



MILWAUKEE
PUBLIC LIBRARY

2018

Annual Report

A Strong MPL is a
Strong Milwaukee



Vision:
MPL is an anchor institution that helps build healthy families and vibrant neighborhoods - the foundation of a strong Milwaukee.



Mission:
Inspiration starts here - we help people read, learn and connect.

Libraries = Strong Communities is a national advocacy effort of the American Library Association aimed at highlighting the value of academic, public, and school libraries. We're fortunate that the people of Milwaukee value their library system, and recognize the vital impact libraries have on early literacy and lifelong learning. Milwaukee Public Library has always been dedicated to finding new ways to inspire and connect with the people in our neighborhoods and throughout our community. As you read about the programs and services MPL has provided the people of Milwaukee in 2018, I hope you'll plan on being a part of our mission in the future by continuing to read, learn, and connect with others in our libraries, and in our city.

- Paula Kiely, City Librarian



Opening new libraries, attending new programs, congratulating new readers - I'm always excited to be a part of what's happening at the Milwaukee Public Library. Our libraries provide the people of Milwaukee with tremendous value; offering free access to hundreds of programs and thousands of books and other materials to everyone from birth to seniors, in every part of our city. Every year I see evidence not only of how the library contributes to a strong Milwaukee, but also how the people of Milwaukee rely on their neighborhood libraries daily for services and community connections they can't get anywhere else. A strong library system is not only the foundation of a strong Milwaukee, it is the foundation upon which neighborhoods, families, and individual citizens build their own futures.

- Tom Barrett, Mayor of Milwaukee



Milwaukee Public Library Board of Trustees

Michele Bria, President

Pictured l-r, standing: Ald. Nik Kovac, James Marten, Jennifer Smith, Matthew Kowalski, Chris Layden, City Librarian Paula Kiely, Mark Sain.

Pictured l-r, seated: Ald. Michael Murphy, Michele Bria, Joan Prince.

Not pictured: Ald. Milele Coggs, Supv. Marcelia Nicholson



\$23,206,425
2018 Operating Budget

1,809,317
Visits



2,456,559

2018 Circulation

1,260,851 Print

837,456 Media

327,027 Digital

31,225 Laptops

77,012
Ready Reference calls
answered





Children who take part in summer reading programs enter the following school year with a positive attitude about reading, are more confident in the classroom, and see reading as important.

- *School Library Journal*

24,935
Super Readers &
Teen Challenge
Participants

9% increase
in completion



Summer Reading

In 2018, Milwaukee Public Library introduced the new Super Reader Squad - a group of friendly, colorful and avid-reading characters that encouraged children to “join the squad” and get reading while also attending hundreds of free programs throughout the summer.

Program engagement increased by 9% overall in 2018. The outreach program visited 48 child care sites and 115 school-age sites, reaching more than 11,600 children.

Teen Reading

The Teen Summer Challenge encouraged teens to add activities to their summer reading and earn points toward prizes. Teens could attend workshops, volunteer in the community, complete an hour of code, design their own emojis, write a book review and enter a Beats and Rhymes competition. Scratch Sessions with DJ Bizzon were a popular activity at the Northwestern Mutual Foundation Studio M Makerspace at the Mitchell Street Branch.

Adult Reading

The Book by Book Adult Summer Reading Program provided adults with a reading log to keep track of five books they read or listened to over the summer for a chance to win memberships to the Milwaukee Film Festival, gift cards and other prizes. Participation doubled from 2017, with 320 adult readers completing the program.

READ

Happy Birthday, Dr. Seuss featured special programming at all branch libraries and a party at the Central Library starring Browser, the Library Lion and the Cat in the Hat as well as live entertainment, cookies, face painting, storytelling and animals.

National Poetry Month drew poetry lovers of all ages to programs showcasing readings by MPL's Poet Laureate and other local poets, the annual Teen Poetry Contest, and partnerships with TRUE Skool Educators for the Art of Coping with Poetry, and with Kavon Cortez Jones for an Open Mic Spoken Word event.

Partnering with local Milwaukee PBS affiliate, Boswell Book Company and Literacy Services of Wisconsin, MPL participated in the kickoff of the **Great American Read**. Book lovers made buttons of their favorite books and saw a sneak peek screening of the PBS *Great American Read* television premiere.

Milwaukee Public Library was presented with a series of original illustrations by **Rosemary Wells**

from her 2016 book, *Hand in Hand*. The illustrations were installed along the entrance to the Betty Brinn Children's Room at the Central Library and unveiled during a visit by the author in November.

The library is always thrilled to welcome authors - both nationally known and local talent. The *Somos Latinas* book launch event at Mitchell Street featured the work of 25 Latina agents of change; **Megan McDonald** hosted a delightfully popular tea party for fans of her *Judy Moody* series; Pulitzer Prize-winning photographer **Richard Drew** revealed the stories behind the award-winning photographs of universal icons and historic moments; local author and director of Alice's Garden **Venice Williams** discussed southern cuisine and African American culinary traditions; **Sam Quinones** presented his book *Dreamland* and led a discussion on the opiate crisis in Milwaukee; and in recognition of National LGBTQ History Month, **Dick Wagner** led a Stonewall Stage Talk on his book entitled *We've Been Here All Along*.



168
Summer Reading
Outreach Sites

104
Child Care
Centers

31,470

Social Media Connections

- 14,081 Facebook
- 7,961 Instagram
- 7,711 Twitter
- 1,717 Pinterest



926,919

Website Visits

3 out of 4
Milwaukeeans
have library cards



LEARN

The library's second annual **Job Expo** connected 43 employers and information providers with 146 job seekers at the Central Library. Local opportunities from retail, manufacturing, construction and trades, food service, health, transit, education and more were included. Emphasis was on opportunities for teens, limited English speakers and ex-offenders. **Teen Job Fairs** were also held at Mitchell Street and Washington Park branches for 147 teens. A series of teen job programs including **Teen Job Centers** and job interview and resume workshops were hosted by Atkinson, Center Street, Villard Square, Washington Park and Zablocki Branches.

LibraryNow represents a historic partnership between the Milwaukee Public Library and Milwaukee Public Schools to provide free digital access to all the library's online resources to every MPS student from 1st-12th grade. LibraryNow gives students access to online tutoring help, book and music downloads, magazines, games, research databases and more, simply by using their student ID number. Students can access MPL's full array of online resources by visiting www.librarynow.org - in school, at home, on tablets, phones, laptops or desktop computers. The total number of student accounts at the end of 2018 was 73,346.

The 2017-2018 school year marked the most successful **First Grade Library Card Campaign** to date. Since the inception of the campaign, MPL has reached nearly 34,000 first graders - teaching them about the public library and how to be lifelong library card users. In 2018, staff shared library card information with 5,265 first graders from 105 Milwaukee elementary schools.

Central Library's Business and Technology Department has a long history of providing programming for **Money Smart Week**. In 2018, the library created its largest lineup of financial literacy programming ever with topics including Family Budgeting, Protecting Your Identity, a Financial Literacy Story Time, Understanding the Stock Market, Getting a Free Credit Report and Starting an Investment Club.

Headlining the library's recognition of **Women's History Month** was a film screening and discussion of *Vel Phillips: Dream Big Dreams* at three branches. Author Amy Stewart joined the East Branch Book to Art Club via Skype to discuss her book *Girl Waits with Gun* and three more branches hosted the Harriet Tubman House armchair tour.





A new library on **Good Hope Road** will replace the Mill Road Branch with a 17,500 square foot, state-of-the-art library space. Construction began in 2018 and will be completed in the fall of 2019.

A wide range of programming for all ages was introduced in 2018 making use of the new **Mitchell Street Branch Cargill Community Kitchen**. Ongoing programs for children and teens included Snack Hack, Family Cooking Nights, Teen Wellness Cooking, and Saturday Treats.

Field Work MKE began planning in 2018 as a result of a grant in partnership with the Milwaukee Public Museum, Poets House and the Institute of Museum and Library Services. The grant will fund programming that illuminates the ways poetry supports STEM learning, including a Poetry Path to be installed in the spring of 2019.

MPL continued to contribute to business growth in Milwaukee by presenting the **7th Annual MKE Business Now Entrepreneurship Summit Outreach Event** hosted by Ald. Milele Coggs. The event featured business workshops and a panel discussion and invited attendees to connect with Milwaukee organizations and vendors.

Milwaukee Public Library enjoys **partnerships** with a wide variety of businesses and community organizations including:

- Wisconsin Humanities Council • Metropolitan Milwaukee Fair Housing Council • Urban Ecology Center • Community Advocates Public Policy Institute • Milwaukee Ballet • Milwaukee Film Festival • UWM School of Information Studies • Marquette University • DUBLIN Literary Award Council • Milwaukee Public Museum • Milwaukee Art Museum • Artists Working in Education • Wisconsin Conservatory of Music • America's Black Holocaust Museum • Wisconsin Public Television • Goodwill Workforce Connection Center • Alzheimer's Association
- Educator's Credit Union • Prevent Suicide of Greater Milwaukee
- Boswell Book Company • Milwaukee Metropolitan Sewerage District • Milwaukee Shines - and many more.

Library Loud Days joined with Milwaukee Film Festival at the East Branch to present a free live concert featuring local musicians who appeared in the Milwaukee Music Video Show movie being screened at the neighboring Oriental Theater.

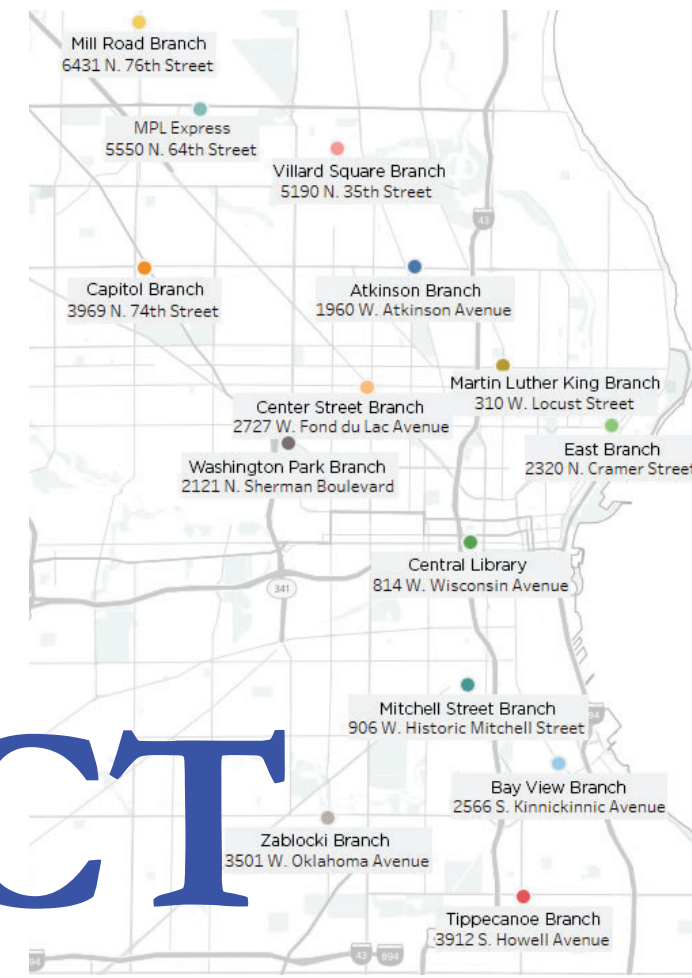
Milwaukee Public Library was presented with the **2018 John Cotton Dana Award** at the American Library Association annual conference in New Orleans for the Library Loud Days Campaign. The Library saw a 60% increase in library card registrations, the website saw a 40% increase in unique visitors and social media engagement has nearly doubled.

MPL joined Police District 7 in the **National Night Out** event with games, digital resources and firefly story time.

John Ridley and Orson Welles were added to the **Wisconsin Writers Wall of Fame** at the Central Library.

The **Gathering Art, Stories and Place (GASP)** grant empowered Historic Mitchell Street neighbors to create, share, and celebrate diversity through storytelling and multi-media art at the Mitchell Street Branch, particularly in the Northwestern Mutual Foundation Studio M Makerspace.

CONNECT



7,166
Community Programs Booked
in Library Meeting Spaces

7,083
Library Programs

2,431	Adult
393	Teen
3,567	Children
692	Computer



Mission

Milwaukee Public Library Foundation provides essential support through private contributions for books, materials, programs, and library facilities to ensure continued standing as a great library, responsive to community needs.

SUPPORT

In the past 30 years, the **Milwaukee Public Library Foundation** has raised more than \$33 million dollars to help the library continue its evolution as an exceptional library system, equipped to meet our community's ever-changing needs.

Each year, we are grateful for the generous commitment of individual donors, corporate partners and foundations that have supported over 90% of all Milwaukee Public Library programs in the 14 MPL locations and at hundreds of community partner locations.

- **Ryan E. Daniels, Executive Director**

On behalf of the Milwaukee Public Library Foundation Board of Directors, thank you to all who show their support through financial contributions that help ensure an informed and inspired Milwaukee.

- **Dan Renouard, Board President**



Milwaukee Public Library Foundation Board of Directors

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2018 Gifts to MPL

\$200,000
Materials &
Subscription databases

\$1.3 million
Program Support

FRIENDS



The mission of the **Friends of the Milwaukee Public Library** is to support libraries, literacy, and lifelong learning.

The nearly all-volunteer Friends organization hosts annual book sales and operates **The Bookseller**, a used book store located inside historic Central Library.

Funds raised from all book sales go back into Milwaukee Public Library's system through grants for much-needed books and materials to enhance the library's collections.

In 2018, the **Friends funded \$44,000 in grants** to the library for items that reach today's youth in new and innovative ways, while engaging readers of all levels and interests.

Discover special events sponsored by the Friends of MPL and the Library Foundation, volunteer or become a member of the Friends, and learn more about how you can support the Milwaukee Public Library at supportmpl.org.

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Your Milwaukee Public Library 24/7

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