



2020-2021

Annual Report

MCPL Leadership

This time last year we couldn't imagine what was still in store for us. What we did know was that the past several months had been completely unprecedented, and the road ahead likely would be as well. Surprisingly, by the time we reached June 2021, daily life at Mid-Continent Public Library was looking somewhat familiar and similar to pre-pandemic times.

The leadership of the Library's Board of Trustees and the resilience and flexibility of Library staff made the 2020-21 fiscal year possible. Everyone remained focused on the mission of MCPL and worked hard to fulfill it, even when the only certain thing was uncertainty itself. In fact, despite radically different customer usage during an unusual year, data showed that MCPL performed very well compared to similar library systems.

The COVID-19 pandemic created significant disruption and forced us to try many new things. But it also provided enough disruption for Library customers to try established services they might not have otherwise. Almost immediately, MCPL expanded its collection of eBooks and eAudiobooks, as well as its streaming music and movie services, and this was very well received. Programs like our Student Accounts (a cooperative venture with participating school districts utilizing student ID numbers) offered access to valuable online resources during remote learning. Although we were unable to host in-person events, MCPL staff worked hard to transition programs to the virtual space—from book discussion groups and storytimes to forums for storytellers and family history researchers.

MCPL also launched many innovative new services. While some of these were already in the Library's long-term plans, circumstances required they be rolled out as quickly as possible. New offerings included Curbside Service, Wi-Fi To Go (internet hotspot checkouts), High-Speed Outdoor Wi-Fi, and Notary Service. All were launched in the past year to help people stay connected, participate in important civic duties, and find the help they needed through this trying time.

As we look at our year-to-year comparison in this Annual Report, it certainly looks unusual. It will take time to return to normal. We are already seeing great signs of people returning to the Library, checking out physical items, using the community spaces, and accessing the public computers.

As life moves forward, and our staff continue to find innovative ways to support our customers, I know MCPL will be ideally poised to provide the best library experience in North America.



Steven V. Potter

Library Director and CEO



Steven V. Potter
MCPL Director & CEO

2020-2021 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
9,830,629

The Library's core services make up the majority of its activity—circulation (checkouts of materials), internet use, program attendance, etc. To determine the health of the system, MCPL monitors the number of residents who actively use these services, how often the services are used, and resident satisfaction with the services. This year, as COVID-19 continued to upend everyday life, the Library continued to take steps to balance health and services and effectively pivoted when necessary to meet the needs of our communities.

Customer Transactions

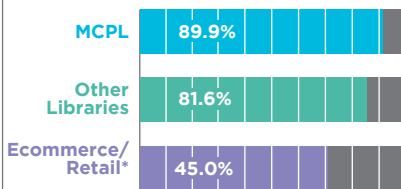
Total Library Visits
5,487,904



Library Branch Visits
851,763
Virtual Branch Visits
4,636,141

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 an NPS of 92.0 or higher.



*Retently 2021 NPS B2C Benchmarks

On a typical day in Fiscal Year 2020-21, customer transactions included:

- Branch visits **3,010**
- Digital items checked out **10,405**
- Library-provided computer sessions **419**
- mymcpl.org visits **12,702**
- Physical items checked out **10,220**
- Social media impressions **17,407**
- Virtual programs attendees **56**
- Wi-Fi sessions in Library **338**

Community Meeting Room Use
3,437

Attendance at Library Programs
23,024

Reference Questions
67,495

Library Computer Sessions
118,527

Library Wi-Fi Sessions
123,282

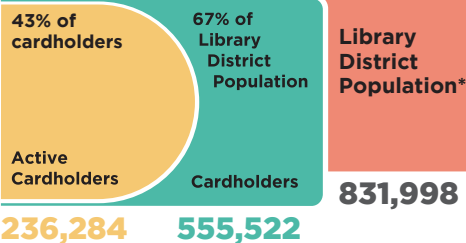
Use of Online Resources
1,077,450

Use of MCPL Virtual Branch Services
1,267,146

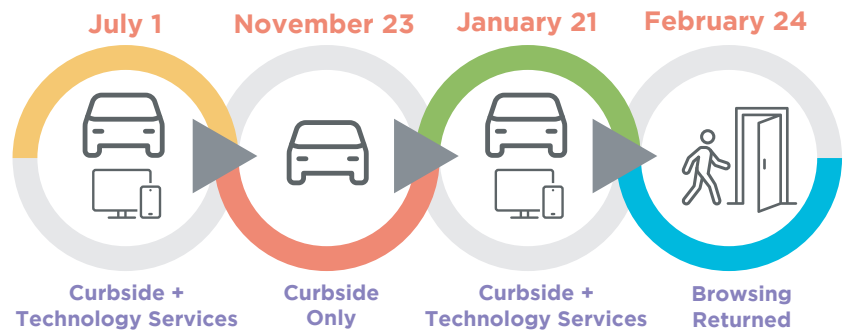
Physical Circulation
3,352,327

Digital Circulation
3,797,941

Cardholders



*2020 U.S. Census Bureau estimate



Covid-19 Service Delivery Timeline

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 foster thriving communities and encourage life-long learning.

2020 Summer Library Program



More than 9,000 children, teens & adults actively participated in this program. In 2020, the Library partnered with the Kansas City Chiefs, Kansas City Royals, Kansas City Symphony and Science City at

Union Station to provide prizes in addition to books and Kindles for winning participants.

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

Adults:	973 of 1,662 (58.5%)
Children:	5,583 of 6,781 (82.3%)
Teens:	684 of 802 (85.3%)
Total participants:	9,245

2021 Winter Reading Challenge



4,003 adults read
23,794 books
85% (3,402) of participants earned a mug

The Winter Reading Challenge encourages adults to engage in leisure reading. This year, they were invited to commemorate the Missouri Bicentennial and read five Show-Me State-themed titles or books of their choice between January 15 and March 15. All who completed the challenge earned a branded, limited-edition coffee mug and qualified to win a trip to St. Louis, Missouri, provided by Drury Hotels.

MCPL Student Accounts

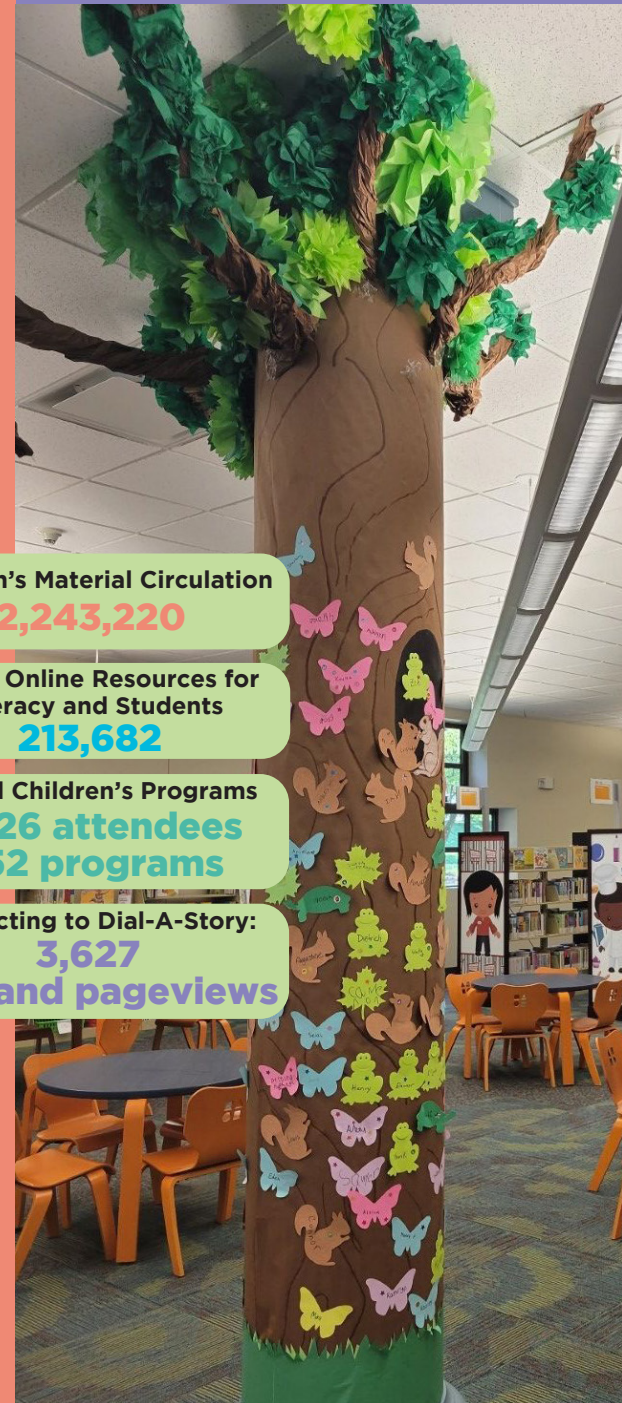
MCPL student accounts continue to be available to students in 16 participating districts simply by using their student ID number. This gives free access to resources to help with homework, school projects, and online tutoring, as well as books, movies, music, and more.

61% of the 106,662 MCPL student accounts were used this year

An MCPL GROW A READER Early Literacy Initiative

MCPL's Grow A Reader early literacy initiative is designed to prepare children for kindergarten and help young students build skills necessary to read at grade level.

To meet the ever-evolving needs during the COVID-19 pandemic, MCPL launched Dial-A-Story, a phone-based Storytime experience for families unable to stream the Library's virtual Storytimes.



Children's Material Circulation
2,243,220

Use of Online Resources for Literacy and Students
213,682

Virtual Children's Programs
7,726 attendees
452 programs

Connecting to Dial-A-Story:
3,627 calls and pageviews

Strategic Priority II

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



Square One Small Business Services



1
SQUARE ONE

47 customers were provided Career Services assistance. More than half (53%) sought help to improve resumes and cover letters; more than 25% needed to build their job searching skills.

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. In addition, Career Services was launched specifically to address the needs of job seekers during the economic downturn due to the COVID-19 pandemic.



Sessions Using Business-Based Online Resources



Small Business Owners Receiving 1-on-1 Help

Career Online High School



2020 Career Online High School Graduates



For the fifth consecutive year, Mid-Continent Public Library, in conjunction with Kansas City Public Library and Literacy KC, was pleased to participate in a free, online education program for qualified adult residents to earn accredited high school diplomas and career certificates. A graduation ceremony for the 2020-2021 fiscal year was held July 8, 2021, at Manual Tech High School.

Wi-Fi Services



350
units were made available with **1,698** checkouts during the fiscal year.

As part of a grant through the Missouri State Library, MCPL launched a **Wi-Fi To Go** program at 15 of its branches. This initiative provided customers facing a digital divide internet access to help continue remote schoolwork, filing insurance claims, job searches, and more.



41%
of Library Wi-Fi sessions accessed at Library buildings were connected in the parking lots.



Strategic Priority III

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

The Story Center

Located at the Woodneath Library Center, The Story Center continued to offer a variety of virtual programming, including the Storytelling Certificate Program.

Programs included 24 Missouri Bicentennial-themed virtual offerings presented in conjunction with the University of Missouri Extension Community Arts Program with grant support by the Ewing Marion Kauffman Foundation, William T. Kemper Foundation-Commerce Bank, Trustee, and Institute of Museum and Library Services.

Through its ongoing partnership with Rainy Day Books, the Library presented a virtual conversation with bestselling author John Grisham, led by Kansas City journalist Joe Posnanski, featuring *Sooley*, Grisham's first basketball novel.

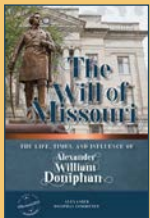
2,757
people attended
164
virtual programs

544
books printed
on the Espresso
Book Machine

510
participated in
24
Missouri
Bicentennial-
themed "State of
Stories" programs

21
Certification
Program
Graduates

Woodneath Press



The Library's in-house publishing imprint published a collection of short works celebrating the Missouri Bicentennial and by Storytelling Certificate Program graduates: *The Will of Missouri: The Life, Times and Influence of Alexander Doniphan* (January 2021), *A Little Touch of Magic* (February 2021), *Curating Home* (April 2021), and *Community Voices 2020 Vol. 2* (April 2021).

Midwest Genealogy Center

Welcoming customers from around the world, the largest free-standing public family history library in the United States continued to serve customers throughout the fiscal year. Through Ancestry.com, MCPL offered customers access to *Ancestry Library Edition* from home, in addition to a selection of virtual genealogy programs viewed by people throughout the country.

834
viewers participated in
34 virtual programs

238
attended the November
Virtual Genealogy Lock-In

Use of Genealogy-based
online resources:
204,954

Use of *Ancestry Library
Edition* increased
134% from 2019

Library Value Calculator: Taxpayer Savings by Using These Library Services

Adult Books Borrowed
\$29,082,700

Youth Books Borrowed
\$22,455,150

Movies Borrowed
\$2,102,468

Music Borrowed
\$1,025,796

Audiobooks Borrowed
\$2,634,780

Items Used in Library
\$886,266

Interlibrary Loan
\$1,165,625

eBooks and eAudiobooks
\$67,729,045

Downloadable Magazines
\$211,359

Hours of Computer Use
\$820,549

Free Wi-Fi Sessions
\$369,846

Wi-Fi Hotspots Borrowed
\$33,960

Newspapers Viewed Online
\$88,046

Database Searches
\$15,689,000

Genealogy Research Resources
\$4,099,080

Programs and Classes Attended
\$203,070

Online Courses and Training
\$4,919,400

Live Online Tutoring Sessions
\$202,520

Reference Questions Asked
\$1,012,425

Meeting Rooms Use
\$15,790

Total
\$154,746,875

\$2.55 in services for
every tax dollar received

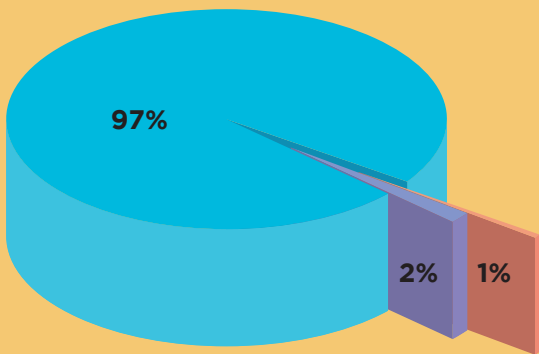
Calculate your savings at
mymcpl.org/Calculator.

Finances



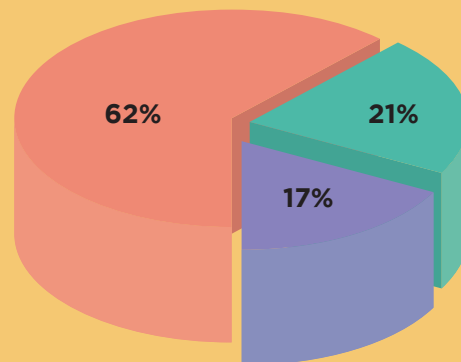
	Operating Fund	Capital Project Fund	Debt Service Fund	Nonmajor Governmental Funds
Revenues:				
Property Taxes	\$ 54,423,927	\$ -	\$ 6,230,000	\$ -
Fines and Fees	320,263	-	-	-
Investment Income	(20,033)	713,059	-	26,008
Contributions and Grants	903,179	296,771	-	219,001
Total Revenues:	\$ 55,627,336	\$ 4,186,648	\$ 6,230,000	\$ 420,597
Expenditures:				
Payroll and Benefits	30,366,739	-	-	-
Library Materials	10,392,270	-	-	-
Library Operations	8,308,491	-	6,569,992	182,072
Capital Outlay		28,421,892		
Total Expenditures:	\$49,067,500	\$ 28,421,892	\$ 6,574,646	\$ 348,087
Other Financing Sources (uses):				
Fund Transfer In (Out)	(5,525,000)	5,533,881	-	(8,881)
Property Disposal	-	749,675	-	-
Fund Balances, Beginning of Year	\$ 28,898,258	\$ 67,507,593	\$ 353,071	\$ 542,949
Fund Balances, End of Year	\$ 29,933,094	\$ 46,379,087	\$ 8,425	\$ 632,586

Operating Fund Revenues



■ Property Taxes: \$54,423,927
■ Fines & Fees: \$320,263
■ Contributions & Grants: \$903,179
Total: \$55,627,336


Operating Fund Expenditures



■ Personnel: \$30,366,739
■ Materials: \$10,392,270
■ Operations: \$8,308,491
Total: \$49,067,500



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 Independence, MO 64050
 816.836.5200
 mymcp.org

 @mcpmo | 27,029 followers

 @mcpmo | 4,196 followers

 @mcpmo | 5,109 followers



Capital Plan Project

Mid-Continent Public Library's Capital Plan entered the third year of implementation in July 2020, continuing the fulfillment of the promise made to its customers following the passage of Proposition L in 2016.

In conjunction with JE Dunn Construction, SAPP Design Associates Architects, and Helix Architecture + Design, construction continued without interruption to create upgraded and intentional spaces for 21st -century Library customers.

Improvements include community and meeting rooms, upgraded technology, and more.

Multi-function areas for community use in the Colbern Road Library Center and Parkville and South Independence branches



During the fiscal year, the following projects were completed:

Withers Branch

The former Liberty Branch opened September 23, 2021

Parkville Branch

reopened January 5, 2019

South Independence Branch

reopened February 10, 2021

Grandview Branch

reopened March 19, 2021

Colbern Road Library Center

reopened May 26, 2021

The following projects began during the fiscal year:

Woodneath Library Center Auditorium

groundbreaking September 14, 2020

Blue Ridge Branch

closed March 20, 2021

Lee's Summit Branch

closed May 1, 2021

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

The new Withers Branch



The new Grandview Branch

