

OUR STORIES Public Library OUR LIBRARY



2011 Report to the Community

Letter to Our Patrons

Dear Friends,
2011 was another record-breaking
year for The Seattle Public Library.
There were over 14 million visits
to the Library and patrons
borrowed more than 11.5 million
books and materials.

Our downloadable media collection continues to gain popularity among Library patrons. Patrons are thrilled with our new MP3 music file download service. Patrons with Kindles can now check out e-books from the Library collection. The circulation of downloadable e-books, audiobooks, music and video was up 175 percent over 2010.

While technology is providing us with exciting new opportunities to connect with patrons and deliver services, it's our great customer service that keeps patrons coming back for more. Every day, Library staff members are focused on the needs of our patrons, whether it's to help them search for jobs, complete homework assignments, or select good books to read.

Thanks to a generous \$90,000 grant from the Allen Foundation, the Library launched an array of innovative programs to promote reading, including video book talks, online book groups and the very popular "Your Next Five" reading recommendation service.

In every interaction, whether in person or online, The Seattle Public Library is helping people succeed. Our new Strategic Plan, approved earlier this year, charts the future course for growth and services at the Library, ensuring we continue to meet the needs and expectations of our patrons.

In the following pages, local residents talk about how the Library has changed their lives. Their stories are the basis for this year's annual report, "Our Stories, Our Library," designed in a book format. Each story highlights our commitment to serving the wide range of interests and needs of Seattle's residents. The Seattle Public Library is the one educational institution that serves everyone – regardless of age or background.

In an effort to maintain essential services in the face of ongoing economic challenges, the Library has been studying options to stabilize funding. This was the third consecutive year the entire system closed for a week and more than half the branches are closed two days a week. We continue to be concerned about the ability to provide the quality services patrons need now and in the future.

We were pleased that a special committee of the City Council unanimously passed a resolution setting forth a process and schedule for an Aug. 7, 2012, Library levy. A levy could improve funding for books and materials, Library hours, computers and online services and building maintenance. This levy proposal has been a collaborative process with the mayor and City Council, led by City Council President Richard Conlin.

This year also marked a new chapter for the Library's leadership, with the selection of a new city librarian.

We want to thank Lin Schnell, Human Resources director, for stepping in as the Library's chief executive officer during the recruitment process.

The Library's many accomplishments in 2011 would not be possible without the support of our elected officials, Library Board, The Seattle Public Library Foundation, Friends of The Seattle Public Library, dedicated volunteers and hard-working and committed staff.

With a new Strategic Plan in place and the possibility of strengthening the Library budget, we look forward to 2012 and delivering an exciting new chapter in the Library's program of service to the people of Seattle!



Marcellus Turner City Librarian

Masce//ss



Marie McCaffrey Library Board president

Marie Many



Our Mission:

The Seattle Public Library brings people, information and ideas together to enrich lives and build community.

Our Vision for Seattle:

A city where imagination and opportunity thrive.

Library Board of Trustees:

Marie McCaffrey, president Jane Noland, vice president Dan Dixon Theresa Fujiwara Eric Liu

The Story of Collections:

A Writer's Treasure

A

uthor Jackie Williams attributes her writing success to The Seattle Public Library.

The author of eight books depends on the Library's collection of books, electronic resources and other items – and the staff members who guide her.

"Librarians are wonderful people. They're able to find material you didn't even know you wanted," said Williams, who lives on Capitol Hill and wrote a book about the history of the neighborhood. "I remember as a kid my mother taking me to a library in Kentucky and I have not lost this love of libraries."

Williams also attends author readings and enjoys checking out old movies from the Library. But she says she loves the Library's Northwest and Seattle history books and documents the most. She has particular praise for the Hugh and Jane Ferguson Seattle Room at the Central Library, with its extensive collection on the history of Seattle.

"With the Seattle Room, everything changed," she said.

When she worked on a book on Seattle apartments, she looked for information in the Seattle Room. When she worked on a history of Jewish people in Washington state, she found the Library to be a valuable source of information about Jewish artists and musicians.

She wrote a book centered around how people prepared food on the Oregon Trail.

Williams also uses the Library to access online newspapers, locate census data and find obituaries. She uses the free Library version of ancestry.com for genealogy research.

Once Williams found an article from a newspaper in a tiny town in Kentucky where her grandfather boarded.



"This has been wonderful, all the historical newspapers you can get through The Seattle Public Library," she said. "I never would have found half that information."

Her conclusion? "The Seattle Public Library is a treasure-trove of information."

Kentucky native Jackie
Williams has lived in
Seattle since 1971. She has
written or contributed to
eight books, including prizewinning low-fat cookbooks,
a history of Capitol Hill and
a history of Jewish people in
Washington. Her work has
appeared as essays in the
Oxford Dictionary of
American Foods.



2011 Collections Highlights

You don't have to be an author like **Jackie Williams** to take full advantage of the Library's 2.4 million books and other items, including downloadable e-books, e-audiobooks, music and video files and digitized collections.

New books, music and more

The Library added over 313,000 items to the collection in 2011, including:

- 192.135 books
- 71,466 DVDs, CDs and audiobooks
- 50.056 downloadable files

New databases

- Career Transitions: Step-by-step job search guidance
- Natural Standard: Health information on dietary supplements, functional foods, diets, exercises, medical conditions
- LiveMocha: Interactive, social networking-enabled language

learning database for adults

- Muzzy Online: Online language learning for children in English, French, German, Italian and Spanish
- Travel E-book Collection: Over 300 travel guides from major publishers

New digitized dollections

- The Seattle City Directory Collection:
 Directories from 1867 to 1928
- Century 21 Collection: Photographs, books, brochures, reports and other items documenting the 1962 Seattle World's Fair

The Story of Programs:

Learning to Love Reading

t Roxhill Elementary School, principal Carmela Dellino likes to tell the story of a struggling little boy who learned to love reading – thanks, in part, to The Seattle Public Library's Global Reading Challenge.

The boy lived in extreme poverty with three siblings. A native of Mexico, he was still learning English.

But beginning in the fourth grade, his teachers saw a huge turnaround; he started to read.

"For me the culminating piece was being in the Global Reading Challenge," said Dellino. "Reading was still very hard for this young man, but he didn't care about that. He would read books."

The Global Reading Challenge is the Library's reading contest for fourth- and fifth-graders enrolled in the Seattle Public Schools.

The program encourages children to have fun and enjoy the activity of reading.

Each year, the Library selects 10 books. Teams from each school read the books and compete to answer questions about them. The winning team from each school advances to a "Quiz Bowl" game at the Central Library to determine the winner for Seattle. In the 2010-2011 competition, 2,600 students from 45 elementary schools formed more than 350 teams.

At Roxhill, the little boy just learning to read attacked the Global Reading Challenge books, all above his reading ability. While the boy's team didn't win the school championship to compete at the Central Library,



Dellino said there were other rewards.

"Now he carries himself with pride and confidence," she said. "You have a child who used to fight his teachers over every book he was supposed to read; now he says, 'I'm going to read all these books!' "

Carmela Dellino is

principal at Roxhill
Elementary School in
southwest Seattle near White
Center. Her school has the
following mission: "Roxhill
Elementary strives to
empower and inspire all
students to be prepared to
excel as life-long learners
and to be significant and
successful contributors in our
changing global society."



2011 Program Highlights

Carmela Dellino is a big fan of the Global Reading Challenge, but the Library offers programs all year long for children, teens, adults, immigrants, parents and seniors. Here are some highlights from 2011.

Global Reading Challenge: 2,600 fourthand fifth-graders from 45 Seattle public elementary schools formed more than 350 teams.

Tax help: United Way of King County and AARP offered free tax preparation help at 11 Library locations. Volunteers filed almost 4,000 free tax returns and processed \$3,605,477 in refunds at the Central Library alone.

Digital Book Roadshow: Patrons learned how to access e-books at workshops at seven Library locations.

Summer Reading Program: Over 15,300 patrons read 191,381 books and more than 14,000 patrons attended 181 associated educational and cultural events.

Job hunting workshops: WorkSource provided weekly workshops to help job seekers learn the Office software suite and new skills for career development.

Urban Self-Reliance: 17 workshops at several Library locations focused on helping people live a more sustainable life by growing and preserving their own food, riding a bicycle and more.

Peace Corps: Volunteers representing each of the five decades of Peace Corps efforts marked the group's 50th anniversary at a special event at the Central Library.

Citizenship: Nearly 90 immigrants took their oath of citizenship at a naturalization ceremony at the Central Library held in partnership with U.S. Citizenship and Immigration Services. Library Board member Eric Liu delivered the keynote speech.

The Story of Events:

Creating Community Connections

W

hen Anne Miano moved to Seattle to work for Microsoft, she was looking for ways to be part of the community. To her delight, she discovered author readings at The Seattle Public Library.

She figures she's been to six, including Jeffrey Eugenides and T.C. Boyle.

"Author readings give me a way to be with the community doing something I love, and be part of Seattle," said Miano. "I just love great stories and the opportunity to hear authors talk about the stories in their own words."

Miano, who also is a fiction writer, often will go to a reading by herself, but meets others in the audience who share her love of good writing.

"What's great about author readings is you can just go and sit in a group of people who all enjoy the same thing," Miano said. "Whether or not you know the people, I know they have a love of the story and I share the love with them."

Soon after she moved to Seattle, Miano went to a reading by Brooke Gladstone of NPR, who wrote "The Influencing Machine: Brooke Gladstone on the Media."

She met a work friend and discovered they both enjoy literature. Gladstone was interviewed by Dave Boardman, executive editor of The Seattle Times. "He brought The Seattle Times to life for me," said Miano.

She recalled that someone in the audience complained about the lack of news in the newspaper, that the news was so filtered. Gladstone spoke about the proliferation of news sources, with blogs, Twitter and other online news sources.





"She was positive about what we're seeing in the media, and how much information is available," Miano said.

What Miano particularly likes about author readings at the Library is that authors come to speak to a community, not to sell books at a book store.

"It's more a community event," Miano said. "It's amazing."

Anne Miano works in communications for Microsoft. She recently moved to Seattle from Dallas and lives on First Hill.



2011 Author & Artist Highlights

Anne Miano knows that appearances by authors and artists create community and lasting memories and inspire patrons young and old. Here are some highlights from 2011.

The Seattle Times "2010 Year in Pictures"

Violinist and composer Mark
O'Connor

Hip-hop mogul **Russell Simmons**

Award-winning historian **Douglas Brinkley**

Author Alexander McCall Smith

Librarian Nancy Pearl

Pulitzer Prize-winning cartoonist **Art Spiegelman**

Author Sherman Alexie

Pulitzer Prize-winning author **Jeffrey Eugenides**

Clay Jenkinson portraying

Meriwether Lewis

Colombian politician **Ingrid Betancourt**

Historian Edmund Morris

Internationally best-selling author **Henning Mankell**

Graphic novelist Craig Thompson

American historian Richard White

Guerilla art performance tied to "Nick Cave: Meet Me at the Center of the Earth," in partnership with Seattle Art Museum

Seattle Reads: Chris Cleave

("Little Bee") made five appearances throughout the city in addition to the main event at the Central Library. Book-It Repertory Theatre presented staged readings and there was a virtual discussion of the book on the Library's Facebook page.

The Story of Online Services:

Saving Money & Traveling Light

idan Farr loves The Seattle Public Library and all its new services – especially online offerings such as e-books.

"I'm a voracious reader, so buying all the books I need to keep myself entertained would cost a hideous amount of money," said Farr, who currently enjoys fiction.

He was particularly excited when the Library began offering e-books compatible with his Kindle. "It sure helps not having to carry around thousands of extra pages when you're already lugging a full school bag," he said.

Farr said his Kindle does attract attention at school. "Some students will come up to me wondering what the heck it is I'm reading," he said. "I tell them it's a free book from the Library."

Farr was inspired to try Your Next Five Books – the Library's new personalized online reading service – when he found himself running out of good reading material.

"Sometimes it's difficult to browse the collection unless you know exactly what you want to read," he said. "I just wrote in asking for some suggestions for sci-fi/fantasy and the librarians sent me back a recommended list of five books. They were all really good!"

In addition to e-books, the Capitol Hill resident uses the Library's online databases, which he originally learned about as a volunteer with the Library's Teen Center Advisers program.

"I use the databases mainly for school projects, particularly in history," he said. "I've lost count of the number of times the databases have saved my bacon on a school paper."

He said he appreciates it when the Library buys new databases that help him find "something more obscure – say information about the Civil War or a literary analysis of a book."



The Ingraham High student gave a special thanks to librarians for leading him to new Library services and showing him how to use them.

"Teens especially don't realize just how helpful librarians are, but they are a great boon for everything from helping you discover new books to tech help to find that article you need for a school paper," he said.

Aidan Farr is a student at Ingraham High School and has volunteered at the Central Library as a Teen Center Adviser for the past two years. He is involved in his school's Rocket Club and hopes to get a college degree in aerospace engineering and a law degree to pursue space or patent law.



2011 Online Highlights

As Aidan Farr has learned, the Library's wealth of online services protects both the wallet and the back.

New Online Services

- Freegal: DRM-free MP3 music file downloads that don't expire and are compatible with PCs, Macs, iPods, iPads and other MP3compatible devices. Over 500,000 songs from Sony Music artists.
- Your Next Five Books: A
 personalized reading list for
 patrons based on their likes and
 dislikes, developed by a librarian.
- E-book access for Kindles: Access to 25,000 e-books in the Library's collection, due to Amazon's decision to allow Kindle owners to download e-books from public libraries.
- Online payment: Patrons can make online payments for overdue fees

by credit card, debit card or PayPal account.

- Twitter: Follow the Library
 @ SPLBuzz.
- Library Elf: Track one or more library accounts in one place, receive reminder notices and daily snapshots of items checked out, items coming due, unfilled holds and holds waiting.
- YouTube: 30-second book talks, including librarians promoting books featured in the Global Reading Challenge.

The Story of the Budget:

Preserving Our Investment

W

hen Robin Dearling wants to read a book, she puts it on hold at the Queen Anne Branch of The Seattle Public Library. Sometimes it takes weeks or more for the book to come in.

That's one reason why she supports finding a source of sustainable funding for the Library – to shorten the wait times for items, increase open hours at Library locations, and add more books.

"I'm always amazed how many people are ahead of me on the list," said Dearling, adding she once was 160th.

"There just aren't enough copies of books," she added. "I know a lot of people who have gone out and bought books rather than be on the waiting lists."

The Library is largely funded by the city's general fund. Declines in city revenue drove budget cuts in 2009, 2010 and 2011, which led to cuts to the budget for books and materials, closing many branches two days a week, a weeklong closure of the entire system and less money to

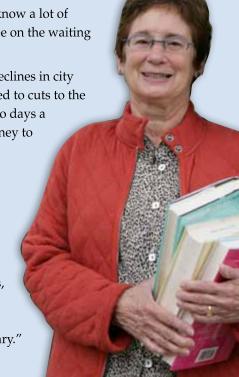
maintain the system's 27 locations.

Dearling said she sees the effect of those cuts at her local branch.

"The Queen Anne Branch is used by a lot of young families," Dearling said. "Having it open Sundays would really be helpful to them."

The weeklong summertime closure also is hard on families, she said. "It's a horrible, terrible thing for people who work," she explained. "The first time it happened I was appalled. No one could believe you couldn't go to the library."

Dearling also believes it is important to invest in building





maintenance, especially since voters supported the successful 10-year "Libraries for All" building program that resulted in new and renovated libraries throughout the city.

"Every time I go to the Queen Anne Branch there are always five people waiting to get inside," Dearling said. "It's a very well-used library and being a popular entity puts a tremendous strain on all the systems. We've got to stay on top of the investment in our buildings."

Robin Dearling is a retired litigation paralegal who has raised two children and lived in Queen Anne for 32 years. She volunteers as a docent at the Seattle Art Museum and the Sculpture Park.



2011 Budget Highlights

A stable source of funding to support strong Library services is important to **Robin Dearling.** Continued budget cuts took their toll on services in 2011 and led to discussion of a possible levy.

Third year of budget cuts

- 3 years of a weeklong furlough
- 8.5% cut in the Library's general fund support (after adjusting for inflation)

\$3.7 million in cuts from baseline budget

- Sustain 2010 mid-year staffing reductions: \$691,000
- Collections reduction: \$882,000
- One-week Library closure: \$650,000
- Reduce employee COLA: \$440,000
- Staff training fund reduction: \$35,000

- Internal Library restructuring: \$992,000
- \$150,000 mid-year cut from budget for books and materials, down nearly \$2 million from four years ago

Proposed levy

The City Council's Special
Committee on the Library Levy
asked the city librarian to work
with the Library Board, mayor, and
council staff to develop a potential
Library levy to provide ongoing
funding for part of the Library's
budget.

The Story of Outreach:





very night Estevan Munoz-Howard reads to his 22-month-old son Arlo. Invariably the toddler asks for his favorite book, "I Am Not Sleepy and I Will Not Go to Bed," about all the excuses the main character Lola makes to stay up.

"Libraries give our family an opportunity to access stories that we wouldn't be able to access otherwise," said Munoz-Howard.

But he said the Library is most important because it provides equal access to all.

When he worked at a shelter for young undocumented workers, he brought his charges to the Library to use free Internet-access computers to stay in touch with their families. He says some parents use the Library

to create a résumé to look for a job.

"Ultimately, the entire community benefits from the Library," he said.

"It provides a breadth of opportunities that are critical for us to have a healthy society."

Maria Koh agrees. And she proved it by donating her life savings of \$1 million to the new Central Library, where the fiction collection now bears her name.

"The library is my source of eternal education," said Koh, who immigrated to the U.S. from China as a college student still learning to master English. Her first job was working in a library, which inspired her lifelong love for the institution. She is an ardent believer in the power of education, the written word and the public library system.

"A lot of immigrants and refugees don't know English and can step into the library," Koh said. "There's no ranks, no politics."



One of Koh's favorite Chinese sayings was impressed upon her by her mother, a self-taught voracious reader who said: "There are golden castles inside books."

She is proud to honor her mother and support the Library so readers of all ages, from all parts of society, new immigrants, their Americanborn offspring and their descendants can experience the excitement of finding many golden castles in the stacks.

Maria Koh is an emeritus board member of The Seattle Public Library Foundation.

Columbia Branch patron

Estevan Munoz-Howard is
the development director
at Social Justice Fund

Northwest.



2011 Outreach Highlights

Estevan Munoz-Howard and Maria Koh

value the Library's role in the community as a free resource for everyone. Here are some examples of how the Library reached out to serve the public in 2011.

Central Library book group for the visually impaired: 207 people

Citizenship outreach: 73 programs and classes with attendance of 365 people

Dial-A-Story in Chinese, English and Spanish: 4,315 calls

ESL classes: 299 classes with attendance of 2,212 people

ESL computer classes: 150 classes with attendance of 960 people

Homework Help:

- In-person Homework Help in the branches, 7,456 students
- Online Homework Help, 19,003 sessions

Mobile Services to residents who can't reach libraries because of age, disability or illness:

- Served 175 facilities each month, including nursing homes and child care facilities
- Delivered materials to 108 people in their homes and 18 people by Books-by-Mail

Multilingual computer classes: 149 classes with attendance of 1,274 people

Multilingual story times: 233 world language story times with attendance of 3,142 people

Raising A Reader: 401 at-risk children and families

Talk Time ESL conversation groups: 190 sessions with attendance of 2,806 people



Friends of The Seattle Public Library

he Friends of The Seattle Public Library is a nonprofit, grassroots organization dedicated to informing and educating the public about the many benefits of the Library. The Friends also raises money for special programs and services for the Library through regular

book sales and by operating of the FriendShop at the Central Library.

In 2011, the Friends gave \$148,000 to the Library and Library Foundation to support the following programs and initiatives:

- Summer Reading Program
- Classes and educational programs for youth
- Digital media space
- Central Library cell phone tour
- Books for Teachers program. With the Renee B. Fisher Foundation, the Friends provided books for 149 classrooms at Title 1 schools in the Seattle area.

Board Officers

Deborah Prince, president Maggie Taylor, vice president Connie Templeton, secretary Lori Cleaves, treasurer

Board Trustees

Joan Abrevaya, Daisy Almonte, Stephanie Andersen, Susan Baker, Neil Bergquist, Ashlie Bornzin, Douglas Fehlen, Dave Gelfand, Omar Manuelian, Ed Marquez, Elizabeth Maziarz, Amy Mikel, Jill Novik, Tony Provine, Jane Roll, Sarel Rowe

The Seattle Public Library Foundation

he Seattle Public Library Foundation received donations from over 6,800 individuals, businesses and foundations, including a significant bequest from the estate of community leader and author Stimson Bullitt. During the Seattle Foundation's online GiveBig day, the



Library Foundation received the most gifts of any local nonprofit – over 700 people made donations on that one day alone.

The Foundation gave more than \$4 million in grants to the Library. Examples include:

- **Buy Library resources,** including books, periodicals, CDs, DVDs, public computers and online databases. (\$1.5 million)
- **Sponsor free programs** for children, teens, adults and those with special needs in the branches and at the Central Library. (\$1.1 million)
- **Support capital improvements** for specialized cleaning, furniture repair and replacement, and other building improvements throughout the system. (\$558,000)

Board Officers

Dave McShea, president
Anne Repass, vice president
Bob Carlile, treasurer
Ross Baker, secretary
Susan Adkins, immediate past president

Board Members

Greg Berkman, John Calhoun, Sue Coliton, Ted Collins, Patricia Dawson, Jodi Green, Mimi Howard, Carla Lewis, Dan McConnell, Tyler Mickey, Lynn Pigott Mowe, Grace Nordhoff, Glenna Olson, Deborah Rosen, Ira Rubinstein, Ryan Sawyer, David Schneiderman, Annie Searle, Claudia Skelton, Peter Steinbrueck, Dan Sudit, Neal Sullins, Ina Tateuchi, Patricia Walker, Dave Williams, Catie Wilson, Irene Yamamoto

Library Use in 2011

Statistical and Financial Summaries

Facilities

Central Library, 26 neighborhood branches and Mobile Services

Staffing

• Employees, 613 (503.2 full-time equivalents)

2011 Circulation

• Adult books: 3,791,589

• Children's books: 2,302,440

• Digital/Downloadable media: 640,101

• Media (DVDs, CDs, audiobooks): 4,838,648

Total: 11,572,778

2011 Collection Size

Branches: 1,066,832

• Central Library: 1,209,174

Virtual Library: 127,687

Total: 2,403,693

2011 Patron Visits

• In-person: 6.7 million

• Virtual: 7.6 million

Total: 14.3 million

2011 Service Levels and Programs

- 986,174 reference questions answered (in-person, fax, mail, email, text, Live Help chat)
- 257,710 people attended 6,430 programs at the Central Library, neighborhood branches and Mobile Services
- 50,873 podcast downloads of Library programs

Facebook: 12,763 fans **Twitter:** 1,679 followers

Event Services

Managing Central Library meeting facilities and building tours

• Meeting Rooms

- 324 private groups rented space
- 25 nonprofit groups used free meeting room spaces
- 489 public Library events and internal Library meetings
 Total meetings supported: 838

Tours

 - 1,530 people took public and private tours of the Central Library. Tours included delegations from Canada, France, Indonesia, Korea and Turkey

Photo shoots

- 28 photo shoots

Volunteers

 471 volunteers contributed 18,413 service hours to the Library

2011 Operating Budget

Books and Materials: \$5,060,173

Maintenance, Security and Utilities: \$1,975,123

Other: \$3,349,347

Personnel Services: \$39,056,321

• Supplies: \$561,844

Total: \$50,002,808

Map of Locations

.

- 3. Beacon Hill Branch
- 4. Broadview Branch
- 5. Capitol Hill Branch
- 6. Columbia Branch
- 7. Delridge Branch
- 8. Douglass-Truth Branch
- 9. Fremont Branch
- 10. Green Lake Branch
- 11. Greenwood Branch
- High Point Branch
 International
 District/Chinatown
- 14. Lake City Branch

Branch

- 15. Madrona-Sally Goldmark Branch
- 16. Magnolia Branch
- 17. Montlake Branch
- 18. NewHolly Branch
- 19. Northeast Branch
- 20. Northgate Branch
- 21. Queen Anne Branch
- 22. Rainier Beach Branch
- 23. South Park Branch
- 24. Southwest Branch
- 25. University Branch
- 26. Wallingford Branch
- 27. West Seattle Branch

