

2010

Annual Report

Milford Public Library

Special points of interest:

- > Community Support
- > Strategic Plan Update
- > Assistant Director/ Head of Youth and Teen Services Gale Ford retires.
- > Mary Rice starts tenure as Head of Youth and Teen Services

Community Shows Overwhelming Support for Library Services

2010 was marked by the overwhelming support of the community as voters renewed an operating millage of 0.38 mills. This millage, originally passed in 2000 to support the operations of the new, larger library facility, was supported by nearly 67% of voters.

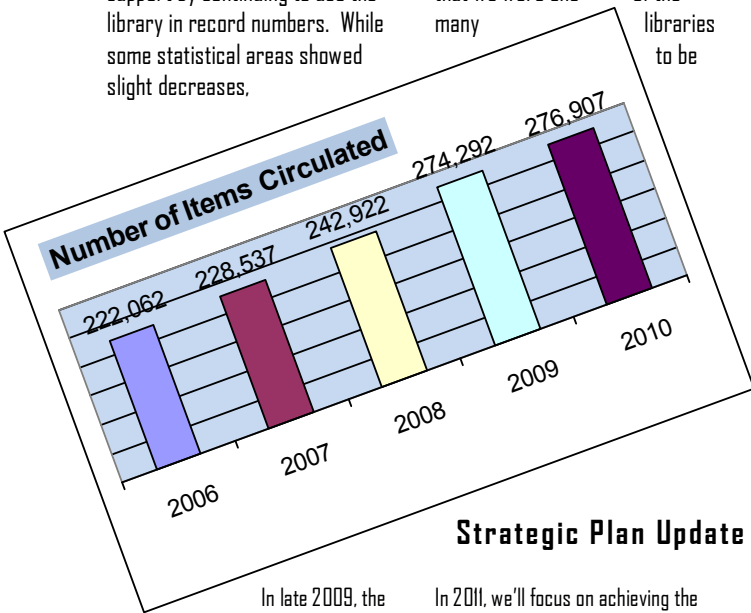
The community also showed its support by continuing to use the library in record numbers. While some statistical areas showed slight decreases,

circulation of materials was up nearly 1% in 2010 (with a 14% increase over the last 2 years) and program attendance increased just over 7%. Usage of the Community Room by local organizations, educational groups and homeowners groups increased by almost 2%.

In late summer, we were notified that we were one of the many libraries to be

awarded funding via the Broadband Stimulus Grant program. Our request for funding, filed in conjunction with the Library of Michigan, MSU, and libraries around the state, will enable the library to purchase new notebook computers for our portable training lab. Watch for the new notebooks to arrive in early 2011 and new computer classes to start soon after.

At the end of the year, longtime Assistant Director/Head of Youth Services Gale Ford retired. We wish her well in her retirement.



Strategic Plan Update

In late 2009, the Library Board of Trustees adopted a strategic plan for 2010–2014. Several objectives of the plan were achieved in 2010:

- *Develop an active and strong campaign to renew the library's millage
- *Utilize social media to reach a diversified audience
- *Ensure funding for acquiring technology

In 2011, we'll focus on achieving the following objectives:

- *Continue to investigate grant availability and foundation funding
- *Market the advantages of contributing to the library via planned giving
- *Identify special interests as a way to attract underserved populations
- *Continue to build a strong group of community advocates for the library
- *Seek partnerships with schools, neighboring libraries, and other

- special interest groups to formalize additional programming
- *Create greater flexibility in programming
- *Provide job and career programs for teens and adults
- *Develop a marketing and planning relations plan
- *Revitalize the library newsletter
- *Develop and distribute a welcome packet
- *Host more community wide events to promote the library as a community center
- *Continue to replace aging equipment to support technology programs and services.

Watch our website for news as these objectives are achieved.

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**Milford Public Library
The First Step On Your Path
to Enrichment—Bringing the
World to You
(MPL Vision, adopted 2009)**



**The Milford Public
Library Champions
Reading and Sparks
Creativity, Discovery,
and Learning Through
Innovative Services
and Dynamic
Programming
(MPL Mission,
adopted 2009)**

Youth and Teen Services

Programs for children of all ages were offered in the Youth Department with 5,958 attending 200 programs including:

- 78 Family, Baby and Toddler Storytimes
- 4 Evening Storytimes
- 10 monthly Read To A Service Dog programs

Special theme programs included:

- Wild Swan Theater funded through a Target Grant partnered with the Highland Library.
- Fancy Nancy Tea Party
- Dr. Seuss Birthday
- Thomas the Tank Engine Stories & Crafts
- Halloween Magic & Costume Parade

added to the Know and Grow Collection, and use of these educational toys remained high throughout the year.

The "Make A Splash READ!" summer reading program had 766 participants who read for 10,810 hours. Three programs were scheduled at Central Park to accommodate large audiences. Popular programs included:

- The Bubbleman Puppet Shows
- Percy Jackson for Tweens
- Teddy Bear Picnic
- Lego Programs
- Tween Wii Gaming
- Craft days
- Maze Day
- That's Disgusting for Tweens

Popular Teen summer programs included:

- Mystery Night
- Pizza Taste Off
- Wii Gaming
- Watercolors

229 second grade students from Baker, Johnson and Kurtz Elementary Schools made spring visits to the library for a Reader's Rally with a tour, a story and the opportunity to get a library card. Special thanks to the Friends of the Library for funding the busing and for the continued support of this program. In November, two Heritage 5th Grade classes made a field trip to the library for a tour, explanation on searching the library webpage & catalog and booktalks.

39 teen volunteers spent 625 hours assisting with summer reading activities. The Teen Advisory Board met 10 times to plan teen programs and suggest new teen materials. Teens assisted with the Dr. Seuss program and seasonal decorating. A graduate student from Wayne State University completed a 3 month practicum and assisted with many youth and teen summer programs.

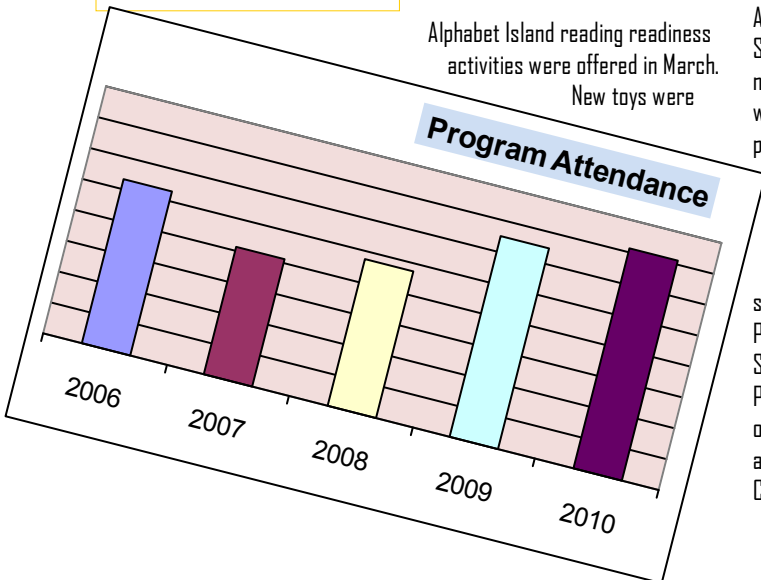
Rising Stars and Milford Country Day Preschools. Volunteers took summer programs to Child Lake Estates and to a winter family reading night at McDonald's.

An additional section of youth DVD shelving was added. All areas of the Youth and Teen collections were weeded. A new Tween Fiction collection for grades 5 to 7 was created, and youth books were re-organized to provide needed space. Teen cd music shelving was added to make the music cds easier for teens to view. The staff contributed many pictures of programs for the library web page. Youth and teen links to the webpage were updated. For the annual Gift of Reading Program, 172 books were collected.

In 2011 the Youth Department will:

- *Continue to offer programs to encourage literacy and foster a love of reading
- *Promote materials, programs and library services to increase awareness of library resources
- *Develop and implement a dynamic summer reading program with opportunities for all ages
- *Organize the tasks and workflow of the Youth Department under the leadership of a new Department Head.

Alphabet Island reading readiness activities were offered in March.
New toys were



Outreach work was expanded in 2010. Library staff was invited to present a storytime program in Central Park for the June and September Community Picnics. Spring visits were offered to area preschools, and staff took programs to Christ Lutheran, Milford Coop,



Adult Services

The adult services department had an exciting and popular programming schedule this year. The continuing economic downturn led us to include programs that helped patrons cope with financial matters. H&R Block presented three programs on taxes: "General Tax Information", "Energy Efficiency Tax Credits" and "Small Business Taxes". In addition, Greenpath Debt Solutions presented two programs: "Understanding Your Credit Report" and "Be Credit Wise". In September, Preston Banks of Resume Solutions LLC came to do a program on Job Searching and Resume Writing. The adult services department also coordinated programs on many other topics including Civil War Artifacts, Creating a Green Home, Haunted Michigan, Renewable Energy Sources, the Not So Big House® and How to Write a Romance Novel.

We had some very special guests present programs for us this year. In February, Milford's own Thomas Lynch launched his first fiction work *Apparition and Late Fiction* at the library. Mr. Lynch was very gracious in providing refreshments for the event and suggesting that the Friends of the Milford Library use the book launch as a fundraising effort. Many thanks to the members of the Friends who coordinated book sales. The Friends sold out of the 120

copies of the book that were available. Although the crowd was difficult to count, we estimate that about 300 people showed up for this event, making it one of the most truly special and popular programs the library has presented. August brought us a visit from Doc Fletcher, author of two Michigan based canoeing books. Doc took the audience on a photographic tour of selected rivers from his books. The program was also highlighted by a drawing for a one-day canoeing trip sponsored by Heavner Canoe Rental. In October, Sam Offen, Holocaust survivor presented the moving story of his confinement in a Nazi concentration camp. Many patrons expressed their appreciation about hearing Mr. Offen's story.

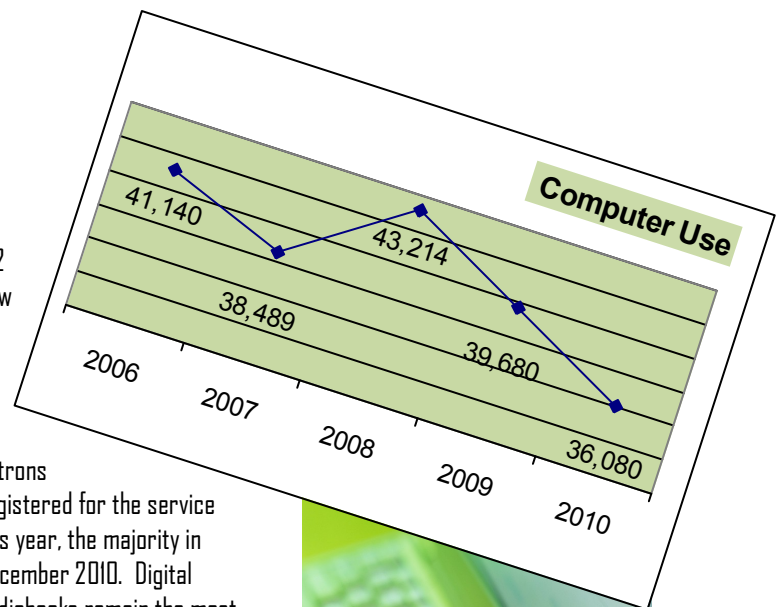
The programs listed above were supplemented by the library's ongoing book discussion series as well as ongoing computer classes. Some new technology classes were offered this year including classes on Twitter, Facebook and Skype.

The library's digital media service "Download Destination" continues to be popular, especially with the recent popularity of electronic readers like the Barnes and Noble Nook. More than 1800 checkouts from the Download Destination site occurred this year for Milford patrons alone.

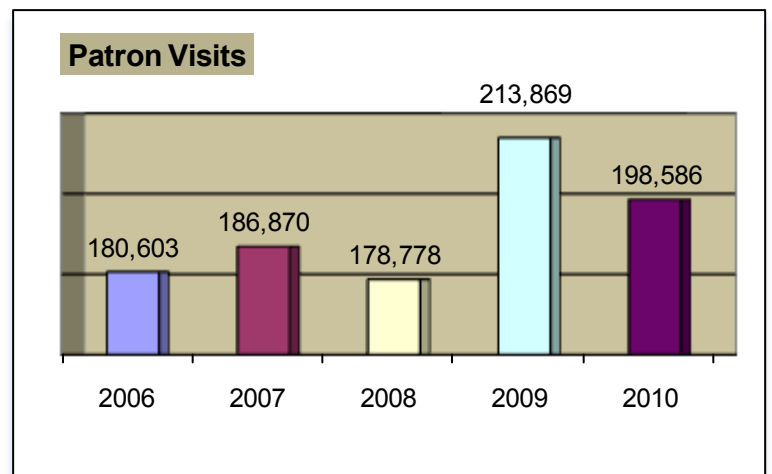
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patrons registered for the service this year, the majority in December 2010. Digital audiobooks remain the most popular format, but ePub and Adobe formats for e-readers are closing in on popularity. With many more libraries joining the Download Destination group, we continue to expand the size and scope of our digital offerings.

In 2011 we hope to continue our tradition of offering interesting and informative materials and programs for our patrons. We look forward to a busy 2011.



"Thank you for bringing Sam Offen to the library to speak about his holocaust survivors experience. I'm Jewish, also, and it was so good to know you had made this opportunity to tell his story available to all of us..."
(comment from Karen Raff)



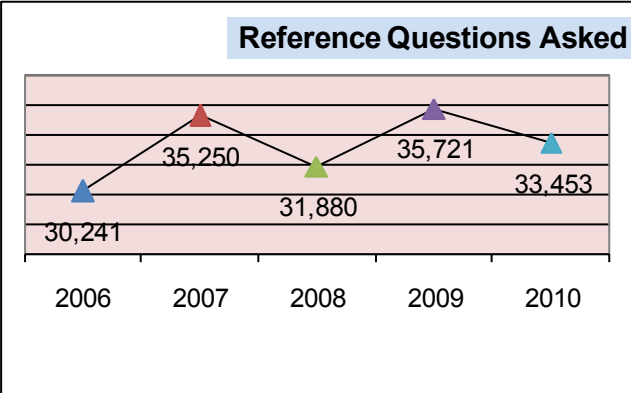
Contributing articles for this report:

Tina Hatch, Library Director
 Karin Boughey, Head of Adult Services
 Gale Ford, former Assistant Director/Head of Youth and Teen Services
 Joyce Richmond, Friends of the Library president



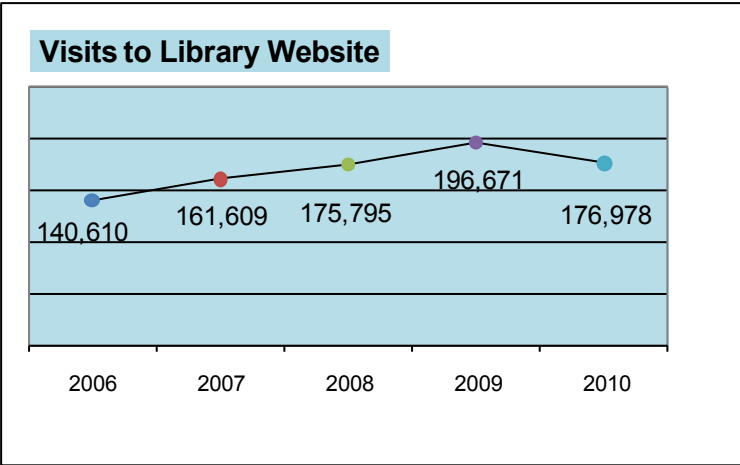
Board of Trustees

- Janet Keef, President
- Barbara Harris, Vice President
- Judy Clemens, Treasurer
- Jane Brown, Secretary
- Judith Reiter, Trustee
- Megan Weeks, Trustee
- Tina Hatch, Library Director



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Friends of the Library

2010 proved to be another successful year for the Friends. Average monthly sales for Friendly Finds Used & New Bookstore continued to be over \$750 per month. With 31 volunteers under the able leadership of Ann Croy, Friendly Finds is open six days a week. To honor these dedicated volunteers a luncheon was held for them in April.

Monies from the bookstore, membership dues and occasional

additional fundraising programs go toward funding additional programming and support for the library. This year an additional fundraiser was the book launch of Tom Lynch's new book *Apparition & Late Fictions: A Novella & Stories*. Mr. Lynch generously allowed the Friends to sell his new book at this event with proceeds going to the Friends. One hundred books were sold.

As a result, all funding requests for youth, teen and adult programs were approved. This included additional monies for the very successful Book Club in a Bag program. The Friends were also able to partially fund the Milford Millage Renewal Committee in its successful campaign.

The Friends rejoined the Friends of Michigan Public Libraries and several board members attended a workshop at the Novi Public Library which proved to be very informative. The Friends also participated in the MLK activities as part of the theme on volunteerism. Articles regarding the Friends have been submitted and published in the Milford Community Newsletter.

Funding for the winter and spring programs for youth and teen programs has already been approved for 2011.

Book, CD, DVD and VHS tape donation are still needed - especially children's books. Without these donation the Friends would not be able to support the extra programming at the library. Please continue to donate.



A Look Ahead at 2011

We began the new year with the addition of Mary Rice to our staff. Mary, recently of Commerce Township Library, is our new Head of Youth and Teen Services. Please stop by and say "hi" to Mary.

As mentioned previously, staff and administration will be working hard to achieve several objectives as part of our strategic plan.

The 2011 budget shows a reduction in revenue and

expenses of approximately 11% over the 2010 fiscal year. As residents deal with this economic downturn, so have local municipal services, such as libraries, police, fire and schools. The Board and Staff have worked diligently to reduce costs without a significant reduction in services. However, some reductions might be necessary as property tax revenue projections are adjusted

throughout the year. Reductions in services are never easy and would be thought through carefully by the Board of Trustees and Staff for the impact that cuts would have on the community.