bartles and Henry Fischer were interviewed on the radio regarding library services. Henry Fischer was interviewed on January 26, 2011 on Michigan Literary Network regarding our Classics Revisited and Everyone's Reading programs. Maryanne Bartles was interviewed by Craig

Fahle, (WDET) on March 3, 2011 regarding budget impacts on public libraries.

### Technology

- Began working on the new library website, using Joomla software (2010)
- Launched Facebook page for Dearborn Public Library (July 2010)
- Re-imaged public computers (Fall 2010)
- Added Overdrive download stations at branch libraries, allowing patrons to download audiobooks and e-books to their portable devices (Fall 2010)
- Upgraded eCommerce software to version 2.7.1 (from version 2.3) (May 2011)
- Received donation of 41 used computers from Toyota, through The Library Network (TLN) (April 2011)
- Installed VoIP phone system at Bryant Branch Library to correct problem of poor reception over city telephone lines (May 2011)

### Volunteers

- Bryant Branch Library volunteers processed 7,745 paperback books
- Friends of the Library-Dearborn (FOLD), through their monthly used book sale and sale of products such as totes and flash drives, raised \$24,646 for the library. In addition, FOLD raised \$1,331 in donations
- Dearborn Public Library Foundation raised \$8,320 during their 2<sup>nd</sup> annual direct marketing campaign (125 donors) and \$775 in their first annual direct marketing to local businesses campaign (9 donors)

### Other Significant Activities

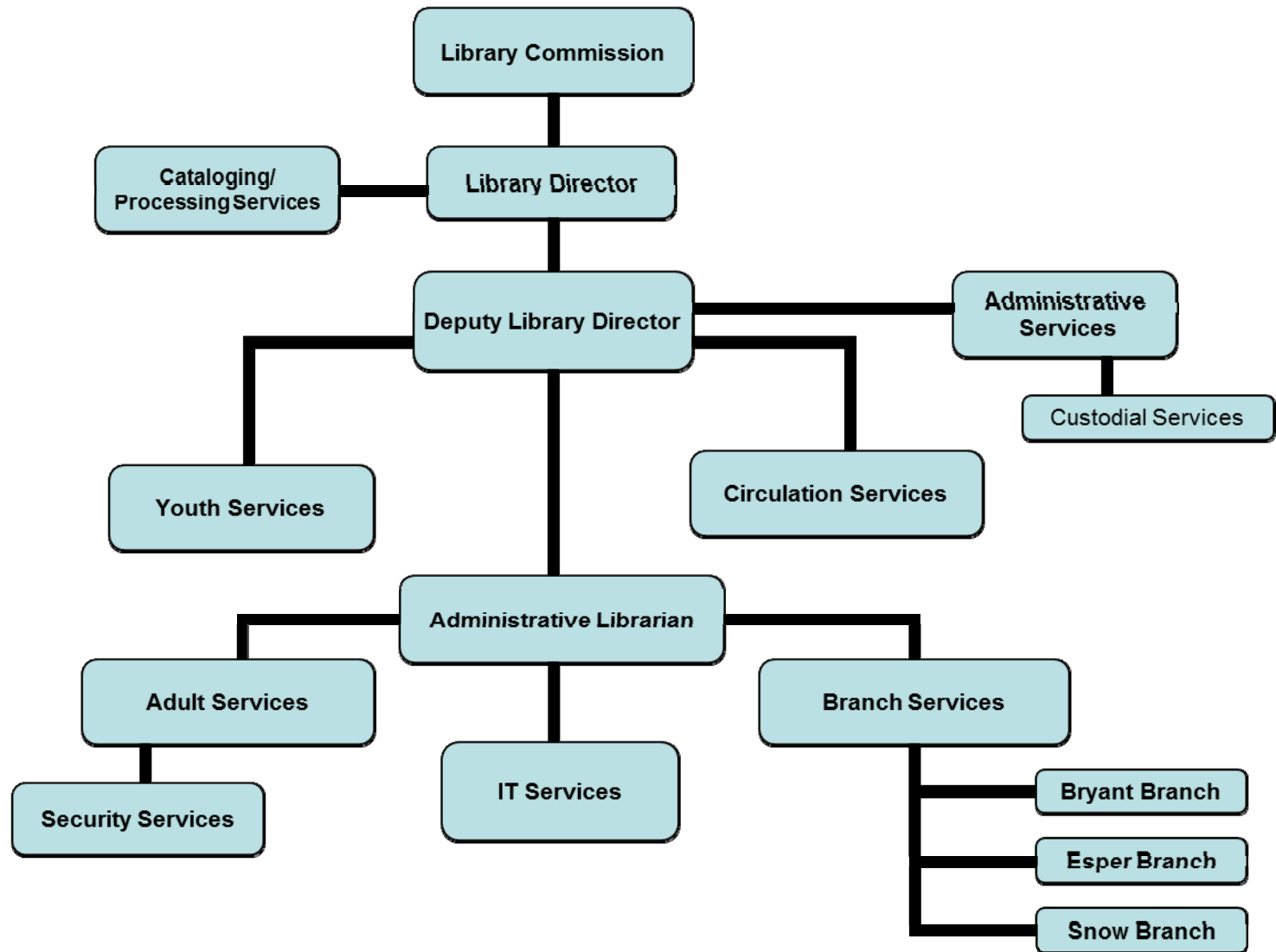
- Resignation of two full-time assistant librarians, Jennifer Erard and Vladimir Jelic (Summer 2010)

- Retirement of eight full-time staff members, Peggy Bryan, James Lawhorn and Lois Trombley (Librarian II), Laura Litterio and Bob Rea (Librarian I), Don Litterio and Mary Orrin (Assistant Librarian), Eugenia Kanellos (Department Associate) (Fall 2010)
- Library Director, Maryanne Bartles, named Library Network (TLN) Steering Committee representative for Class VI libraries (October 2010)
- Hired three librarians, Henry Fischer, Lauren Campbell and Michelle Reno (Winter 2011)
- Installed Sen Source PC-TB12 People Counter on first floor HFCL at north and south doors to count first floor patron traffic (May 2011)
- Received donation of tables (three boat shaped tables, 48" x 96", seven 30" x 70" tables and twelve 25" x 60" tables) from Ford Land for the newly renovated HFCL mezzanine meeting rooms (June 2011)
- Retirement of Mary Cathy Frys and Nancy Rahrig (Librarian I) (June 2011)

### **MAJOR DEPARTMENTAL FUNCTIONS**

The Dearborn Library System, in order to accomplish its mission, operates through four major functions: lending, information, outreach, and public programming. All citizens have access to a wide range of materials and resources as well as computers, the Internet and basic Microsoft software. Many library resources are also available to our cardholders from their home or office computers.

# Organizational Chart



## **PRIORITIZED SERVICES AND RELATED CUSTOMER PROFILES**

### **Lending Material Service**

Full-time and part-time staff participate in Lending Material Service, which is provided at all libraries. Primary components are:

- Selection of adult and juvenile material for circulation. *Librarians and Assistant Librarians*
- Ordering, cataloging, processing and data entry of material. *Librarians, Assistant Librarians, Department Associates, Part-time staff*
- Check-out material. *Departments Assistants, Part-time staff; Also Librarians and Assistant Librarians at branch libraries*
- Collection maintenance and shelving. *Librarians, Assistant Librarians, Department Assistants, Part-time staff*

Customer Profile: Based on active borrowers during the last fiscal year, 28% of users are under 18 years, 12% are between 18 to 25 years, 14% are between 26 to 35 years, 15% are between 36 and 45 years, 13% are between 46 and 55 years, 10% are between 56-65 and 8% are over 65 years.

### **Information Service**

Full-time and part-time staff participate in Information Service, which is provided at all libraries. Primary components are:

- Selection of adult and juvenile material for the reference collection. *Librarians and Assistant Librarians*
- Ordering, cataloging, processing and data entry of materials. *Librarians, Assistant librarians, Department Associates, Part-time staff*

- Provision of accurate information in response to patron questions received in person, by phone, by e-mail. *Librarians and Assistant Librarians*
- Collection maintenance, inventory and shelving. *Librarians, Assistant Librarians, Part-time staff*

Customer Profile: We do not gather demographics for Information Service but believe the customer profile is similar to our circulation demographics.

### **Outreach Service**

Full-time and part-time staff participate in Outreach Service, which provides service to individuals, organizations, and senior citizen housing units outside the library. Primary components are:

- Provision of materials for the homebound, book clubs, and organizations. *Librarians, Assistant Librarians, Department Assistants*
- Packaging, delivery, and pick-up of materials. *Part-time staff*

Customer Profile: A majority of the users of Outreach Service are over 60 years of age.

### **Public Program Service**

Full-time and part-time staff participate in the system-wide provision of creative programs for adults, young adults, and children. Primary components are:

- Planning and conducting regularly scheduled story hour programs for pre-kindergarten children. *Librarians, Assistant Librarians*
- Planning and designing reading programs for children to encourage cooperative efforts between the library and the schools. *Librarians, Assistant Librarians*

- Planning, conducting, and organizing materials for special craft workshops, puppet shows, tours, movies, and story programs for children of all ages.  
*Librarians, Assistant Librarians, Department Assistants, Part-time staff*
- Planning lectures, tours, book talks, and special programs for teens and adults.  
*Librarians, Assistant Librarians*

Customer Profile: A majority of users of Public Program Service are under 18 years of age, and usually accompanied by a parent. Adults over 18 years of age attending programs specifically for adults make up approximately 39% of our total program attendance.

## **MAJOR FUNDING SOURCES**

### ***General Fund***

The library system receives 95% of its funding from the general operating fund. The fund monies are from local property taxes from residents and businesses that operate within the city limits of Dearborn, Michigan.

### ***Penal Fines***

The Michigan Constitution states that libraries will receive revenues from the court system on a continuing basis.

### ***Library Aid***

The library receives per capita monies set each year by the State. Under P.A. 89 of 1977, the General Appropriations Bill, we are eligible to receive revenues in the spring of each year. In order to qualify for library aid money, the library must complete the State report and be open to the public for a minimum of 55 hours per week.

### ***Fines and Fees***

The library receives fine payments for overdue, damaged and lost material from library users. Fees are paid for non-resident cards, Internet user cards, daily internet passes and room rentals.

Please see Attachment 2010-2011 Monies Received on page 47.

### **MAJOR EXPENDITURE CATEGORIES**

***Personnel Services:*** 66%

***Operating Expenses:*** 24%

***Supplies:*** 1%

***Capital Outlay (Materials and Equipment):*** 9%

### **ACCOMPLISHMENTS AND PROGRESS MADE TOWARD ACCOMPLISHING GOALS**

**Goal 1: Complete credit card payment project for library fines and fees to allow for online payment.**

This goal was nearly completed but we are experiencing issues regarding the server on which the software will run. We hope to resolve by the Fall 2011.

**Goal 2: Complete restoration of restrooms at Bryant Branch Library, second floor.**

This goal is 95% complete and there are now two ADA compliant restrooms on the 2<sup>nd</sup> floor of Bryant Branch Library. The work was done by Building Services

Department, City of Dearborn, and all that needs to be done is to replace the service doors with doors that match the Bryant Branch woodwork.

**Goal 3: Continue work on the HFCL mezzanine renovation project.**

This goal is 99% complete and only waiting for the final punch list to be completed.

**Goal 4: Continue work on the library re-lamping project.**

Replacement lights for the HFCL Rotunda Gallery space have been identified but no other progress has been made on Esper and Bryant branch libraries as the fate of those facilities is still in question.

**Goal 5: Continue work on the wall repair and ceiling tile repair/replacement project.**

No progress has been made on this goal as we are waiting for HFCL roof repair.

**Goal 6: Continue working with the Dearborn Library Foundation to develop fundraising programs.**

Library staff continues to work with the Dearborn Library Foundation on fundraising campaigns such as the direct mailing campaign to residents, the direct mailing campaign to local businesses and the annual Children's Author Luncheon.

**Goal 7: Continue to adapt our service mix to reduce staffing and funding.**

FY2011 was a very challenging year as our full-time staff was reduced, originally, from 37 to 30 and then reduced again, down to 28. Branch staffing levels were reduced from three supervisors to one general branch supervisor. Snow Branch and Esper Branch were each reduced from two librarians and one assistant

librarian to one librarian and two part-time departmental specialists; Bryant Branch remained at one librarian and one assistant librarian and one part-time department specialist was added. All branch public programs for adults, children and teens were eliminated and the material collection was reduced to popular materials only. The Adult Services agency at HFCL saw a reduction in full-time staff from nine to six which significantly increases the number of public service hours on desk, leaving less time for programming and collection development as well as committee work. The Children's Services agency staff lost two assistant librarians but a Librarian I was added to the staff to help with children's and teen programs.

**Goal 8: Continue marketing the library and our services.**

Marketing efforts continued with outreach initiatives on the radio as well as within the community.

**Goal 9: Complete Installation of additional security cameras.**

This phase of the security project is complete. We added 11 cameras at HFCL, providing us coverage for the entire building, except the new meeting rooms on the mezzanine. Eight standard cameras and three 3-megapixel IP cameras for higher-quality images (at the entry locations) were installed in September 2010.

**Goal 10: Complete renovation of the Youth Services Program Room at HFCL.**

The renovation of the Youth Services Program Room was completed in November 2010 and was funded by the Dearborn Public Library Foundation. Upgrades included bright and cheerful wall décor along with extra storage space

that will make story time and children's activities more comfortable and enjoyable for all.

**Goal 11: Continue work on the HFCL wallpaper replacement project.**

Funds to support this goal were eliminated.

**Goal 12: Begin work on Bryant Branch and Snow Branch door hardware replacement for ADA compatibility.**

With the future of branch libraries in jeopardy, we did not pursue this goal at this time.

**Goal 13: Continue work on renovation of ten study booths at HFCL.**

We have made significant progress on this goal. The rooms have been abated by an outside contractor. Renovation work is being done by Building Services, City of Dearborn. One room is complete and the other rooms will be finished in July and August 2011.

**Goal 14: Working with the Library Commission and building on the goals developed by City of Dearborn Administration and the Community Task Force, develop strategic goals for the Dearborn Public Libraries.**

The Library Commission has held some preliminary strategy sessions but will continue in earnest in the fall 2011.

**OTHER SIGNIFICANT EFFORTS DURING THE YEAR**

**Library Collection Maintenance and Development**

As always, the library's collection of materials continues to be the primary focus for the majority of our staff and the various agencies. We experience a 10% reduction in our

library material budget in FY2010-2011. The Processing agency orders the material the selecting librarians have chosen and then receives, invoices, and processes the new material into the system. On average, there were approximately 1,565 new items processed each month. Approximately 21,719 items were processed in the system including new material, material being transferred, and material being repackaged. The average length of time from receipt of material to dispatch to agencies is 12 days, a significant decrease over the previous year. Very little staff time was spent on original cataloging as we purchase cataloging for a majority of our material, including foreign language material.

During Fiscal Year 2010-2011, 48,830 items were deleted. The collection totaled 276,590 items at the end of the fiscal year. Total value of the collection is \$5,539,729. The library online databases continue to grow in popularity. The library subscribes to a total of 54 databases (12 are paid subscriptions and 42 are without charge subscriptions provided through the Michigan Electronic Library).

### **Circulation Services**

Check out of material by patrons decreased by approximately 4% this fiscal year. Traffic decreased about 6.5%. We attribute this decrease to the change in branch service level from full service branches to popular material libraries. The library has 38,731 active card holders (used their library card during the last three years), fairly level as compared to last fiscal year.

Patrons continue to use the library's "hold" service (requesting to be put on a list for checked-out material). In Fiscal Year 2010-2011, 116,653 holds were placed, which is a 7% decrease. E-mail notification of holds and overdues continues in popularity, with

over 12,490 patrons signed up for this service, which is a 15% increase.

A most gratifying addition to the mix this year in Circulation Services was the offering of a very popular Food for Fines program in July 2010. This program allowed patrons with fines on their account the option of donating a can of food and subtracting \$1.00 for each can donated. The library was able to collect over 30 boxes of food for the Dearborn Fire Fighters Burn Drive Program. Patrons benefitted greatly from the ability to reduce their account balances and they enjoyed assisting the community through this program. We hope to offer this opportunity to patrons yearly.

Unique Management, our collection agency, continues to do a tremendous job in contacting our delinquent patrons, encouraging them to return material and pay delinquent accounts. We currently recover just over 50% of outstanding materials and/or fees with the help of Unique. During Fiscal Year 2010-2011, Unique generated \$13,899 more cash than they billed in fees. In addition, they recovered over \$16,000 worth of library material. This translates into close to a \$5.00 return for each \$1.00 we invest.

In April 2008 we contracted with Unique to send out overdue mailers. Fiscal Year 2010-2011 was the third year with this service. Outsourcing overdue mailers eliminates staff time preparing and printing the mailers as well supplies and postage associated with sending out the mailers. Also eliminated is the time spent by staff in the City Mail Room. The new notices are much easier to read (letter rather than carbon crash mailer) and patrons receive them in the same timely manner as when the library staff was responsible for this task. In Fiscal Year 2010-2011, Unique invoiced the library \$10,627 for the overdue mailer service.

## Programming Services

Despite a change in focus away from programming at the branches this year, the library continues to offer a wide range of activities for people of all ages. The majority of programs are held centrally at HFCL but the branches do offer patrons the ability to participate in library events such as Summer Reading Program or the Annual Bookmark Contest. For families and children, our Youth Services staff provides a variety of story hours, craft workshops, and contests, as well as contracting with professional entertainers for special events throughout the year. During summer months, reading programs are offered for people of all ages. The Youth Services staff offers a Summer Reading Program for children age birth through 12. Participation in the 2010 Youth Services Summer Reading Program was high, with over 1,600 children registered. Children read a combined total of over 11,000 books over the summer months, which is an outstanding amount of reading!

The Annual Youth Services Bookmark Contest elicited over 900 entries. Ten winners were chosen and a reception was held in May for Children's Book Week. There was a very nice event with 65 people in attendance. Deputy Library Director Julie Schaefer presented each winner with a certificate and a supply of their winning bookmarks to share with family and friends. The winning bookmarks were printed on colorful cardstock with recommended book titles appropriate for that age level and are available at all library locations for distribution.

Programs for teens included the 2010 Teen Read Summer Program with almost 300 signed up to participate. Additionally, to keep teens informed about new young adult titles and programs, they can sign up to receive *BookLetters*<sup>™</sup> emails from the library.

We have 355 teens subscribing to the two teen *BookLetters*<sup>™</sup> service.

The 2010 Adult Summer Reading Program attracted 479 adult readers, an increase of 44% over the previous year's numbers. Adult programming also included the ever-popular Blockbuster Movie Series which is sponsored by the Friends of the Library-Dearborn (FOLD). Forty-seven films were shown during the 2010-11 season with total attendance of 3,419. In addition, FOLD offers monthly programs for adult audiences that are very well-attended. During Fiscal Year 2010-2011, these programs attracted over 700 patrons. History programs proved to be of particular interest to the library audience. A program on the history of Delray neighborhood of Detroit had an audience numbering close to 200 people.

In August 2010, the library held its sixth Annual Reading Wrap-Up Party. Participants from all Summer Reading programs were invited and 475, an all-time record, came out to enjoy the festivities and to celebrate the community's joy in reading. Mayor O'Reilly was in attendance and presented the prizes to the child, teen, and adult grand prize winners. Patrons had fun with karaoke, Dance Dance Revolution, Wii Mario Brothers, Cold Cash (digging coins out of a frozen block of water), face painting and other activities. Popcorn and punch were available for the crowd's enjoyment.

In addition to programming at the various libraries, library staff is often invited to other locations to participate in an existing program or to conduct a program themselves. Examples of this type of off-site programming include book talks given to a club or group, visiting a school and participating in a literacy fair or a "read-a-thon", and meeting with a group of parents to present information about the library and its resources.

## **Adult Services**

*Shut-In Services* - HFCL Adult Services provides shut-in service for Dearborn residents. During Fiscal Year 2010-2011, 205 items were delivered to five residents. Twenty-four deliveries were made.

*Senior Citizen Housing* - The Senior Citizen Housing deliveries were stopped in July of 2010 due to lack of staffing.

### *Book Clubs* -

Fiscal Year 2010-2011 marked a big year of change for the way book clubs and book club kits were handled for the library. Service continued as normal until December of 2010. At that time the library was serving 55 registered book clubs and had delivered 98 kits, and with 10 books per kit, this means that approximately 980 books were shared and discussed by book groups up to this point. On December 17, 2010, the book club kits were made available on the floor for circulation to anyone, increasing awareness and availability of the books to the public as well as drastically reducing the amount of staff effort required to maintain the collection. The library currently holds 168 book club kits, with a total circulation of 3,580. We spend \$3,000 annually on new kits so that will always have fresh titles from which to choose.

*Interlibrary Loan* - During Fiscal Year 2010-2011, 11 requests were submitted. In December 2009 the library's cooperative, The Library Network (TLN), suspended interlibrary loan. We were able to begin a new interlibrary loan model in January of 2011 through Online Computer Library Center (OCLC).

### *Other developments in Adult Services* -

- New periodical shelving was delivered and installed, allowing back issues to be

available from the floor and thereby allowing for an increase in circulation of periodicals. The old metal racks were sold on EBay.(July 2010)

- The Reference Collection has been reduced to four bookstacks to open up a stack for the book clubs kits to be housed. The final reference stack now holds the Dearborn Genealogical Society's collection.
- Due to the beginning of the Mezzanine Renovation Project, the old city directories were moved to the last reference stack on the first floor. Other mezzanine reference materials remained on the third floor retrievable by library staff only. (March 2011)
- Also due to the Mezzanine Renovation Project, the mezzanine closed for public use, reducing the number of tables available for the public, as well as decreasing the number of electrical outlets available for laptop users. (March 2011)
- Abatement and renovation began on the ten group study rooms, which further reduced available sitting areas and outlets for laptop users. (April 2011)
- Everyone's Reading 2011 was a community-wide reading program to promote community dialogue through reading, discussion and programming related to issues in the selected book, *The Lincoln Lawyer* by Michael Connelly. The program ran from February through April 2011 with a total of 116 participants.
- Thanks to a partnership with the Michigan Small Business & Technology Development Center of Southeast Michigan, we now have a "Business Resource Center," which was made available to the public. (June 2011)

## **Automation Services**

### Automation Highlights -

- AWE machines (Children's learning computers) were installed at Snow and Bryant. (August 2010)
- The data from the library's main file server computer was moved to a new machine with no major complications. (September 2010)
- The new image was rolled out to the branches and to Children's. (October 2010)
- Overdrive download stations were added to each of the branches. (October 2010)
- Individual user files migrated to new file server (January 2011)
- A draft of the new website was made available for staff to comment on (April 2011)
- With a decision by the Panel, it was officially decided that roaming profiles will no longer be used, making computer configuration much faster and easier. (April 2011)
- Automation acquired 40 PCs donated from Toyota. While the machines are not new, they are newer than the machines currently owned by the library and will be gradually rolled out to Administrative staff and as replacements for the old public PCs in the Adult internet area. (May 2011)
- Scan to e-mail from our copiers made available to the public. (June 2011)

## **Library Committees**

### **Acquisitions Committee**

The purpose of the Acquisitions Committee is to create and maintain documented, up-

to-date procedures for selection, ordering, weeding, and maintenance of library materials for selectors as well as other staff involved in the acquisition of library materials.

Since the update of the Selector's Guide to Selection and Ordering was completed last year, this committee was dormant this year.

### **ADA Committee**

The ADA Committee ensures that the library complies with the American with Disabilities Act. In addition, the committee strives to ensure that the best possible service, materials, and equipment are offered by the library and staff to the disabled community while balancing the needs of the entire community along with budgetary concerns. The committee reviews request, comments, and ideas for changes that would improve services.

The ADA Committee was largely inactive during the Fiscal Year 2010-2011. It was felt that the push to ensure ADA compliance throughout the libraries has been largely met, and that equipment for meeting the needs of the Dearborn Library's ADA community was more than sufficient. A review of our standing will take place in the new fiscal year, with a possible push to greater publicity and greater cooperation with local community organizations.

### **Bookletters Committee**

The Bookletters Committee is responsible for managing the *Bookletters*<sup>™</sup> service. This is a service that allows patrons to sign up for a variety of e-mail newsletters with comments and reading recommendations in a variety of categories, such as fiction, mystery, biography, history, current events, health, home improvement, teen scene,

and children's books. *Library Matters*, the official newsletter of the Dearborn Public Library, as well as other newsletters listing the many activities scheduled at the Dearborn Public Library are also distributed using this service. During 2011, we offered 10 staff generated *Bookletters*<sup>™</sup>, including the popular Staff Picks. The following new *Bookletters*<sup>™</sup> made available to patrons: *BookPage*<sup>™</sup> Daily, a daily book review and Fiction Adventure, a newsletter focusing on thrillers and Westerns. At fiscal year end, the service boasted 3,458 subscribers, a 13% increase over last fiscal year.

### **Youth Services Committee**

The purpose of the Youth Services Committee is to promote reading through programs, collections, and service to children and their families. The committee actively pursues methods of marketing the library and its resources to the community. In addition, the committee reviews all requests for changes in service and shares information in ways to improve service, programming, and library collections. In Fiscal Year 2010-2011, the committee:

- Centralized all programming to HFCL beginning with September 2010 but continued to offer numerous Youth Services programs throughout the year including the very popular Mother Goose Storytime series for babies six months-24 months old
- Concentrated on moving and consolidating youth programming materials from branches to main library
- Conducted three summer reading programs (one for school-age children, one for children of preschool age, and one for babies) at all locations

- Conducted the Annual Bookmark Contest with the newer format which now features ten winners total for the system (two from each grade 1-5) and the production of recommended reading lists for each grade level printed on the back of the winning bookmarks (Spring 2011)
- Held the Fifth Annual Bookmark Winners Reception in the Rotunda at HFCL (May 2011)
- Attended several workshops and conferences centering around programming and service to children
- Continued work on the booklist project – standardizing and updating relevant lists of materials to be used directly by the public and as an aid for staff in working with the public
- Continued to support and administer the Museum Adventure Pass program at all agencies – in partnership with Macy’s and the Cultural Alliance of Michigan as it renewed for a fourth year and added Park and Read program in partnership with Michigan DNR

### **Circulation Committee**

The purpose of the Circulation Committee is to solve patron and staff problems concerning the Horizon Circulation system. The circulation process has many possibilities for customizing service. Each year many improvements in customer service are developed through the efforts of this committee. The main tool of the committee is the *Circulation Manual*, which incorporates Library Commission policy, system procedures, and sample statements for staff to use in talking to library patrons. In FY 2010-2011, the committee:

- Reviewed and developed solutions for circulation issues including improving report and lists so that we can improve customer delivery
- Launched a successful Food for Fines program in July 2010
- Organized a library-wide voting program to encourage patrons to assist with the selection of new library card designs for 2011
- Worked closely with Administration and staff at Dearborn Heights Libraries to finesse a cooperative reciprocal circulation agreement in 2011
- Worked with the Collection Development Committee as they changed the procedures involving checkout of Book Club Kit collections
- Continued to assist with marketing and publicity for all library events and programs using “Word of Mouth” strategy and direct-handing of promotional pieces

### **Collection Development Committee**

The Collection Development Committee is composed of all librarians in the system and focuses on common issues involving format of materials, ordering and the library’s overall collection. In Fiscal Year 2010-2011, the committee:

- Continued to discuss and fines collection reports and frequency of output for optimal use by staff to better serve the public and deliver materials more efficiently and quickly
- Added downloadable stations at all branches to use in transferring files to personal devices while in the buildings. Use of this collection grew 34% from previous year.

- Worked with Circulation Committee on the change in procedure of checkout of Book Club Kits – now they are available on open shelves for browsing and checkout rather than as a reservation system.
- Participated in Metronet’s library program *Everyone’s Reading* for the fourth year

### **Disaster Preparedness Committee**

The goals of the Disaster Preparedness Committee are to develop and evaluate procedures for emergencies and disasters that could occur in the Dearborn Public Library system. The following was accomplished during the Fiscal Year 2010-2011:

- Conducted fire and tornado drills at all Dearborn Public Libraries
- Ensured that batteries in all emergency equipment were fresh and usable
- Discussed emergency procedures that will be necessary with the mezzanine renovation.

### **Facebook Committee**

The purpose of the Facebook Committee is to create, organize and manage our Facebook communication on behalf of the library. The page was launched on July 23, 2010 and the committee meets monthly to finesse and monitor the page, its content and review the usage statistics. The page currently has over 400 fans and the committee continues to strive to increase its usage and market the library’s services to the public.

### **Marketing Committee**

The purpose of the Marketing Committee is to market the library to the community. This committee also has responsibility for creating and updating general brochures with information about the library system. In FY 2010-2011, the committee:

- Continued publication of *Library Matters*, now a bi-monthly online publication providing news and information on library services and events as well as essays, commentary and photos by staff members
- Continued advertising various library services on the customized back page of *Book Page*, a free publication available to our patrons through the generosity of the Friends of the Library-Dearborn (FOLD)
- Developed a presence on Facebook (see Facebook Committee section)
- Assisted the Dearborn Public Library Foundation in publicizing the 1<sup>st</sup> Annual Children's Author Luncheon, held on August 21, 2010
- Continued various outreach promotional activities such as talking to community groups, radio interviews, and having a library table at the summer Farmers' Market
- Continued promotion of library programs through both print and online news resources as well as on the library website
- Unfortunately, abandoned the library services brochure publication because of the uncertainty of our service future; will use the work done to date to produce on demand publications that can be easily updated

### **New Technology Committee**

The purpose of the New Technology Committee is to draft technology plans, policies and procedures and submit these to the Administrative Panel and the Library Commission as part of the library's strategic plan. In FY 2010-2011, the committee:

- Investigated and worked on the creation of the new library website with Joomla. Many problems were encountered, and work on the new site will continue into

the new fiscal year.

- Decided upon and implemented a scanning solution for the public, using the copy machines to send scans of documents to e-mail.
- Pursued a public faxing solution involving a vendor that would provide fax service for free. We expect that this solution will be implemented in the next fiscal year.
- Discussion began on whether we could make laptops available for the public. It was decided that the idea has promise, but that given current fiscal realities it may be difficult to get the equipment at this time. This will continue to be pursued in the next fiscal year.
- Investigation ensued as to public meeting room software, which would be helpful for keeping track of the new mezzanine meeting rooms and essential if we wish to have, “self-serve, self-pay,” service options for these rooms. The committee is currently looking at the City’s current RecTrac software as well as a separate software solution provided by Evanced.
- Investigation also ensued regarding software to facilitate participation with the Summer Reading program and other library programs. Again, a solution provided by Evanced is being investigated.
- The committee began looking at a DVD self-serve solution called ITG Disc Express. Progress on this investigation has been slow due to a lack of response in the form of price quotes from the company.
- The backing up of library files and software was investigated for completeness. While most files were being backed up regularly, others were not. A solution was suggested by Automation and implemented, making the library more secure in

the event of disaster.

- It was decided to begin the rollout of Office 2010 to replace the out-of-date Office 2003 on library computers. Staff machines will be updated first so that staff will be better able to help when the public machines are upgraded later.
- At the request of a patron, the committee investigated the installation of Google Earth on the public machines. It was determined that the public machines do not have the minimum hardware requirements necessary to run the software.

### **Reference Committee**

The Reference Committee's purpose is to coordinate reference service throughout the system. The committee has a major responsibility to continually review reference services and recommend purchase of materials. The committee must rank the value of each service and decide which formats are best for the community's needs. In FY 2010-2011, the committee:

- Facilitated purchase and promotion of new database products: *Britannica Online*, *Mango Languages* and *Ancestry Library Edition*
- Eliminated lesser-used products from our offerings
- Worked with Gale database products as more and more are transitioned from print to online products
- Evaluated and reviewed numerous database products
- Worked on the promotion of online products
- Continued the process of evaluation of reference continuation services
- Transitioned from branch reference services to the new model of centralizing reference services at HFCL

- Continued the process of re-designing the public interface of the database page on the library's website

### **Security Committee**

The Security Committee has been created to help develop policy and procedures to ensure the safety of library patrons and staff members. The Security Committee worked on the following issues:

- The committee investigated the possibility of getting alarms for the fire doors. While it was decided that this would be a good idea, the additional access to the doors on the third floor with the Mezzanine Renovation re-raised the question. This will continue to be investigated into the next fiscal year.
- The broken links on the Staffnet Emergency page were fixed, and phone numbers for all emergency contacts were updated.
- HFCL experienced a crowd control problem around finals time for the public schools in February. While the problems were adequately dealt with, it was decided that we would be better prepared by next time by knowing when the finals occur and scheduling extra security staff around that time.
- The alarm codes for HFCL and the branches have been updated to account for new and retired personnel.
- A theft in the office of a staff member resulted in new procedures as to which doors are kept closed and locked.

### **Serials Committee**

The purpose of the Serials Committee is to manage the serials module through coordination, training, creation of procedures and problem solving. Serials are materials

that are updated periodically, such as magazines, yearbooks, and directories. The Serials Committee did not meet in FY 2010-2011. However, the serials librarian has:

- With the installation of new magazine racks, placed all current year adult magazines in the new magazine racks, allowing patrons the ability to help themselves to back issues without staff assistance
- Created a combined list which includes the periodical holdings of all the Dearborn Public Libraries. In FY2010-2011, the serials contract with Ebsco is in the second and final renewal of the contract.

### **StaffNet Committee**

The StaffNet received few enhancements during the Fiscal Year 2010-2011

- Added more scheduling calendars for meeting rooms and equipment
- Repaired some broken links to maintain StaffNet's usability and functionality

### **Video Committee**

The Video Committee has combined with the Marketing Committee and the joint committee works closely with the staff at CDTV supplying them ideas for video spots about the library. In FY 2010-2011, CDTV produced 12 *Dearborn Libraries Check 'em out* segments. Additionally, Councilwoman Nancy Hubbard did a segment featuring our recently acquired genealogy database, *Ancestry Plus*.

### **Volunteer Committee**

The purpose of the Volunteer Committee is to actively recruit, train, and retain high quality volunteers for the Dearborn Public Library system. In addition, the committee has instituted a new orientation program and training methods aimed at increasing the skills necessary for our volunteers to perform tasks at a higher level of responsibility.

Volunteers assist with collection maintenance, shelving materials, labeling materials, programming and fundraising. During Fiscal Year 2010-2011, 113 volunteers contributed 5,487 hours of service. Volunteers at Bryant Branch processed 7,745 paperback books and the Friends of the Library-Dearborn raised over \$22,000 through their used book sale and donations.

In FY 2010-2011, the Volunteer Committee:

- Continued work on the revision of procedures for inclusion in the updated Volunteer Manual
- Revised the online volunteer application and orientation process which includes an online video orientation, designed to streamline the recruiting and placement of volunteers
- Organized the annual volunteer recognition luncheon. The buffet luncheon at the Dearborn Hills Golf Course in June 2011 was very well received by over 70 attendees, including the Mayor, Council members, and Library Commissioners. A PowerPoint presentation created by the committee displayed photographs of our volunteers “in action.” As a token of our appreciation, all volunteers were presented with a Dearborn Public Library logo pen and were also given the opportunity to choose a new book to be added to the library’s collection in his or her honor. Once volunteers made their book selection, a bookplate, recognizing the volunteer by name, was placed in the book. These books, honoring our volunteers for their invaluable service, will be part of the library’s collection for many years to come.

- Continued the service award program in which volunteers are awarded recognition badges based on their number of years of service. Thirty new service awards were presented to volunteers who advanced to a higher service level this year. There are currently 26 volunteers with gold badge status, volunteers who have given ten or more years of service to the Dearborn Public Library. Of those 26, eight have been volunteering for 20 or more years. We also welcomed 20 new volunteers to the Dearborn Public Library.

#### Dearborn Library Foundation

The Dearborn Library Foundation volunteer members seek to benefit, promote and enhance the Library systems by building strong public-private partnerships with individuals, businesses, and community organizations that share their mission for creating a stronger library that is meeting the needs of the community. During Fiscal Year 2010-2011, the Foundation:

- Welcomed new board members Denise Butterfield who joined the Foundation in February 2011 and Larry Levesque who joined the Foundation in June 2011. Board members Karl Beuckelaere and Ryan Lazar resigned during this fiscal year. Remaining board members are President Steve Roberts, Vice President Steve Schroeder, Secretary Nancy Auffenberg and directors Sandi Lethbridge, Pam Lovell, Barbara Lukasiewicz, Joe Walsh, and Sonja Wilcox-Berriel.
- Launched a direct marketing campaign directed at local Dearborn businesses in the winter of 2010. This effort was directed toward a core group of Dearborn-based businesses to encourage them to contribute directly to the Dearborn Public Library Foundation and also to demonstrate to the businesses what

services and assistance the library provides for them as community business owners. While this first campaign did not generate a high response, the committee remains optimistic and plans to review and re-energize this campaign for fall 2011.

- Initiated a third direct-mailing marketing/donation campaign. Foundation Board members Steve Schroeder, Barbara Lukasiewicz, and Denise Butterfield, with the assistance of Deputy Library Director Julie Schaefer, were instrumental in the creation of a tri-fold brochure which was delivered to about 10,000 homes in Dearborn. As of June 30, 2011, approximately \$11,865 was donated by the community as a result of the campaign, an increase of 130% over all of last year's donations.
- Began preliminary plans for the 2<sup>nd</sup> Annual Children's Author Luncheon to be held September 17, 2011 at Park Place. The featured children's author will be Ruth Barshaw, author of the Ellie McDoodle series.

#### Friends of the Library Dearborn (FOLD)

The Friends of the Library Dearborn (FOLD) is a vital group that helps to encourage the community's support of the library. They hold monthly meetings featuring local authors and speakers and mail out a newsletter to all members.

As a dedicated group of volunteers, the Friends of the Library has as its major fundraising activity the ever-popular monthly book sale held at HFCL. Proceeds from the book sale subsidize the following programs:

- Blockbuster Film Series, which includes the yearly renewal of the Public Performance Site license

- *Book Page* publication.
- Canvas and “green bags” for sale at all agencies
- *Everyone’s Reading* community wide reading program
- Summer Reading Club programs
- Staff training workshops
- Computer workshops for the public

In addition, FOLD:

- Contributed approximately 3,143 hours of volunteer time
- Planned and sponsored six programs in their popular lecture series which averaged over 120 people in attendance per event. Highlights of the year included two different history programs – each program had over 100 attendees and the always popular Big Band program which drew in almost 200 attendees.

Without the support of our Friends of the Library Dearborn volunteers, the library would not be able to offer these kinds of special services and programs which are greatly appreciated by the staff and patrons alike.

### **Young Adult Committee**

The purpose of the Young Adult Committee is to promote reading through programs and marketing to young adults. One of the committee’s major initiatives is the annual Teen Read summer reading program. Each year the committee attempts to strengthen program participation as one of its primary objectives. In Fiscal Year 2010-2011, the committee:

- Planned and collaborated, with Adult SRP Coordinator, the 2010 Summer Read Program

- Began using paperless methods for catalog ordering and also for joint SRP registrations
- Held the Sixth Annual Reading Wrap Up event in August 2010 with karaoke, Dance, Dance Revolution, various Youth Services activities
- Held various programs such as Kaplan, Wii and Financial Aid and Wrestlemania
- Reviewed Young Adult pages on various libraries websites to begin the process of re-building our internet page
- In 2011, with the change in model of branch service, this committee was dis-banded with the idea that Young Adult items be addressed and monitored by the Youth Committee.

## DEARBORN PUBLIC LIBRARY - STATISTICAL INFORMATION

	<b>2010-2011</b>	<b>2009-2010</b>	<b>Percent Change</b>
Circulation (Transactions)	874,771	907,385	-3.6%
Traffic (Individual Visits)	477,827	511,737	-6.6%
Collection (Items)	276,590	293,888	-5.8%
Collection (Titles)	166,324	170,723	-2.5%
Registration (Borrowers)*	38,731	39,169	-1.0%

\*\*Patrons who have renewed their card within the last three years

### Detailed Collection Statistics

<b>Items</b>	<b>2010-2011</b>	<b>2009-2010</b>	<b>Percent Change</b>
Books, Adult	103,379	109,723	-5.7%
Books, Juvenile	91,185	99,709	-8.5%
Books, Reference	4,170	4,463	-6.5%
Periodicals	16,495	17,891	-7.8%
Videocassettes	9,278	12,509	-25.8%
DVD's	26,168	24,151	8.3%
Compact Discs, Music	15,641	14,818	5.5%
Books on Audiocassette	1,818	3,094	-41.2%
Books on CD	5,478	5,063	8.2%
CD-ROM (Ref & Circ)	266	271	-1.8%
Video Games	330	260	26.9%
USB Language Kits	19	11	72%

### Programs

<b>Agency</b>	<b>2010-2011 Number of Programs</b>	<b>2010-2011 Attendance</b>	<b>2009-2010 Number of Programs</b>	<b>2009-2010 Attendance</b>	<b>Percent Change</b>	
					<b>Programs</b>	<b>Attendance</b>
HFCL	323	17,106	342	14,830	-5.5%	15.3%
Bryant	11	756	204	6,051	-94.6%	-87.5%
Esper	23	922	84	1,909	-72.6%	-48.2%
Snow	14	731	106	3,974	-76.7%	-81.6%
<b>TOTAL</b>	<b>371</b>	<b>19,515</b>	<b>736</b>	<b>26,314</b>	<b>-49.6%</b>	<b>-25.8%</b>

## Contests

Agency	2010-2011 Contests	2010-2011 Number of Contest Participants	2009-2010 Contests	2009-2010 Number of Contest Participants	Percent Change	
					Contests	Participants
HFCL	17	3,946	29	7,310	-41.3%	-46%
Bryant	18	1,669	33	2,291	-45.4%	-27%
Esper	12	3,924	25	5,179	-52%	-24.2%
Snow	23	2,348	35	2,795	-34.2%	-15.9%
<b>TOTAL</b>	<b>70</b>	<b>11,887</b>	<b>122</b>	<b>17,575</b>	<b>-42.6%</b>	<b>-32.3%</b>



Youth Services Program Room Renovation



Mezzanine Renovation – Conference Room



Mezzanine Renovation – Quiet Study Room with Laptop Carrels

## **GOALS AND PLANS FOR THE NEXT FISCAL YEAR**

**2011-2012**

1. Work with the Dearborn Library Commission to develop a strategic plan for the Dearborn Public Library.
2. Launch MeLCat borrowing for Dearborn residents.
3. Complete credit card payment project for library fines and fees to allow for online payment.
4. Continue work on the library re-lamping project.
5. Continue work on the wall repair and ceiling tile repair/replacement project.
6. Continue working with the Dearborn Library Foundation to develop fundraising programs.
7. Continue to adapt our service mix to reduce staffing and funding.
8. Continue marketing the library and our services.
9. Install additional security devices (cameras and card swipes) on new meeting/study rooms on mezzanine at HFCL.
10. Begin work on Bryant Branch door hardware replacement for ADA compatibility.
11. Begin work on HFCL roof replacement.
12. Begin work on furniture re-upholstery at HFCL.
13. Continue work on renovation of ten study booths at HFCL.
14. Launch mobile version of library catalog
15. Offer text services as an alternative to phone or email notification for holds, overdues, and pre-overdue notifications

**CITY OF DEARBORN DEPARTMENT OF LIBRARIES**

**2010-2011 BUDGET**

	<b>Adopted 2010-2011</b>	<b>Budget 2009-2010</b>	<b>Percent Change</b>
PERSONNEL SERVICES	\$3,658,738	\$3,733,078	-2%
OPERATING EXPENSE	\$1,350,087	\$1,334,669	+1.1%
SUPPLIES	\$79,065	\$84,172	-6.1%
OTHER SERVICES & CHARGES	\$6,475	\$6,325	+2.37%
CAPITAL OUTLAY	\$506,000	606,703	-16.6%*
<b>TOTAL LIBRARIES</b>	<b>\$5,556,365</b>	<b>\$5,717,535</b>	<b>-2.82%</b>

Source: *City of Dearborn, Michigan Annual Budget for the Year Ending June 30, 2010*, page 173

Explanation per library:

\*Reflects significant reduction in library materials budget for the second year in a row

**MONIES RECEIVED  
2010-2011**

Library Aid Grant	\$37,852.60	
Penal Fines	\$80,380.39	\$118,232.99
<b>Gifts</b>		
Anthony and Margaret Wade	\$500.00	
James and Joan Lesinski	\$400.00	
Miscellaneous donations	\$59.00	
		\$959.00
Copier, Printer, Microfilm receipts	\$30,408.01	
Library Fines	\$101,319.52	
Internet User Cards	\$20,083.00	
Miscellaneous	\$175.39	
		\$151,982.92
<b>Friends of the Library-Dearborn</b>		
Used Book Sales	\$20,744.30	
Donations	\$1,331.00	
Other Revenue (USB drives, floppy disks, earbuds, headphones and bag sales)	\$3,557.44	
Computer classes	\$345.00	
		\$25,977.74
<b>GRAND TOTAL</b>		<b><u>\$297,152.65</u></b>

## DEARBORN LIBRARY COMMISSION

**Marcel Pultorak, Chair**

Term of Office: 09/01/02- 06/30/2014

**Nancy Zakar, Vice-Chair**

Term of Office: 10/2/1998 - 06/30/2013

**Jihan A. Jawad, Secretary**

Term of Office: 06/30/2008 – 06/30/2014

**Candyce Abbatt**

Term of Office: 11/19/1997 - 06/30/2012

**Rachel Fawaz**

Term of Office: 08/04/2009 – 06/30/2011

**David Schlaff**

Term of Office: 04/23/1996 - 06/30/2013

**Sally A. Smith**

Term of Office: 10/07/2009– 06/30/2013

**Antonia Straley**

Term of Office: 05/26/2009 – 06/30/2012

**Robert Taub**

Term of Office: 12/18/1968 - 06/30/2012

**DEARBORN DEPARTMENT OF LIBRARIES**

**DIRECTORY**

**HENRY FORD CENTENNIAL LIBRARY**

16301 Michigan Avenue  
Dearborn, Michigan 48126  
313-943-2330

**BRYANT BRANCH LIBRARY**

22100 Michigan Avenue  
Dearborn, Michigan 48124  
313-943-4091

**ESPER BRANCH LIBRARY**

12929 W. Warren  
Dearborn, Michigan 48126  
313-943-4096

**SNOW BRANCH LIBRARY**

23950 Princeton  
Dearborn, Michigan 48124  
313-943-4093

**LIBRARY HOURS**

**HENRY FORD CENTENNIAL LIBRARY**

Monday-Thursday 9:30 a.m. - 8:30 p.m.

Friday-Saturday 9:30 a.m. - 5:30 p.m.

Closed Saturdays (June 1 - Labor Day Weekend)

Sunday 1:00 p.m. - 5:00 p.m. (September through May)



**BRANCH LIBRARIES**

Monday – Tuesday	12:30 p.m. - 8:30 p.m.
Wednesday	10:30 a.m. - 5:30 p.m.
Thursday	12:30 p.m. - 5:30 p.m.
Friday	12:30 p.m. - 5:30 p.m. (June – August)
Saturday	12:30 p.m. - 5:30 p.m. (Sept – May)

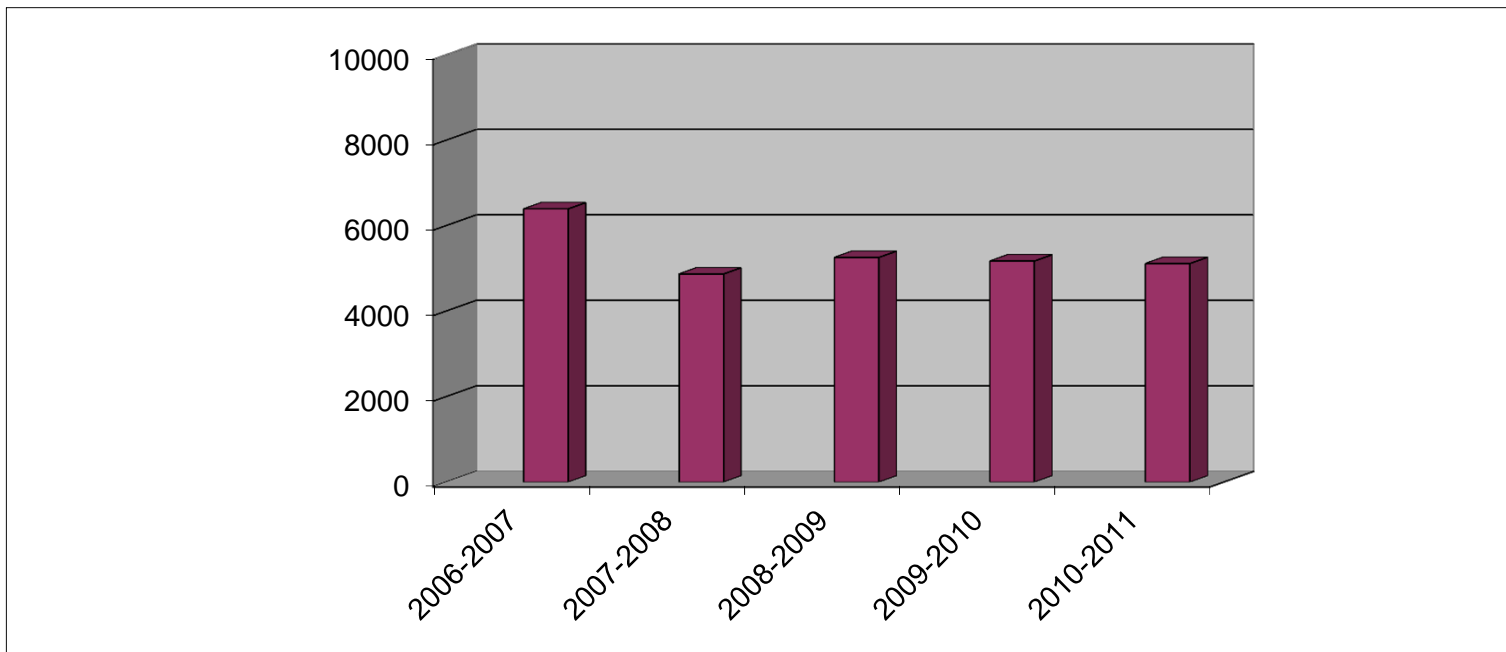
VISUAL REPRESENTATION OF MANAGEMENT INFORMATION  
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# Patrons Added to System for First Time

First Time Registrants

2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
6,392	4,868	5,256	5,171	5,113



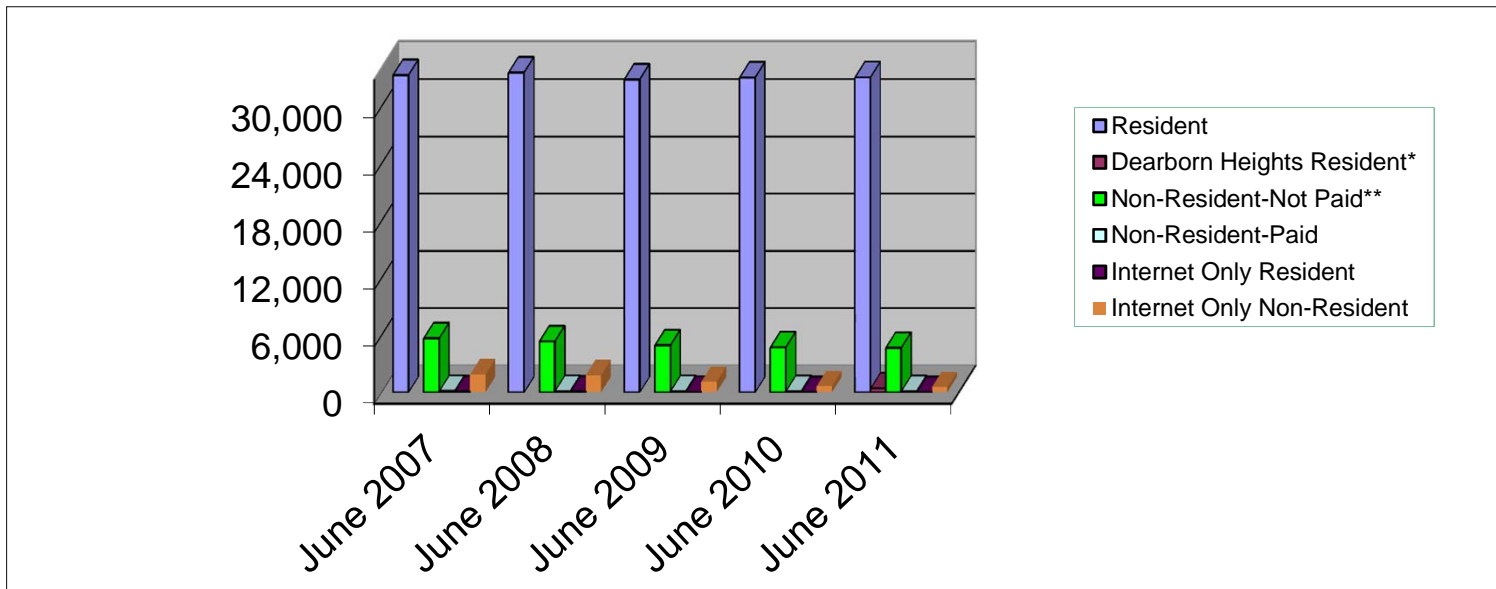
### Active Library Card Holders At End of Each Fiscal Year

	June 2007	June 2008	June 2009	June 2010	June 2011
Resident	33,259	33,533	32,800	33,002	33,025
Dearborn Heights Resident*					401
Non-Resident-Not Paid**	5,666	5,331	4,927	4,713	4,650
Non-Resident-Paid	132	120	116	109	108
Internet Only Resident	84	77	30	11	9
Internet Only Non-Resident	1,862	1,770	1,089	628	538
<b>TOTAL</b>	<b>41,003</b>	<b>40,831</b>	<b>38,962</b>	<b>38,463</b>	<b>38,731</b>

Active Library Card Holder is defined as a patron who has renewed their card within the last three years  
(State standard)

\*Reciprocal Borrowing agreement effective March 1, 2011

\*\*Includes Dearborn Heights residents in Dearborn School District



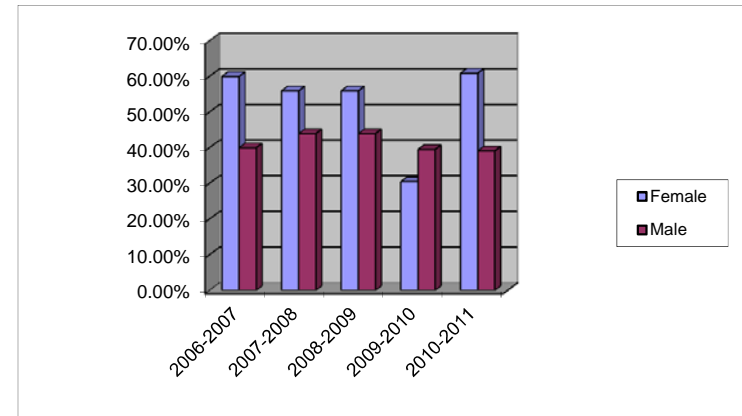
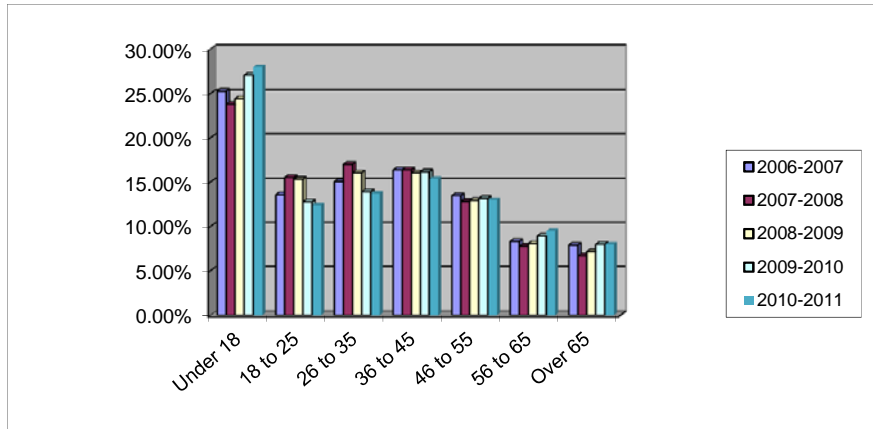
### Active Borrowers by Age and Gender\*

By age:

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Under 18	25.28%	23.78%	24.40%	27.04%	28.00%
18 to 25	13.58%	15.55%	15.33%	12.78%	12.40%
26 to 35	15.06%	17.02%	16.06%	13.91%	13.70%
36 to 45	16.38%	16.40%	16.04%	16.18%	15.40%
46 to 55	13.46%	12.83%	12.95%	13.17%	13.00%
56 to 65	8.32%	7.76%	8.06%	8.94%	9.50%
Over 65	7.91%	6.67%	7.16%	7.98%	8.00%

By gender:

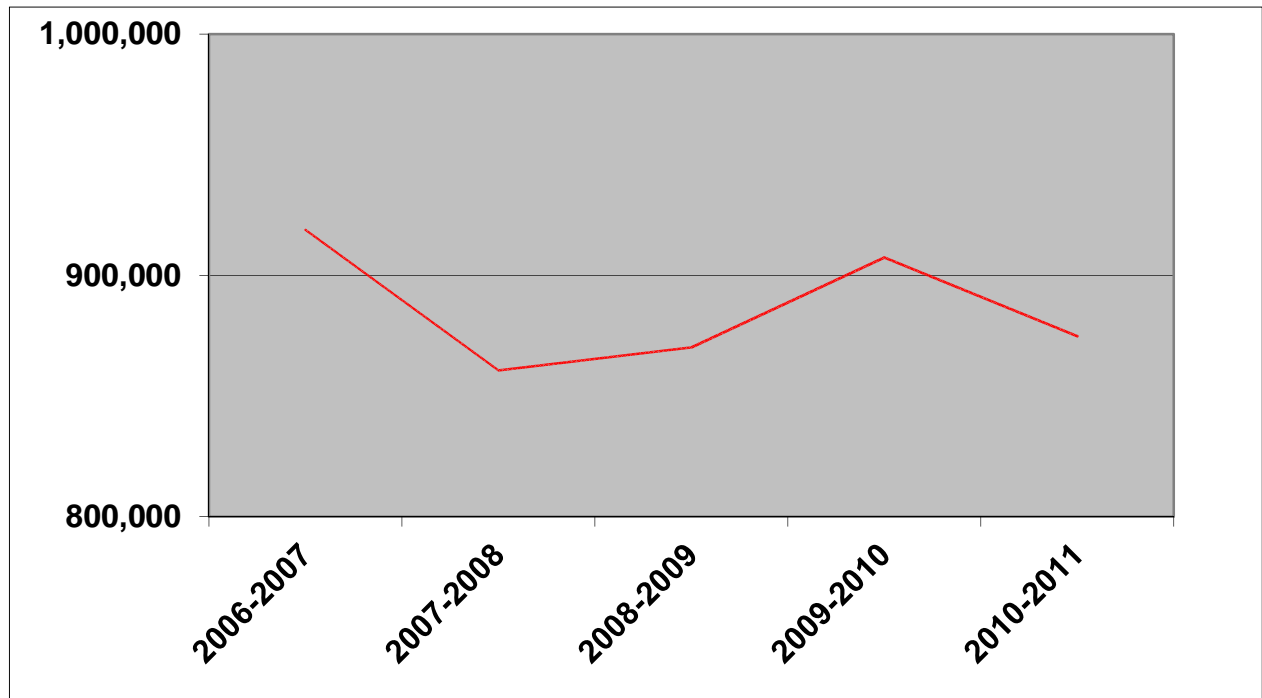
	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Female	60.00%	56.00%	56.00%	30.49%	60.90%
Male	40.00%	44.00%	44.00%	39.51%	39.10%



\*Active Borrower is defined as a person who has used their library card once during the fiscal year

## Total Circulation

Total Circulation	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
	918,886	860,642	870,252	907,385	874,771

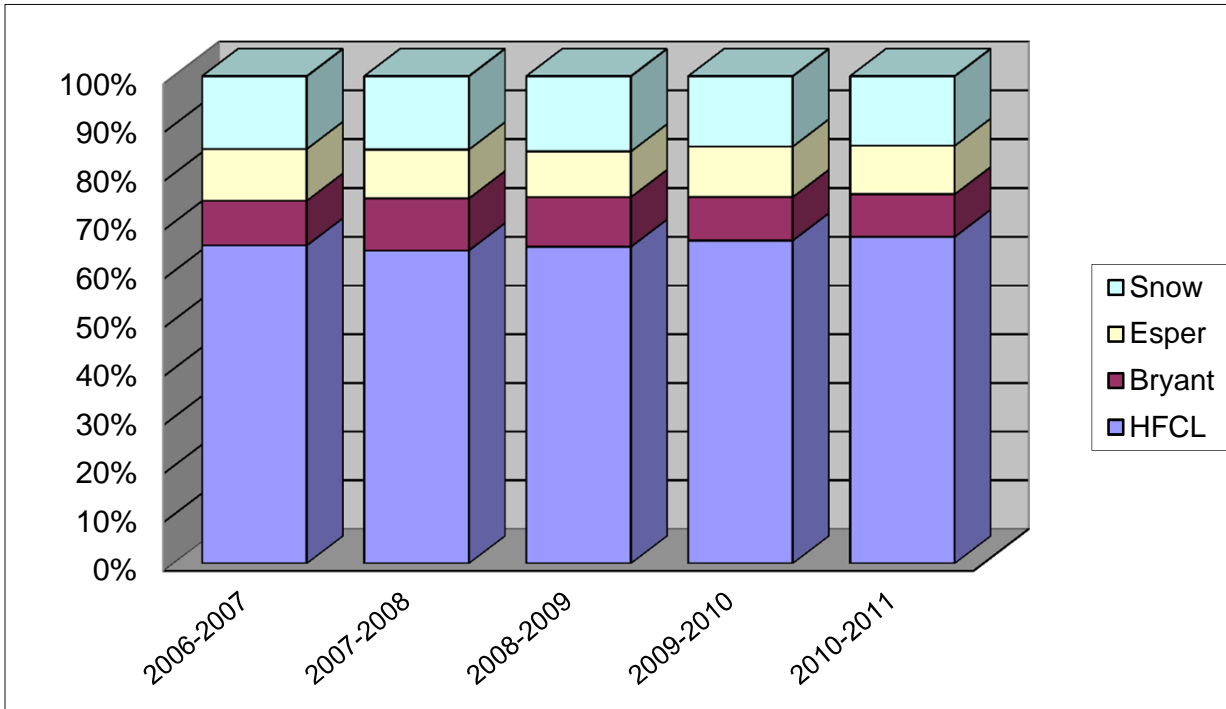


**Factors Contributing to Reductions in Circulation statistics**

- December 2006: DVD loan period changed from 2 days to 1 week;  
CD music loan period changed from 7 days to 14 days
- September 2010: Branches changed to Popular Material Libraries - no public programming

### Branch Percentage of Circulation

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
HFCL	65.34%	64.26%	64.66%	66.35%	67.10%
Bryant	9.17%	10.67%	10.12%	8.91%	8.74%
Esper	10.60%	10.00%	9.30%	10.35%	9.92%
Snow	14.89%	15.00%	15.30%	14.39%	14.24%



### Type of Circulation Checkout / Renewal / Download

	2006-2007	2007-2008	2008-2009	2009-2010*	2010-2011
Checkout	683,626	657,161	658,553	686,120	657,001
Phone Renewals	114,711	92,598	71,952	32,096	28,531
Regular Renewals	15,732	15,121	25,664	63,769	58,852
Self Renewals (OPAC)	104,917	95,762	108,767	116,868	114,345
Digital Downloads		1,964	5,316	8,532	12,517
<b>TOTAL CIRCULATION**</b>	<b>918,886</b>	<b>862,606</b>	<b>870,252</b>	<b>907,385</b>	<b>871,246</b>

**\*With installation of Telemessaging 3 (TM3) in March 2009 - renewals are counted differently:**

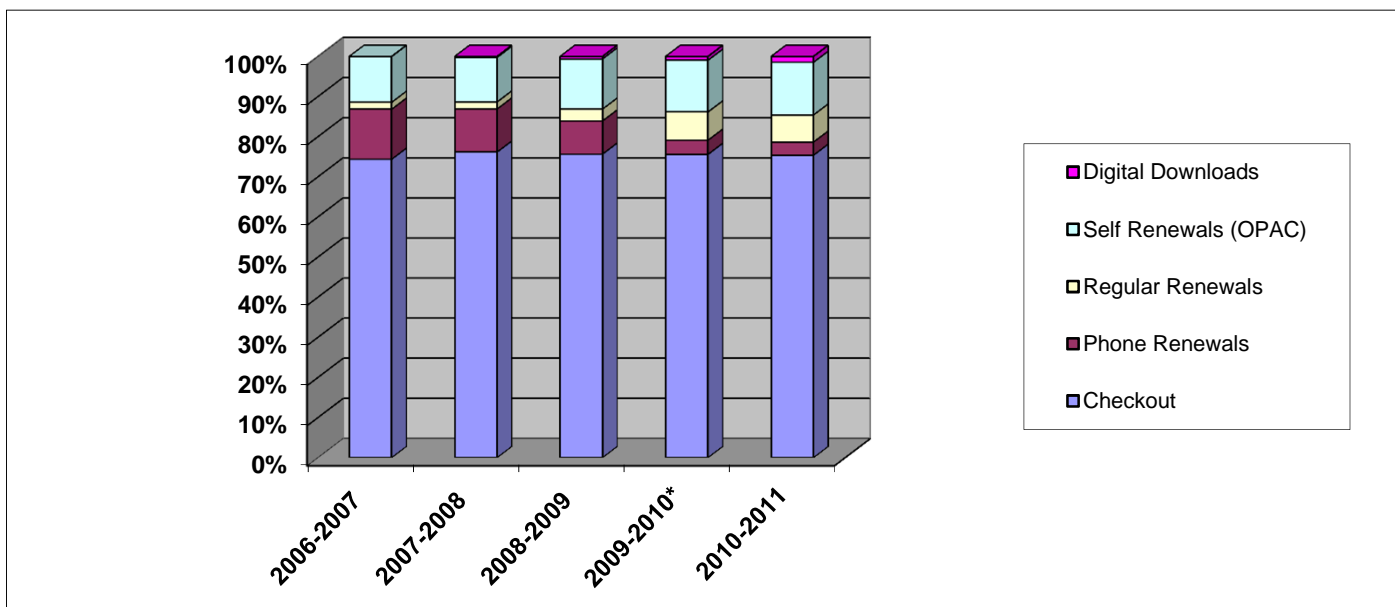
**Phone renewals** Staff member renews and selects the option that material is not present

**Regular Renewals** Staff renew when material IS present OR renewed by patron through TM3

**Self-renewal** Patron renews through OPAC, from home, or in the library

**Prior to 2009-2010, Telecirc renewals were counted in phone renewals, not regular renewals**

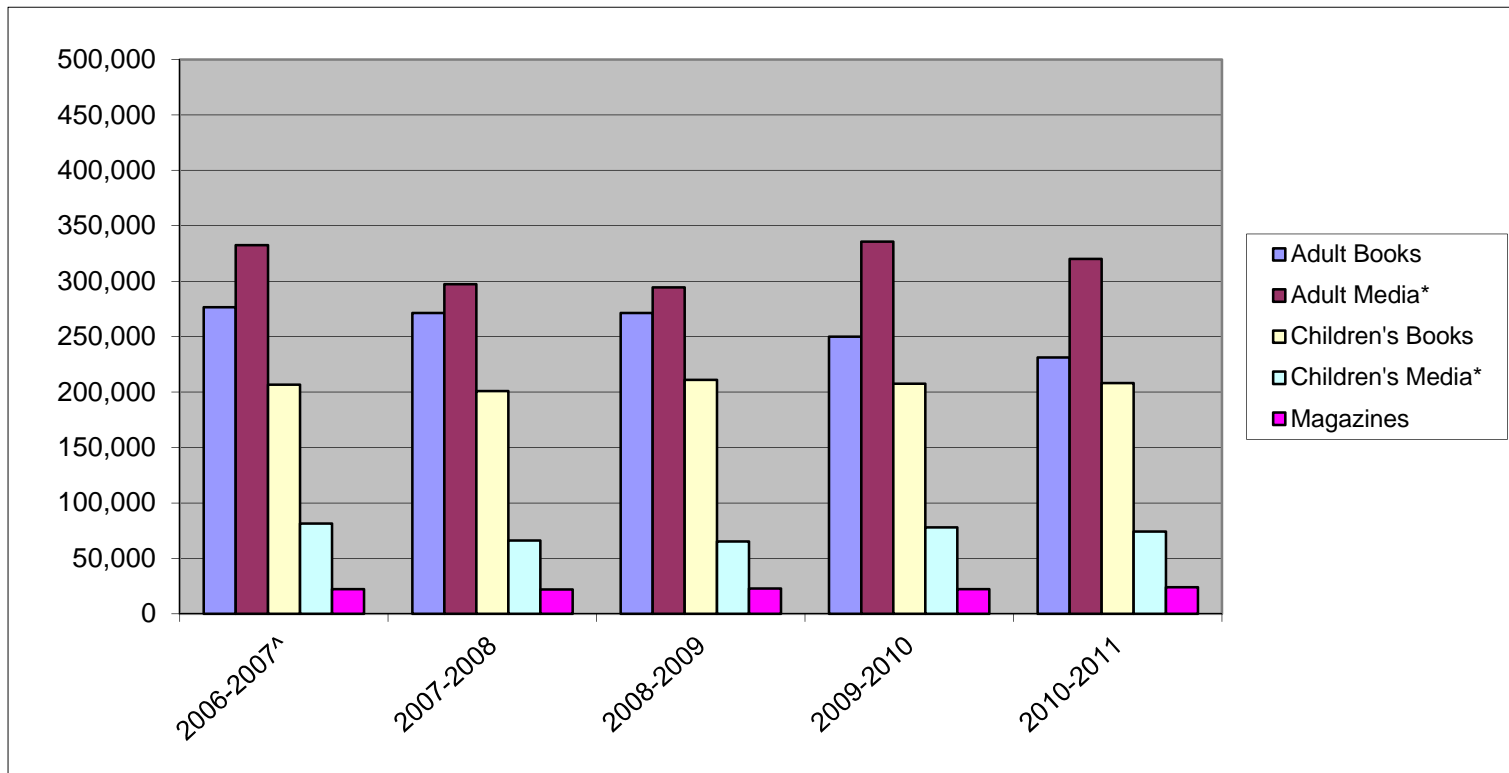
**\*\* Does not include miscellaneous circulation such as book club kits, shut-in deliveries, etc.**



## Circulation by Format

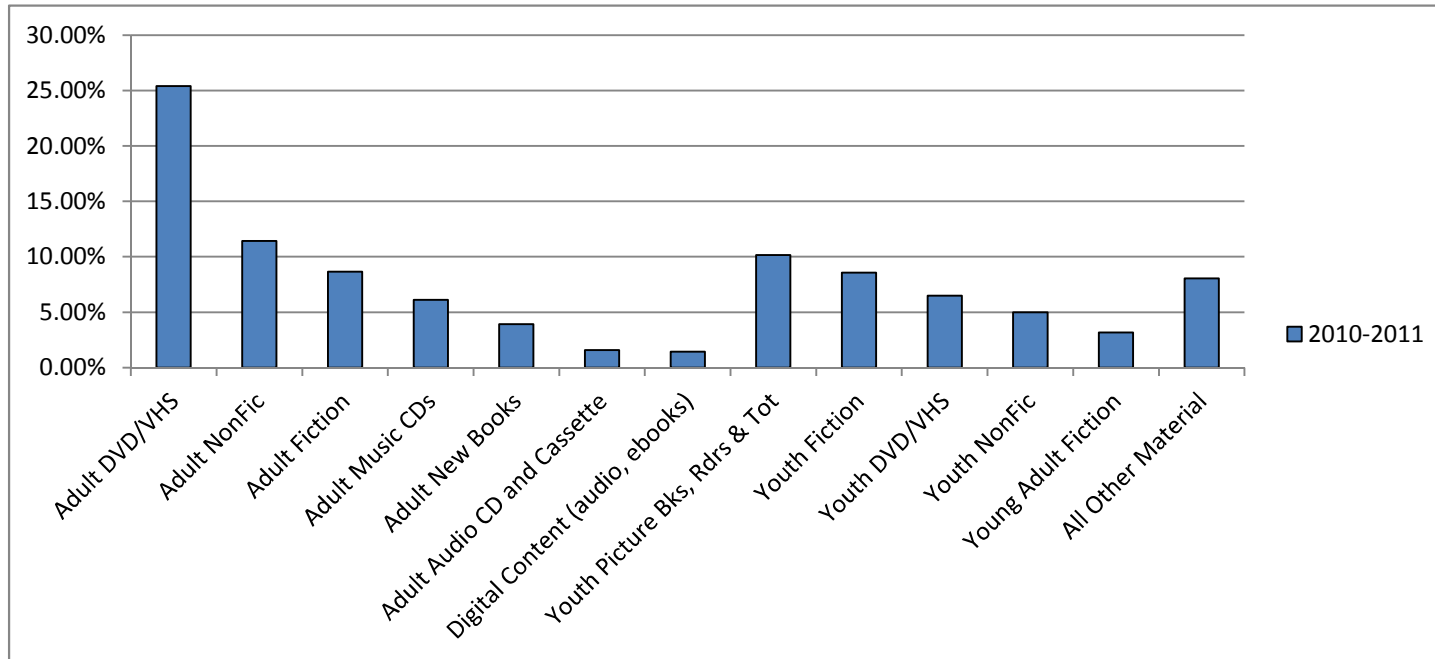
	<b>2006-2007<sup>^</sup></b>	<b>2007-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>
Adult Books	276,588	271,397	271,220	250,007	231,176
Adult Media*	332,351	297,394	294,482	335,755	320,010
Children's Books	206,626	200,768	211,120	207,629	208,204
Children's Media*	81,470	66,071	65,330	77,944	74,349
Magazines	22,358	22,082	22,888	22,277	23,928

\* Media = Audio (CD, cassette, kits), Video/DVD, CD-Rom  
<sup>^</sup>Loan period for video/DVD and CD increased



## Most Popular Circulating Items

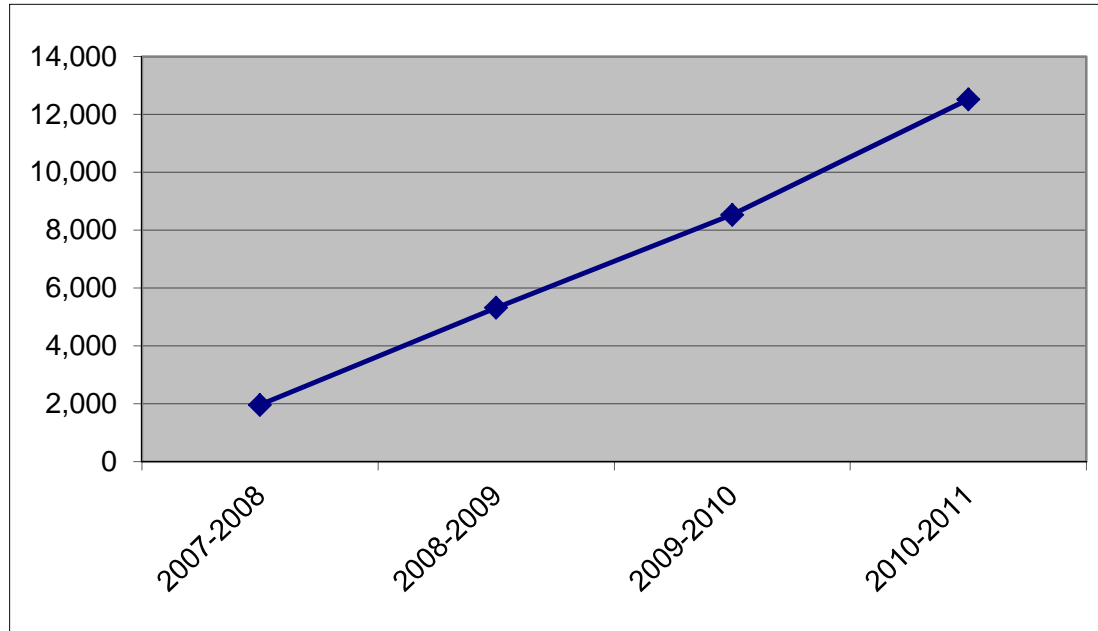
COLLECTION	2010-2011
Adult DVD/VHS	25.41%
Adult NonFic	11.44%
Adult Fiction	8.66%
Adult Music CDs	6.13%
Adult New Books	3.91%
Adult Audio CD and Cassette	1.59%
Digital Content (audio, ebooks)	1.43%
Youth Picture Bks, Rdrs & Tot	10.16%
Youth Fiction	8.58%
Youth DVD/VHS	6.49%
Youth NonFic	4.98%
Young Adult Fiction	3.18%
All Other Material	8.04%



## Circulation Digital Download

2007-2008	2008-2009	2009-2010	2010-2011
1,964	5,316	8,532	12,517

Digital Download Service begins September 2007



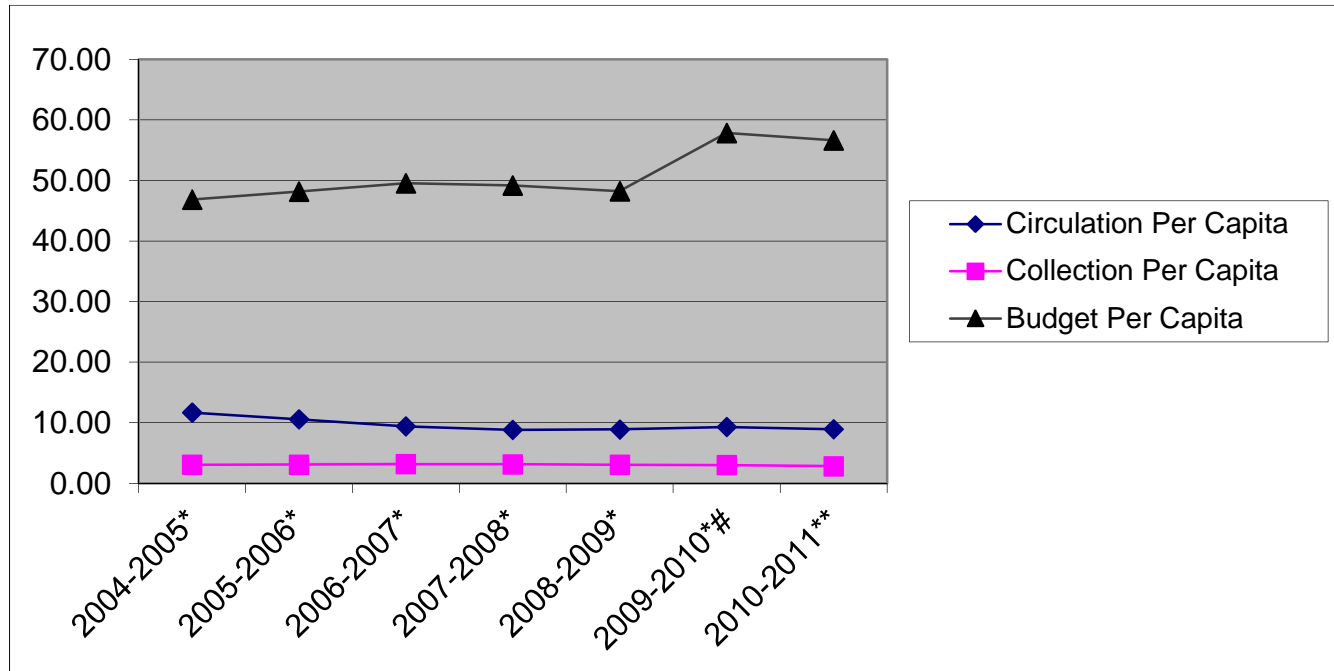
## Per Capita Data

	2004-2005*	2005-2006*	2006-2007*	2007-2008*	2008-2009*	2009-2010*#	2010-2011**
Circulation Per Capita	11.69	10.58	9.40	8.80	8.90	9.28	8.91
Collection Per Capita	3.07	3.09	3.16	3.14	3.06	3.00	2.82
Budget Per Capita	46.84	48.19	49.57	49.17	48.24	57.87	56.61

\*Based on Population of 97,775

\*\*Based on Population of 98,153 (2010 census)

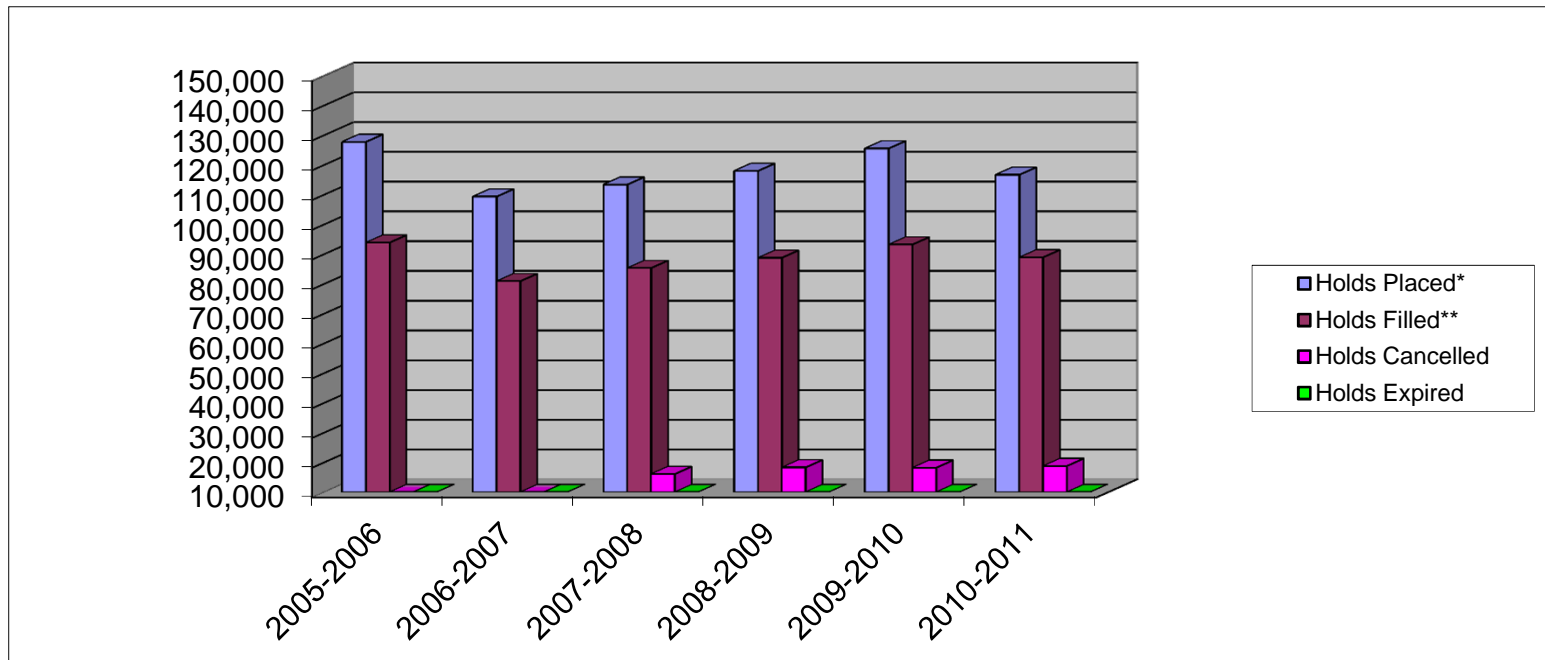
#Budget for FY2009-2010 forward - includes indirect costs such as insurance, utilities, building services, power house, MIS services



## Holds Placed/Filled/Cancelled

	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Holds Placed*	127,720	109,325	113,358	117,953	125,503	116,653
Holds Filled**	93,875	80,900	85,312	88,746	93,207	88,903
Holds Cancelled	N/A	N/A	16,048	18,268	18,170	18,748
Holds Expired	N/A	N/A	277	192	115	83
<b>% Library Could Not Fill</b>	N/A	N/A	<b>0.24%</b>	<b>0.16%</b>	<b>0.09%</b>	<b>0.07%</b>
<b>% Patron-Did Not Pick Up</b>	N/A	N/A	<b>14.16%</b>	<b>15.49%</b>	<b>14.48%</b>	<b>16.07%</b>

Patron requests an item  
 Patron picks up item  
 Patron cancels or does not pick up  
 Library unable to find item



\*"Holds Placed" are patron request to be notified when a checked out item is returned.

\*\*"Holds Filled" are held items that have been picked up by the patron.

## Computers

	<b>2006-2007</b>	<b>2007-2008</b>	<b>2008-2009</b>	<b>2009-2010</b>	<b>2010-2011</b>
Public Internet PCs*	104	104	104	104	104
Public PCs**	54	54	57	61	62
Service Desk PCs	21	21	21	21	21
Staff PCs	56	56	56	56	56
Servers/Imagers	18	18	18	17	16

### Public Internet PCs by Location

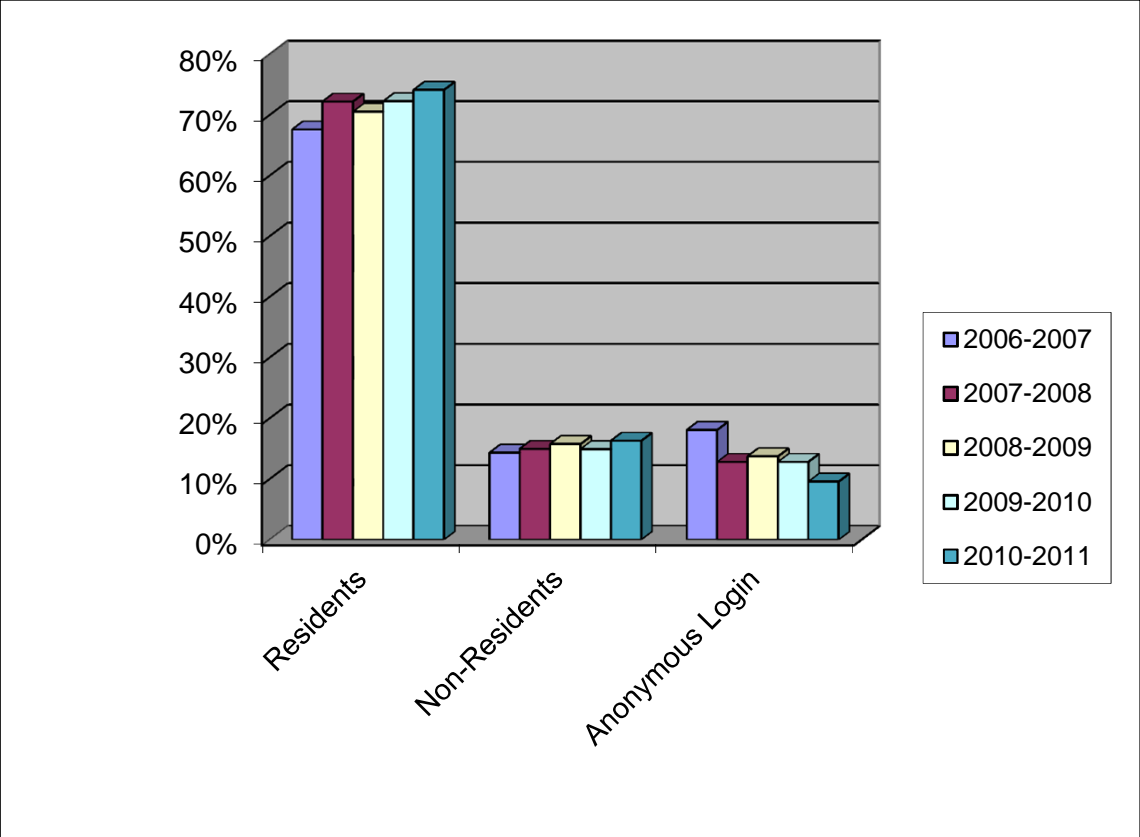
	<b>2009-2010</b>	<b>2010-2011</b>
HFCL	61	61
Bryant	7	7
Esper	26	26
Snow	10	10

\*Public Internet PCs are able to access the internet, the library catalog, and library databases

\*\*Public PCs do not access the Internet; These include library catalog PCs, database PCs, Self-Check, Printer Server, and Training PCs

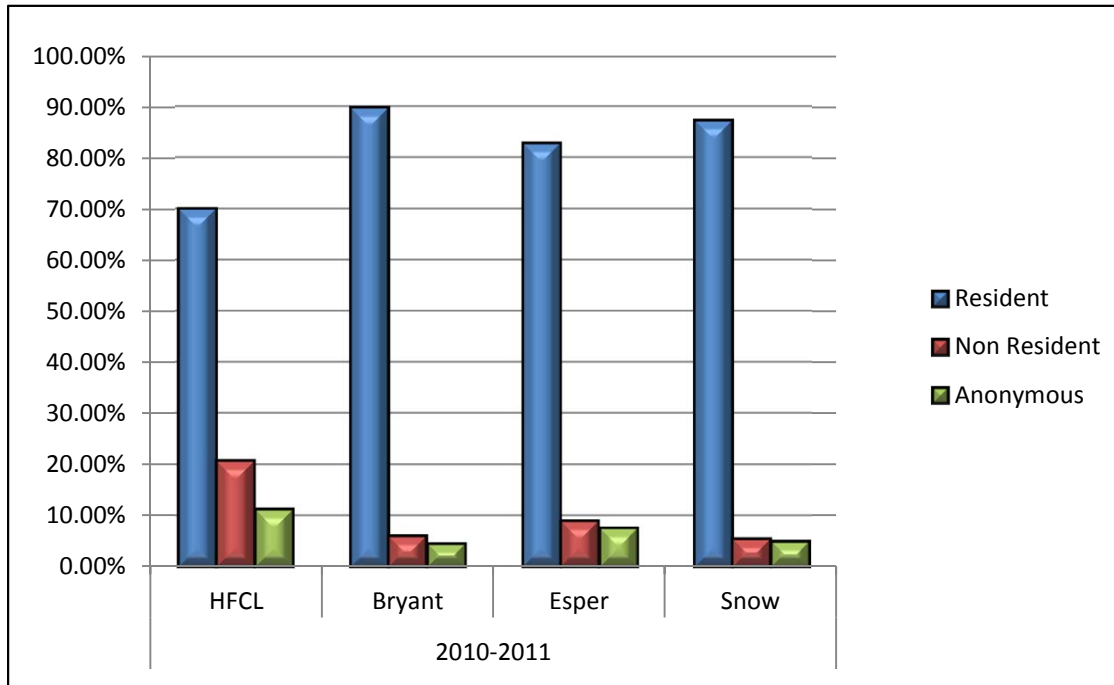
### In Library Public Computer Use by Residency

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011
Residents	67.60%	72.21%	70.53%	72.25%	74.13%
Non-Residents	14.32%	14.97%	15.75%	14.93%	16.29%
Anonymous Login	18.08%	12.82%	13.72%	12.82%	9.57%



## Computer Use by Branch and by Residency

	2010-2011			
	HFCL	Bryant	Esper	Snow
Resident	70.09%	89.83%	82.90%	87.34%
Non Resident	20.73%	6.12%	9.04%	5.51%
Anonymous	11.24%	4.58%	7.63%	5.04%



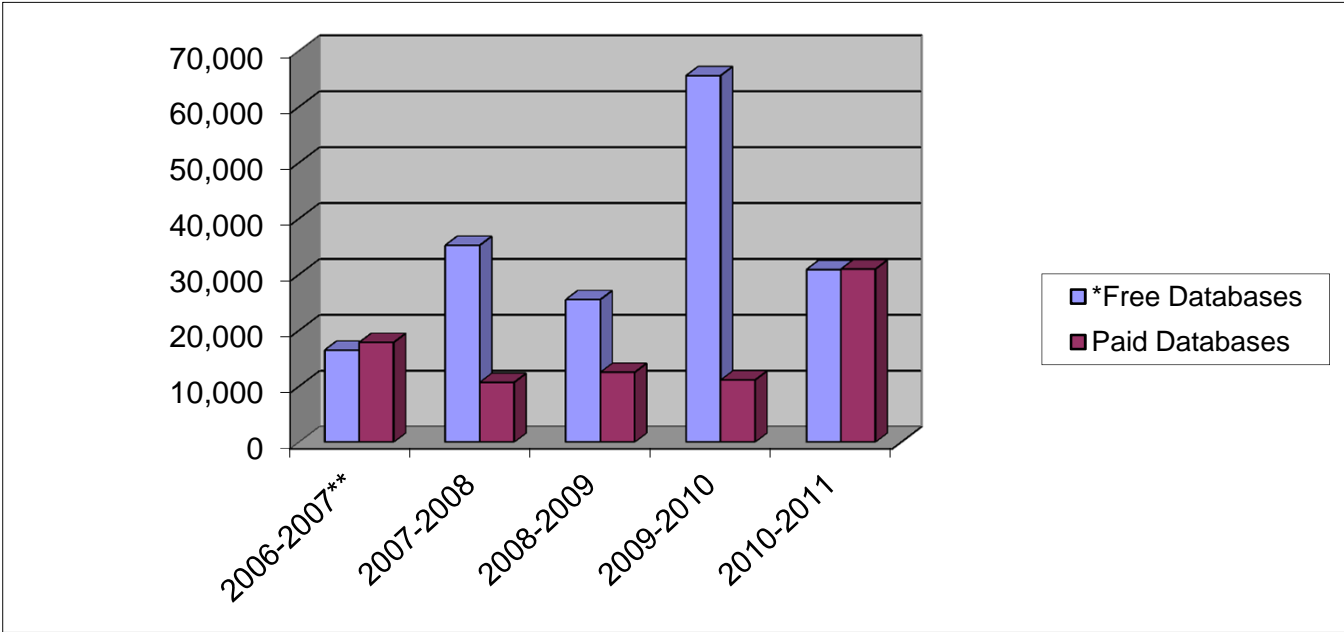
### Online Database Usage

	2006-2007**	2007-2008	2008-2009	2009-2010	2010-2011
*Free Databases	16,472	35,224	25,509	65,576	30,887
Paid Databases	17,838	10,709	12,498	11,116	30,949

\*Free from State of Michigan

\*\*Gale Corp changed their counting mechanism

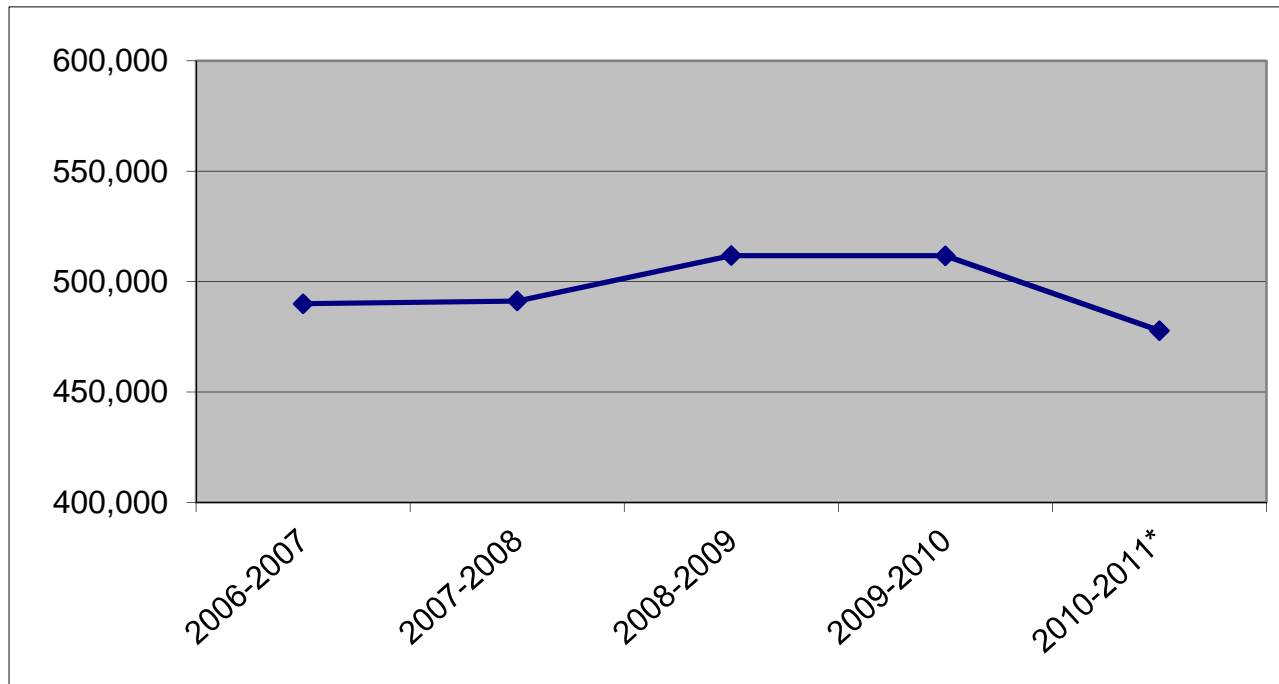
While these statistics reflect usage, each year may reflect different online databases



## Library Visits

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
Library Visits	489,984	491,259	511,809	511,737	477,827

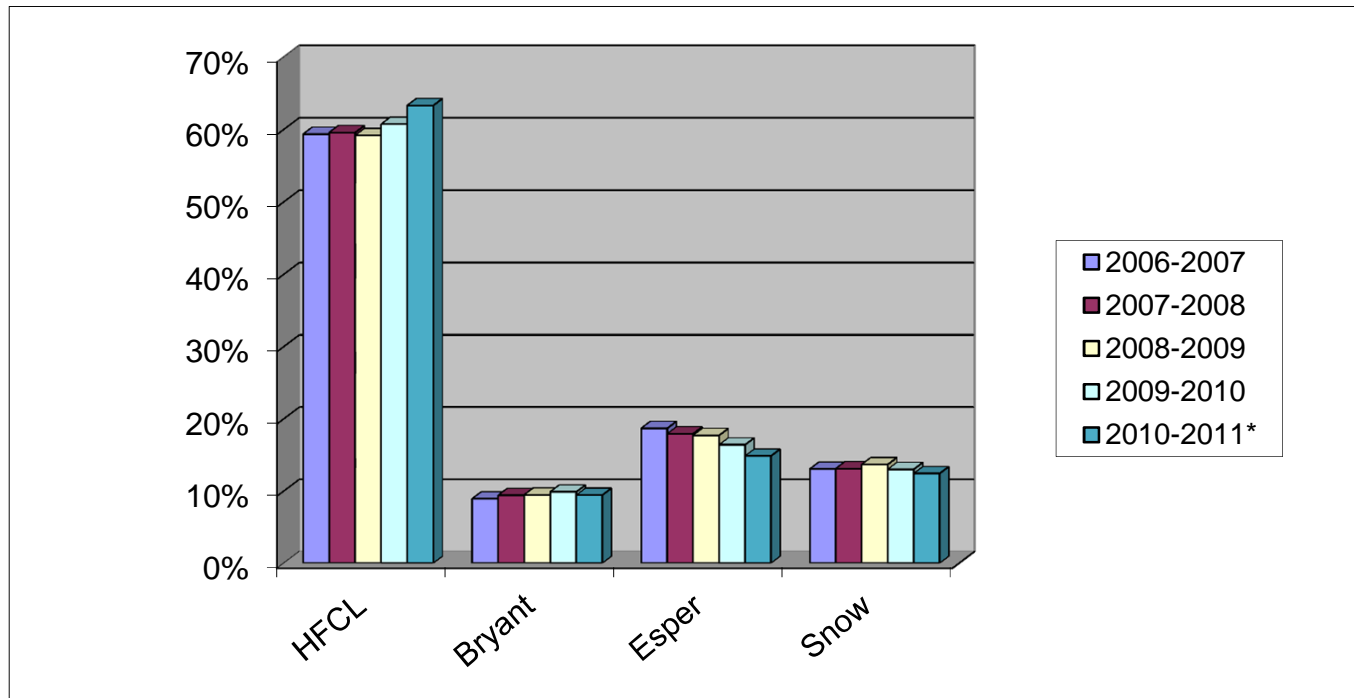
\*September 2010 - Branch libraries become Popular Material Libraries - no public programming



## Library Visits by Branch

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	59.35%	59.57%	59.17%	60.72%	63.30%
Bryant	8.93%	9.40%	9.46%	9.88%	9.43%
Esper	18.68%	17.93%	17.70%	16.40%	14.85%
Snow	13.04%	13.10%	13.67%	13.00%	12.42%

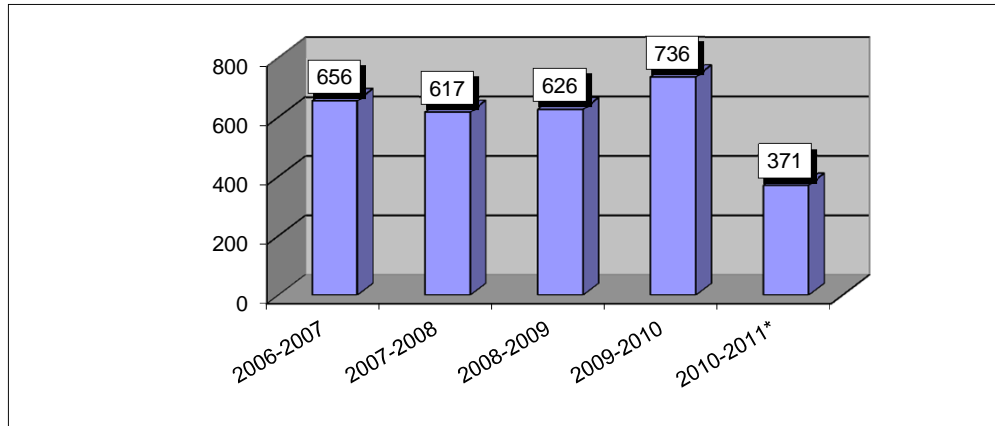
\*September 2010 - Branch Libraries become Popular Material Libraries - no public programming



## Library Programs

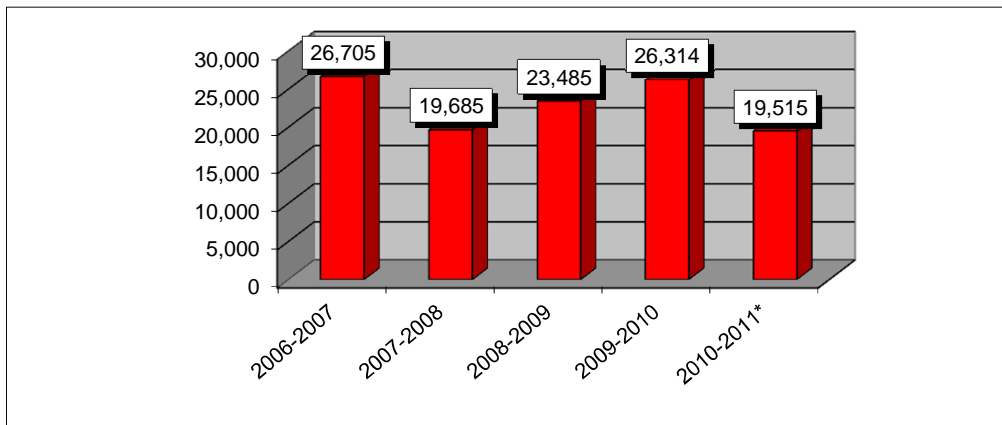
### Number of Library Programs

2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
656	617	626	736	371



### Number of Participants

2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
26,705	19,685	23,485	26,314	19,515



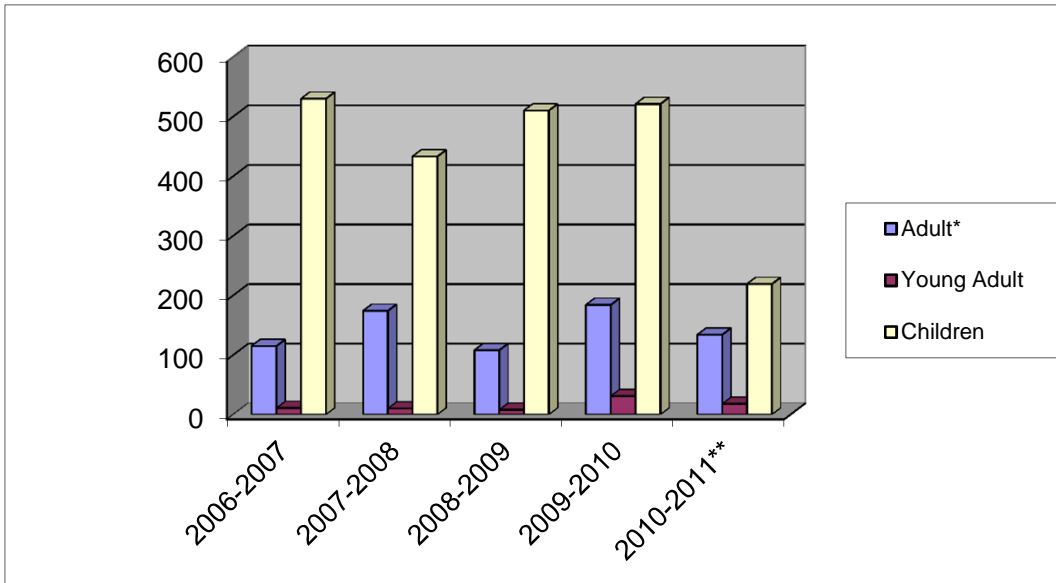
\*No public programming at branch libraries beginning September 2010

## Library Programs by Age Group

### Number of Programs

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011**
Adult*	115	174	108	184	134
Young Adult	11	10	8	31	18
Children	530	433	510	521	219

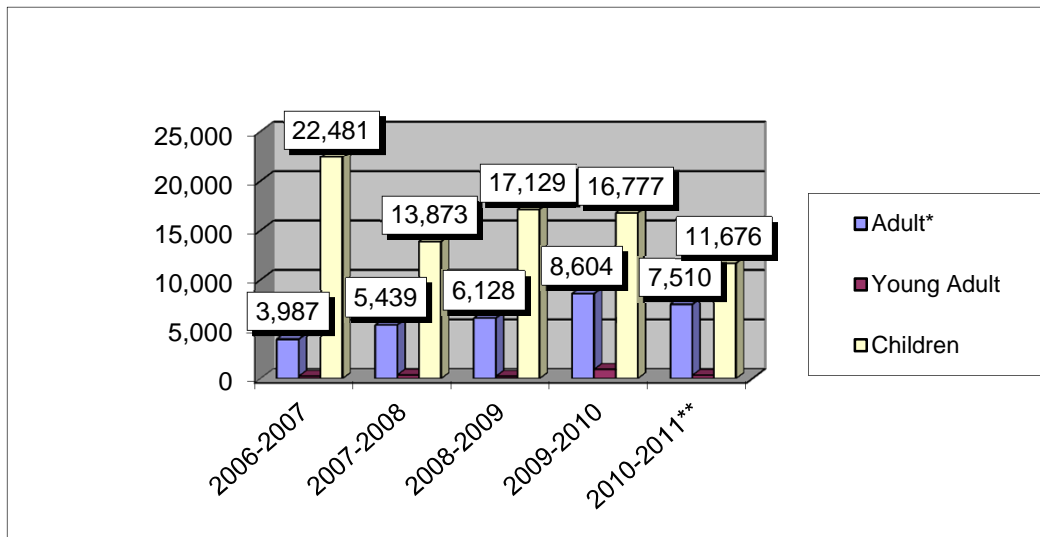
\*FY2009-2010 Library Administration programs counts added to Adult statistics



### Number of Participants

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011**
Adult*	3,987	5,439	6,128	8,604	7,510
Young Adult	237	373	228	933	329
Children	22,481	13,873	17,129	16,777	11,676

\*FY2009-2010 Library Administration programs counts added to Adult statistics

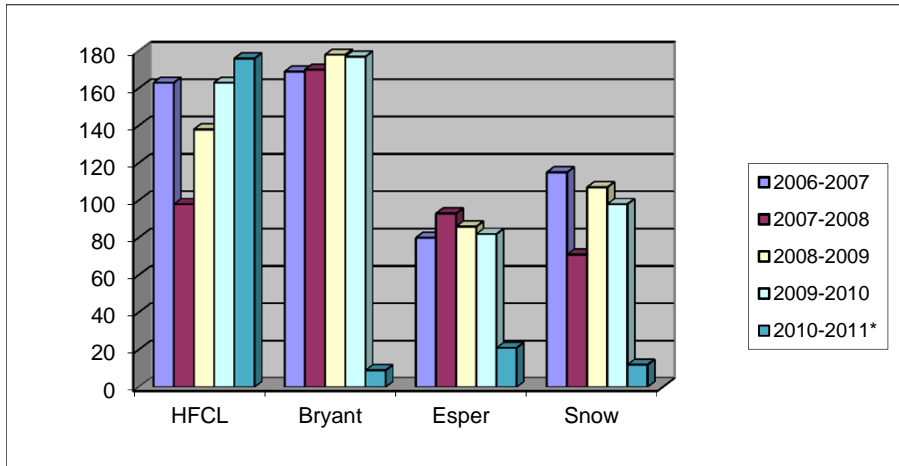


\*\*No public programming at branch libraries beginning September 2010

## Youth Programs By Branch

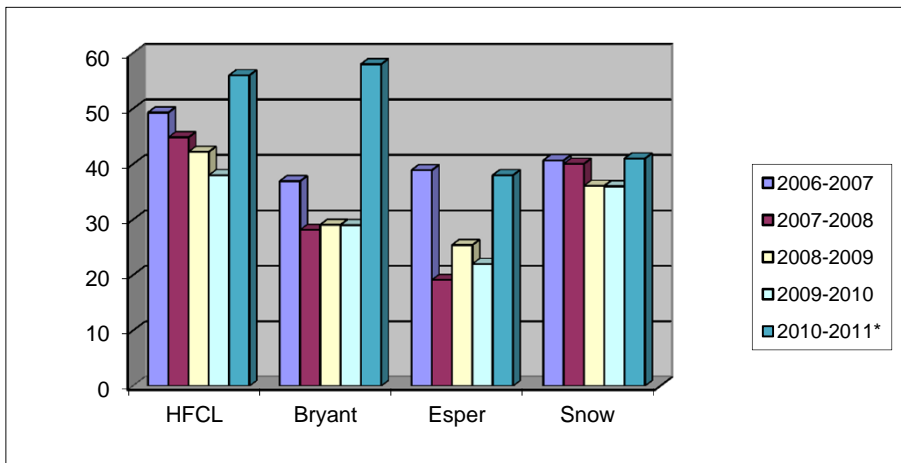
### Youth Services Programs By Branch

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	163	98	138	163	176
Bryant	169	170	178	177	9
Esper	80	93	86	82	21
Snow	115	71	107	98	12



### Average Participation

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	49.29	44.83	42.22	38.00	56.00
Bryant	36.92	28.14	29.06	29.00	58.00
Esper	38.90	19.12	25.42	22.00	38.00
Snow	40.68	40.06	36.09	36.00	41.00

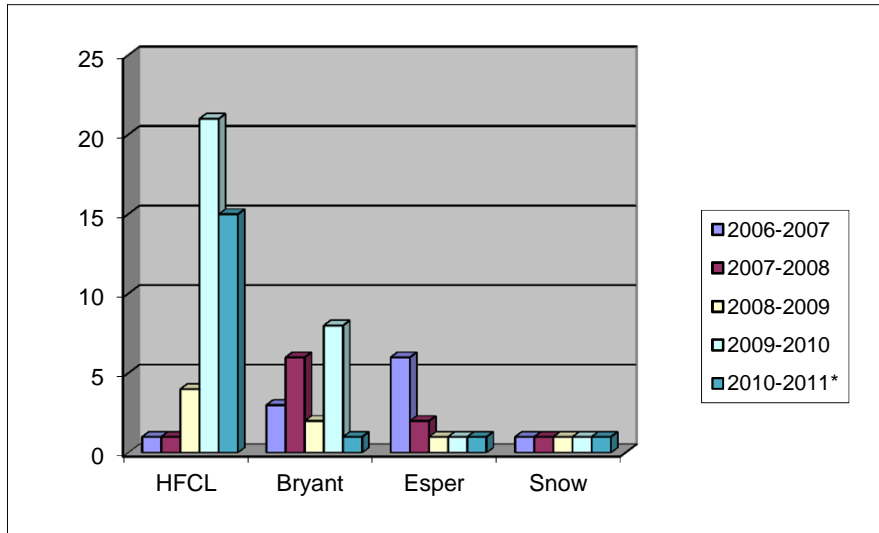


\*No public programming at branch libraries beginning September 2010

## Young Adult Programs by Branch

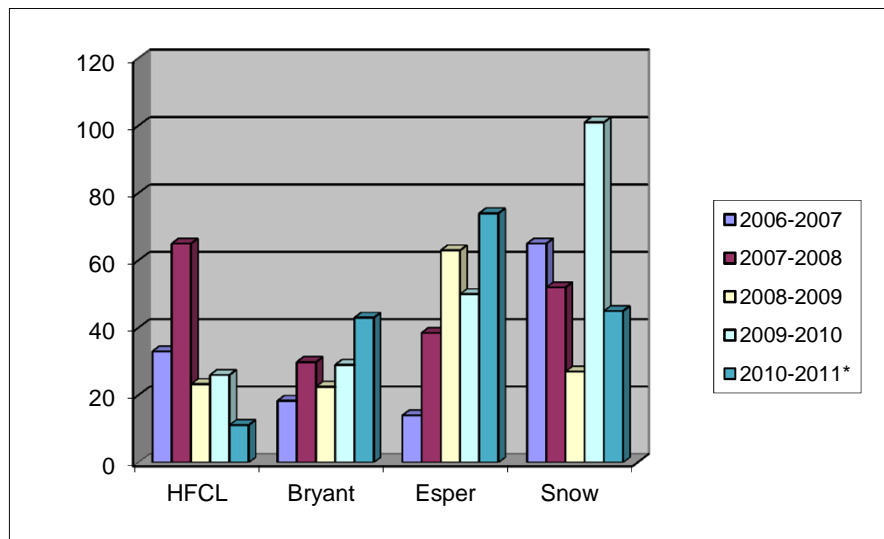
### Young Adult Programs by Branch

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	1	1	4	21	15
Bryant	3	6	2	8	1
Esper	6	2	1	1	1
Snow	1	1	1	1	1



### Average Participation

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	33	65	23	26	11
Bryant	18	30	23	29	43
Esper	14	39	63	50	74
Snow	65	52	27	101	45

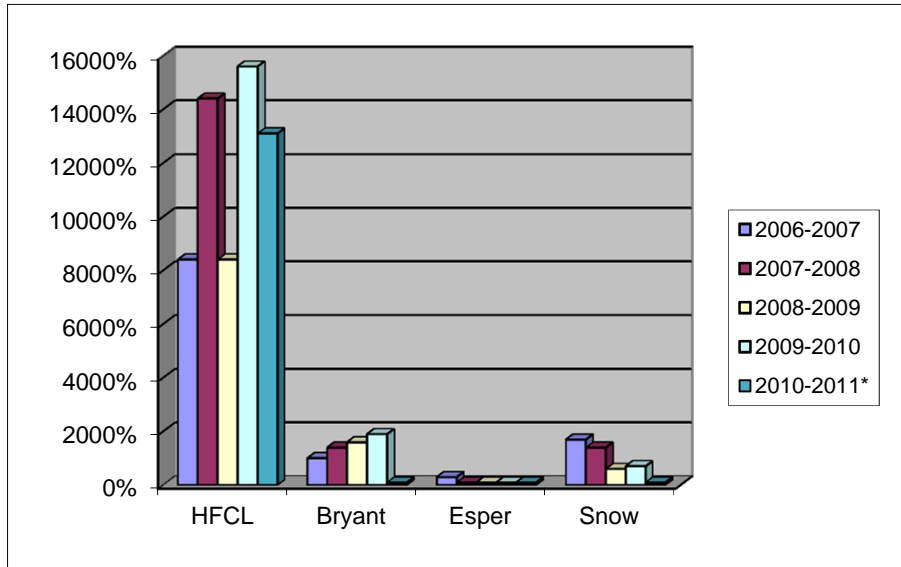


\*No public programming at branch libraries beginning September 2010

## Adult Programs By Branch

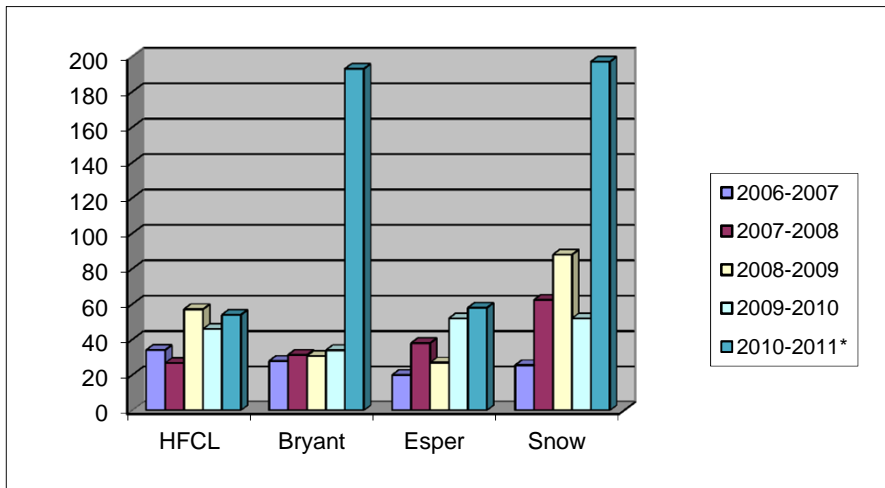
### Adult Programs By Branch

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	84	144	84	156	131
Bryant	10	14	16	19	1
Esper	3	1	1	1	1
Snow	17	14	6	7	1



### Average Participation

	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011*
HFCL	34	27	57	46	54
Bryant	28	31	31	34	193
Esper	20	38	27	52	58
Snow	26	62	88	52	197



\*No public programming at branch libraries beginning September 2010