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
MCPL Director & CEO

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

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

Library’s core services include:
- Physical items checked out
- Virtual programs attendees
- Social media impressions
- Wi-Fi sessions in Library
- Reference Questions

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.

<table>
<thead>
<tr>
<th>Service</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCPL</td>
<td>89.9%</td>
</tr>
<tr>
<td>Other Libraries</td>
<td>81.6%</td>
</tr>
<tr>
<td>Ecommerce/Retail</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

*Retently 2021 NPS B2C Benchmarks

Cardholders

- 43% of cardholders
- 67% of Library District Population
- 236,284 Active Cardholders
- 555,522 Cardholders

*2020 U.S. Census Bureau estimate

Covid-19 Service Delivery Timeline

- July 1: Curbside
- November 23: Curbside
- January 21: Curbside
- February 24: Browsing

MCPL Core Services

Total Transactions 9,830,629

- 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

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

*2020 U.S. Census Bureau estimate
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

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.

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

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**

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.
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.

Career Online High School

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.

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

Career Online High School Graduates

2020 Career Online High School Graduates

36,503 Sessions Using Business-Based Online Resources

190 Small Business Owners Receiving 1-on-1 Help

Wi-Fi Services

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

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

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.
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.

Woodneath Press

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.
## Finances

<table>
<thead>
<tr>
<th>Fund</th>
<th>Operating Fund</th>
<th>Capital Project Fund</th>
<th>Debt Service Fund</th>
<th>Nonmajor Governmental Funds</th>
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<tbody>
<tr>
<td><strong>Revenues:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Taxes</td>
<td>$ 54,423,927</td>
<td>$ -</td>
<td>$ 6,230,000</td>
<td>$ -</td>
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<tr>
<td>Fines and Fees</td>
<td>320,263</td>
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<td>Investment Income</td>
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<td>Contributions and Grants</td>
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<td>296,771</td>
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<td>219,001</td>
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<td><strong>Total Revenues:</strong></td>
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<td>$ 4,186,648</td>
<td>$ 6,230,000</td>
<td>$ 420,597</td>
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<td><strong>Expenditures:</strong></td>
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<tr>
<td>Payroll and Benefits</td>
<td>30,366,739</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Library Materials</td>
<td>10,392,270</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Library Operations</td>
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<td>-</td>
<td>6,569,992</td>
<td>182,072</td>
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<td>Capital Outlay</td>
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<td>28,421,892</td>
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<td>-</td>
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<td><strong>Total Expenditures:</strong></td>
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<td>$ 28,421,892</td>
<td>$ 6,574,646</td>
<td>$ 348,087</td>
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<td><strong>Other Financing Sources (uses):</strong></td>
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<td>Fund Transfer In (Out)</td>
<td>(5,525,000)</td>
<td>5,533,881</td>
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<td>(8,881)</td>
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<td>Property Disposal</td>
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<td><strong>Fund Balances, Beginning of Year</strong></td>
<td>$ 28,898,258</td>
<td>$ 67,507,593</td>
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<td><strong>Fund Balances, End of Year</strong></td>
<td>$ 29,933,094</td>
<td>$ 46,379,087</td>
<td>$ 8,425</td>
<td>$ 632,586</td>
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</table>

### Operating Fund Revenues

- **Property Taxes:** $54,423,927 (97%)
- **Fines & Fees:** $320,263 (2%)
- **Contributions & Grants:** $903,179 (1%)

Total: $55,627,336

### Operating Fund Expenditures

- **Personnel:** $30,366,739 (62%)
- **Materials:** $10,392,270 (17%)
- **Operations:** $8,308,491 (21%)

Total: $49,067,500
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.

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 mymcpl.org/Community.