

2018-2019



ANNUAL REPORT

MCPL Leadership



Steven V. Potter
MCPL Director & CEO

Every year has 12 months, four seasons, 52 weeks, and 365 days. 2018-2019 proved to be a special fiscal year with motivation to consider Mid-Continent Public Library's accomplishments and to think about the future.

This year, MCPL's Capital Improvement and Replacement plan was in full swing. This comprehensive and ambitious plan to update or replace 35 buildings was part of the promises made to voters during the 2016 Proposition L campaign. By the end of the 2018-2019 fiscal year, 15 of the Library's projects were underway or complete.

This year, the Library took important steps to execute the strategic plan adopted at the end of the 2018. The new plan helped to shape our guiding principles and created new baseline measurements for success that included market penetration and active accounts. Within the Library district, 48% of households have at least one active Library card, which is 15% higher than MCPL's peer libraries. One year after receiving their card, 59% of new account holders are still active, exceeding MCPL's peers by 13%.

Like many businesses, MCPL started measuring its Net Promoter Score to find out how people feel about the Library and its services. MCPL's score is 91. By comparison, Apple's score is 72 and Amazon's is 68. MCPL's score is even more impressive when one considers the disruption due to branch closings for remodeling.

This year provided an opportunity for the Library to collaborate with the Fort Osage School District and Community Services League to create a new library and food pantry at the Farview Neighborhood Library. With these partners, the Library is making a difference by providing intellectual and nutritional sustenance to a community in need.

Twelve months from now, 27 construction projects will be completed or will be nearing completion. Four seasons from now, another 25,000 children will have avoided the summer slide through participation in the Summer Learning Program, and scores of small business owners will have received help with their companies. In 52 weeks, MCPL will have helped hundreds of people tell their stories at The Story Center and find their past at the Midwest Genealogy Center. Most importantly, MCPL will still be providing the service you expect.

Thankfully 2020 is a leap year! I suspect we are going to need that extra day to do everything we must to provide the best library experience in the United States.

BOARD OF TRUSTEES

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MISSION STATEMENT

Mid-Continent Public Library's mission is to enrich our citizens and communities through expanding access to innovation, information, ideas, and inspiration.

VISION STATEMENT

Mid-Continent Public Library will provide the best library experience in the United States.

MCPL Core Services:

Total Transactions
13,049,147

The Library's core services make up the majority of its activity—circulation (book checkouts, etc.), internet use, programs and events, reference sessions, meeting room use, and other Library activities. To determine the health of the Library system, MCPL is monitoring the number of residents who actively engage with the Library, the total usage of core services, and customer satisfaction with Library services.



Total Number of Digital Items:
292,468

Total Number of Items in MCPL's Collection:
2,978,229

Physical Circulation
6,459,945

Digital Circulation
2,579,667

Views of MCPL Special Content Webpages
1,880,309

Use of Online Resources
890,225

Library Computer Sessions
437,406

Library Wi-Fi Sessions
309,173

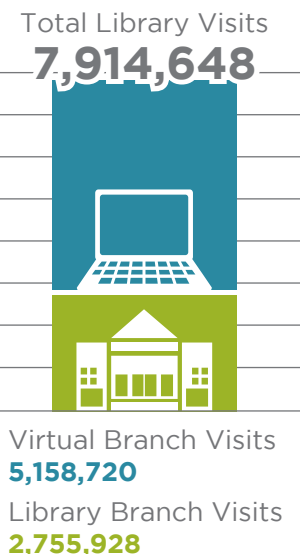
Attendance at Programs Held at Branches
242,522

Reference Questions
145,180

Attendance at Outreach Programs
90,022

Community Meeting Room Attendance
14,698

Customer Transactions



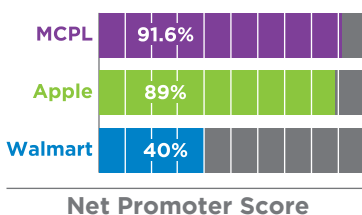
In one day at MCPL in the 2018-19 fiscal year, there were...



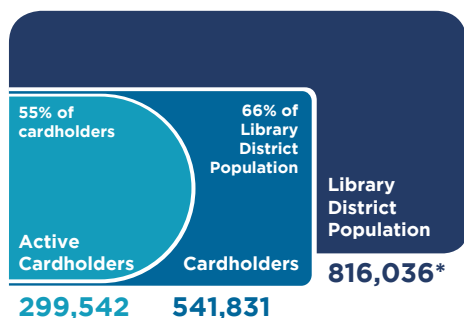
*based on number of days MCPL branches are open each year (355 days). All others are based on 365 days.

Customer Satisfaction

A **Net Promoter Score (NPS)** is a measure of the number of customers who, when asked, would support or promote the use of the Library compared to others who are not satisfied with Library service. The Library's goal is to achieve a Net Promoter Score of 92.0 or higher.



Population



*2018 U.S. Census Bureau estimate

Strategic Priority I

MCPL will cultivate literacy skills that prepare children and families for lifelong success.

Focusing on literacy skills is the most important thing a library can do to help create a better community and a bright future. MCPL has programs that focus on preparing children for kindergarten, help young students build skills necessary to read at grade level, and encourage adults to develop their literacy skills and engage in leisure reading.

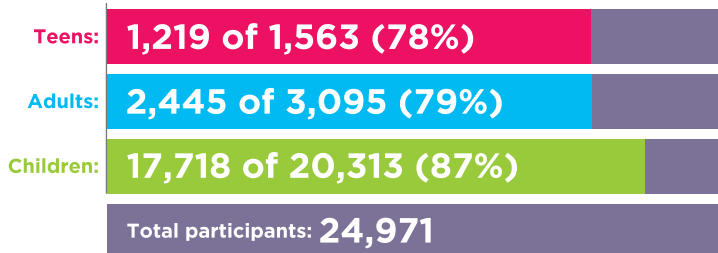
Summer Learning Program

- In 2018, nearly 25,000 kids, teens, and—for the first time—adults participated in MCPL’s annual Summer Learning Program, which strives to keep children intellectually engaged while they’re out of the classroom.



- The program’s theme was “Libraries Rock,” and the Library partnered with many local organizations to provide participants with prizes for their hard work.

Of all active participants, the following completed at least one level of the program.



Winter Reading Challenge



4,343 adults read
26,179 books
86% (3,735) participants earned a mug

The 2019 “Passport to Everywhere” theme encouraged adult customers to read five books with a great sense of setting over the span of two months. Those who completed the challenge earned a commemorative mug and qualified for an all-expenses-paid trip, courtesy of Vacation Express and KC102.1.

Children’s Material Circulation



Use of Child/ Student-Based Online Resources



Early Literacy Storytimes



Programs for Elementary School-Aged Children



Strategic Priority II

MCPL will connect citizens to innovative services and resources that expand opportunity and build community.

Square One Small Business Services



This program, supported in part by the Ewing Marion Kauffman Foundation, connects small business owners and entrepreneurs with MCPL resources and other organizations to help them launch or improve their businesses.

Small Business Owner Consultations



Sessions Using Business-Based Online Resources



“The Food Truck Workshop was eye opening. The speakers were amazing and educated in what they presented!”

Career Online High School



Made possible by your library and GALE CENGAGE Learning

Mid-Continent Public Library, in conjunction with Kansas City Public Library and Literacy KC, recruited qualified adult residents to participate in an online program that awards accredited high school diplomas and career certificates to students for free.



Health-Based Programs
(including yoga classes, blood drives, etc.)



Personal Finance Programs
(including Tax Help from AARP, FAFSA, Meal Planning on a Budget)



2019 Career Online High School Graduates



Strategic Priority III

MCPL will build the capacity of individuals and organizations to create and share their stories.

The Story Center



The Story Center, located at the Woodneath Library Center, helps customers create and share their stories and connect with the stories of others through programs, services, and resources. Its partnership with the Metropolitan Community College offers certificates for oral and written storytellers through its certification program.



Woodneath Press, the Library's in-house publishing imprint, published its sixth book, *Front Lines to Headlines: The World War I Overseas Dispatches of Otto P. Higgins* by James J. Heiman, in April of 2018.

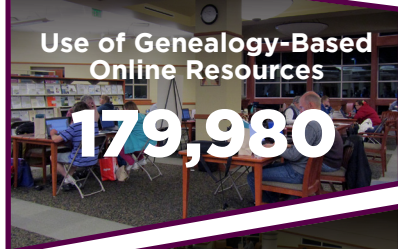
Midwest Genealogy Center



MIDWEST
GENEALOGY
CENTER



The Midwest Genealogy Center is the largest public family history library in the United States and provides customers access to resources that allow them to discover and share their family's history and stories.



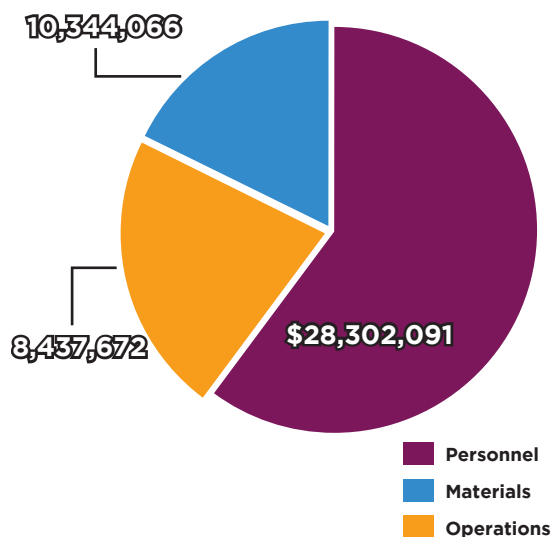
Library Value Calculator: Taxpayer Savings by Using these Library Services

Adult Books Borrowed	\$52,036,375
Youth Books Borrowed	\$40,911,750
Movies Borrowed	\$3,758,274
Music Borrowed	\$2,096,838
Audiobooks Borrowed	\$6,447,450
Items Used in Library	\$1,302,428
Interlibrary Loan	\$1,816,350
Downloadable Audiobooks	\$22,541,150
Downloadable Books	\$23,074,725
Downloadable Magazines	\$118,488
Hours of Computer Use	\$3,805,044
Free Wi-Fi Sessions	\$927,519
Newspapers Viewed Online	\$84,673
Database Searches	\$24,494,040
Genealogy Research Resources	\$3,599,600
Programs and Classes Attended	\$2,425,220
Online Courses and Training Sessions	\$5,456,775
Live Online Tutoring Sessions	\$247,720
Tax Help - Seniors Served	\$1,730,560
Reference Questions Asked	\$2,177,700
Total	\$192,363,139
\$3.45 in services for every tax dollar received	

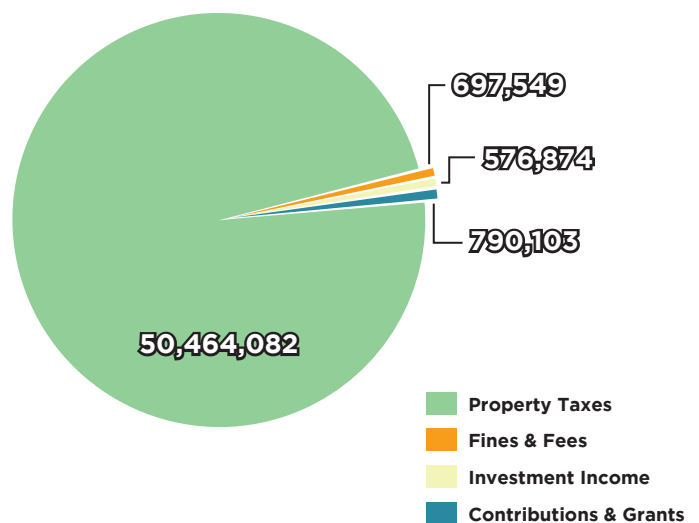
Finances

	Operating Fund	Capital Project Fund	Debt Service Fund	Nonmajor Governmental Funds
Revenues:				
Property Taxes	\$ 50,464,082	\$ -	\$ 7,500,000	\$ -
Fines and Fees	697,549	-	-	-
Investment Income	576,874	2,290,722	-	3,625
Contributions and Grants	790,103	827,880	-	217,665
Total Revenues:	52,528,608	3,118,602	7,500,000	221,290
Expenditures:				
Payroll and Benefits	28,302,091	-	-	-
Library Materials	10,344,066	-	-	-
Library Operations	8,437,672	-	6,576,937	131,942
Capital Outlay:				
Woodneath Historical House	-	209,266	-	-
Capital Improvement/Replacement	-	20,718,517	-	-
Other Projects	-	-	-	-
Total Expenditures:	47,083,829	20,927,783	6,576,937	131,942
Other Financing Sources (uses):				
Fund Transfer In (Out)	(-3,700,000)	3,700,000	-	-
Property Disposal	-	67,400	-	-
Fund Balances, Beginning of Year	29,453,506	96,220,246	-	418,198
Fund Balances, End of Year	\$ 31,198,285	\$ 82,178,465	\$ 923,063	\$ 507,546

Operating Fund Expenditures



Operating Fund Revenues





15616 E. US Hwy. 24
 Independence, MO 64050-2098
 Phone: 816.836.5200
 mymcppl.org

@mymcppl | 23,000 followers

@mcplmo | 4,700 followers

To learn more about these projects,
 visit mymcppl.org/Community.

A New Library Experience: Completed Projects

As part of the promise made to improve its facilities for 21st century Library customers, MCPL, in conjunction with JE Dunn, SAPP Design Associates Architects, and Helix Architecture + Design, launched its Capital Plan projects in June 2018.

Renovations varied by branch based on individual community needs and the building's condition. The goal was to create more intentional spaces, including community and meeting rooms, upgrade technology, and more.



Mayor Frank Offutt at the Platte City dedication ceremony on December 13



Customers enjoying the new Antioch Branch



East Lee's Summit groundbreaking May 10, 2019



The updated entrance to the Kearney Branch



Midwest Genealogy Center Community Hall, completed August 2019

In addition, the Library broke ground on a new location in Lee's Summit on May 10, 2019, and work continued on the Midwest Genealogy Center Community Hall, slated to officially open on September 28, 2019.

During the fiscal year, the following projects were completed:

Weston Branch
 (September 20, 2018)

Oak Grove Branch
 (October 10, 2018)

Platte City Branch
 (November 5, 2018)

Excelsior Springs Branch
 (November 5, 2018)

Antioch Branch
 (November 26, 2018)

Blue Springs South Branch
 (December 10, 2018)

Lone Jack Branch
 (January 7, 2019)

Camden Point Branch
 (January 22, 2019)

Dearborn Branch
 (January 22, 2019)

Edgerton Branch
 (February 19, 2019)

Claycomo Branch
 (May 13, 2019)

Kearney Branch
 (June 3, 2019)

East Lee's Summit
 (groundbreaking May 10, 2019)

Midwest Genealogy Center Community Hall
 (completed August 2019)