



"Public library use is a measure of the health of any city. Strong and well-utilized public libraries like ours reflect a community that is curious, and curious people test ideas, they try new things and, in the end, they transform and improve their communities."

— Mayor Dave Cieslewicz

MADISON PUBLIC LIBRARY

2006 ANNUAL REPORT



• **Madison Public Library** contributes to building a better Madison by engaging everyone in the community in lifelong learning activities through library services, programs and resources that support, improve and enrich individuals and families and enhance community life. The Madison Public Library Foundation, established in the true spirit of a public/private partnership, provides resources and financial support to help initiate, expand and improve these community-wide library programs and services. In 2006, the Foundation's permanent endowment grew to over \$1,000,000.00 due to the generosity of Library supporters and some significant bequests. Together, Madison Public Library and its Foundation make Madison a better place to live, learn, work and grow.



Madison's libraries are integral parts of their neighborhoods – “learning hubs” that provide a local focus for individual growth and improvement. Our libraries are also active and responsive agents for positive change as staff collaborate with other community partners to provide services and resources to help people thrive and grow. In 2006, MPL was a leader in a county-wide early literacy effort to ensure that very young children are ready to read and learn when they enter school. MPL's Readmobile expanded this emergent literacy initiative to early childhood sites throughout the community. A collaboration with Madison Gas & Electric resulted in community-wide energy workshops, and numerous neighborhood-based partnerships extended learning opportunities “outside the Library walls” to an increasingly diverse citizenry.

An active and vibrant web page, madisonpubliclibrary.org, extends our efforts to support learning by reaching people in new and different ways – featuring books, blogs and reading with personalized services such as library and community news, new book alerts, and MADreads – unique librarian reviews of books you might not otherwise come across.

Planning for a new Sequoia Branch Library began in earnest in 2006 to expand this busiest of branches as part of a mixed-use development in the heart of Madison's west side. The purchase of the Villager Mall by the Community Development Authority prompted plans for a much-needed new, and larger, South Madison Branch Library. The Library Board continues to pursue possible sites for future new branch libraries on Madison's fast-growing east and west sides. This year we also requested and received capital funds to upgrade the Pinney and Monroe Street Branches.

We thank you for your support in 2006, as we set our sights on continuing to build a better Madison in 2007. •

Madison Public Library Board of Directors:

Theodore Widder III
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Barbara L. Dimick
Director, Madison Public Library

Theodore Widder III
President, Madison Public Library Board



Madison: A city of readers and learners

Library. The word may conjure up images of a quiet, passive repository of books and information.

No longer. Madison's libraries today are dynamic neighborhood centers of activity, as well as responsive, proactive agents for change and growth in our community. Public libraries in Madison offer a wealth of options that encourage people to pursue learning over a lifetime. Tutoring happens. Programs happen. Internet access really happens!

Library – the place to be inspired, enriched and enlightened. The place where learning happens.

“Learning and motivation are dynamic, cumulative processes; skill begets skill; learning begets learning. Early disadvantages lead to academic and social difficulties later. Early advantages accumulate, just as early disadvantages do.”

– From *The Productivity Argument for Investing in Young Children, Working Papers, Early Childhood Research Collaborative, August, 2006*

Emergent literacy – making sure all our children are ready to read and learn.

- Madison Public Library was at the forefront of the county-wide **Launching Into Literacy** program. This program targets families with young children by establishing an all-important foundation in pre-literacy concepts, ensuring that the very youngest are ready to read and learn as they enter school.



- Our award-winning emergent literacy program, **Play Literacy**, continued an intensive two-year collaboration with early childhood educators and preschoolers at Bayview Head Start and Animal Crackers Child Care Center, and provided early literacy instruction to families whose first language is not English at the Kennedy Heights Early Childhood Program.

- In conjunction with local Head Start and other preschool education groups, MPL introduced **Every Child Ready to Read** training programs for parents, including Spanish speakers, at Eagle Heights, Wexford Ridge, UW Great Beginnings, East Madison Head Start, South Madison Head Start and Bayview.
- MPL's 2006 **Summer Library Program** helped more than 5,100 children maintain their reading skills over the summer months. For the first time, 1,231 children in summer group settings participated.



"I'd argue that the public library's very existence is an optimistic act. People borrow books and then return them. Free. People want information and inspiration, and they seek it out. And it's free. The library is all about access and the freedoms of inquiry and exploration and knowledge, and access is essential to the health of any free-market democracy and free society."

— Dean Bakopoulos, critically acclaimed author and Executive Director, Wisconsin Humanities Council

Building a better community through partnerships: collaborations that change lives.

Through innovative cultural and educational programs and services, MPL extends its reach beyond its walls to bring enrichment and lifelong learning opportunities to an increasingly diverse community.

- Our successful collaboration with Madison Gas & Electric facilitated energy awareness programs throughout the city.
- Library staff collaborated with the group *100 Black Men* to distribute school supplies to children entering Madison's schools, and celebrated at *Fiesta Hispana* and *El Día de los Niños*.
- Library staff partnered in a successful **Motheread** program and book checkout at Leopold School. MPL's partnerships with other early childhood groups on early literacy initiatives are vital in our efforts to "grow readers" in Madison.
- **Community Writing Assistance** volunteers were in high demand at the Lakeview and South Madison Branches.

Your library online:

- MPL unveiled three interactive web logs. These blogs featured book reviews, event notices, information about current community topics, and updates to library services. Posts from these blogs elicited more than 350 public comments.

An array of e-newsletters featuring new and recommended books in a variety of genres reaches more than 3,000 subscribers on a monthly or biweekly basis. The Library web site continues to feature booklists, events, and library resources and recommendations.

- MPL's online catalog, LINKcat, provides access to three million holdings in the South Central Library System. Specialized proprietary databases – not available on the Internet – provide a wide range of important information and statistical data of help to researchers, students, marketers and beginning entrepreneurs. **AskAway**, our 24/7 reference service, means you can "talk" to a librarian online to get an answer to your question anytime, day or night.



Photo courtesy of Madison Gas & Electric.



MPL ranks as one of the best – again.

Once again, Madison Public Library was ranked as one of the best public libraries in the country – ranking fifth in its population category in the 2006 Hennen's American Public Library Ratings.

Madison's libraries – community centers encouraging personal growth and civic engagement.

- MPL celebrated Madison's Sesquicentennial with programs and author appearances. Madison Public Library has grown with Madison for 131 of those 150 years!
- The South Metropolitan Planning Council supported a program at the South Madison Branch to fund a series of **Game Nights** for young teens. This program won the Wisconsin Library Association Highsmith Award.



- Teen advisory boards are active at the Pinney, Sequoyia, Alicia Ashman and Meadowridge Branches. Teens are also involved as volunteers in library programs and workshops, and have formed **Anime Clubs** at the Alicia Ashman and Hawthorne Branches.

- Spanish language Internet training drew an enthusiastic audience at the South Madison Branch.

- One-on-one appointments with Library staff where people could learn about the Internet or software programs or get help with research on specific issues proved to be popular offerings.

- Access to high speed Internet service in our libraries has grown exponentially, to nearly 480,000 uses. Library users also appreciated the broadband wireless capabilities at all our libraries – there were more than 50,000 wireless uses.
- People continue to use the Library's wide-ranging collections – to the tune of 4.6 million checkouts in 2006, or more than 10 checkouts per person in Madison! The Central Library now offers the option of self-service with three new **ExpressChecks**. More than 25% of the total circulations at MPL in 2006 were a result of people placing online holds on library items. Library users can now pick up their own reserved items at Central, rather than waiting for staff to retrieve them.
- The Library Board supported an increase in open hours at the Meadowridge and Lakeview Branch Libraries. Both branches are now open 10 am to 8 pm Monday through Friday and 9 am to 5 pm Saturday to accommodate the need for more Internet access and programs and services for families.



The public library is where place and possibility meet.

— Author Stuart Dybek

- In 2006, the Library began planning in earnest for a new, larger Sequoia Branch, and launched the initial stages of developing a new South Madison Branch Library in the Villager Mall. At the same time, major upgrades for the Pinney and Monroe Street Branches are underway.
- Library Friends' groups support local libraries in many ways — providing donations to purchase books and



furnishings and sponsoring

programs. The Friends of Madison Public Library, based at the Central Library, supports the annual **Summer Reading Program** for children at all our libraries, and provides money for innovative staff grants with earnings from the Friends Book Store at Central. The Sequoia Branch Friends' highly successful book sales in 2006 resulted in an early major contribution to the campaign to build the new Sequoia Branch.



Madison Public Library in 2006 — by the numbers

2006 Operating budget:

Revenues

City appropriation	9,476,299
Dane County Library reimbursement	709,007
Library System contractual services	719,443
Fines and fees	527,700
Space rentals	65,401
Gifts and grants	296,317
Miscellaneous income	225,990
	<u>12,020,157</u>
2005 Fund balance applied	496,973
	\$ 12,517,130

Expenditures

Salaries and benefits	8,258,649
Facilities	986,401
Library books, media and databases	1,174,901
Online consortium operations	561,363
Capital assets, supplies	429,629
Capital borrowing (debt service)	523,827
Miscellaneous	158,258
	<u>12,093,028</u>
Fund balance generated	424,102
	\$ 12,517,130

Five year usage comparison:

	2001	2006	% Increase
Checkouts	3,270,625	4,635,704	41.7%
Visits	1,891,939	2,245,967	18.7%
Program attendance	44,751	61,613	37.7%
Web page views	954,172	2,950,956	209.3%
Internet access	103,660	477,261	360.4%

Madison Public Library Foundation, Inc.

In 1994, the Madison Public Library Foundation was established in the spirit of public/private partnership with the City of Madison. The Foundation provides resources and financial support to extend and improve library services and collections, and makes Madison's libraries more comfortable and welcoming for all.



Image courtesy of Peter Pataiu.

The Madison Public Library Foundation was established to assist in filling the financial gap between appropriated City funds and the ever-rising costs of Library resources and services in order to meet the diverse needs of our community.

Sustaining a vibrant Public Library system requires an engaged community to participate and support planning initiatives and implementation of high quality programs and services. The Mayor, members of the City Council, the Library's Board of Directors and Library personnel are all committed to the Library's mission. Generous individuals and foundations also invest in the Library's success through the Madison Public Library Foundation. Most importantly, the people of Madison collectively define the Library and make it the best it can be.

2006 was a remarkable year for the Madison Public Library Foundation. Highlights include:

- Active involvement in implementing a neighborhood capital campaign for the new Sequoia Branch, with a goal of raising \$975,000.
- The growth of the MPL Foundation's Endowment, held at the Madison Community Foundation, to nearly \$1M.
- Grants to the Library in the amount of \$112,000 used for materials such as books, audiobooks, juvenile materials, and databases.

Statement of activities

Year ended December 31, 2006

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Revenue				
Contributions	322,820	174,452	735,126	1,232,398
Investment income	17,387	0	47,352	64,739
Net assets released from restriction through satisfaction of time or donor restrictions	58,263	(58,263)	0	0
Total revenue	\$ 398,470	\$ 116,189	\$ 782,478	\$ 1,297,137
Expenses				
Program services	242,003	0	0	242,003
Management and general	27,720	0	0	27,720
Fund-raising	59,878	0	0	59,878
Total expenses	\$ 329,601	\$ 0	\$ 0	\$ 329,601
Changes in net assets	68,869	116,189	782,478	967,536
Net assets — December 31, 2005	97,715	242,782	216,016	556,513
Net assets — December 31, 2006	\$ 166,584	\$ 358,971	\$ 998,494	\$ 1,524,049

Mission

The Madison Public Library Foundation was founded as a tax-exempt, private, nonprofit corporation that provides supplementary financial support for the Library. Because the demands for the Library are growing much faster than the public funds available to support them, the goal of the Foundation is to enrich, not replace, traditional tax-based support through private fund-raising from individuals, businesses and foundations. Such supplemental funding will make the difference between an adequate municipal library and a great one!

Madison Public Library Foundation Board of Directors:

Judy Plaenert Olson
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 Warren Onken
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 Janice Zmrazek
 Barbara Dimick,
 Ex-officio
 Terrie Goren,
 Executive Director

Alicia Ashman Branch

733 N. High Point Road
824-1780

Central Library

201 W. Mifflin Street
266-6300

Hawthorne Branch

2707 E. Washington Avenue
246-4548

Lakeview Branch

2845 N. Sherman Avenue
246-4547

Meadowridge Branch

5740 Raymond Road
288-6160

Monroe Street Branch

1705 Monroe Street
266-6390

Pinney Branch

204 Cottage Grove Road
224-7100

Sequoia Branch

513 S. Midvale Blvd.
266-6385

South Madison Branch

2222 S. Park Street
266-6395

Vision

Madison Public Library is a leader in building and sustaining
a literate citizenry, transforming lives through knowledge
and information and enhancing Madison's high quality of life.

Mission

Madison Public Library promotes lifelong learning
by creating welcoming spaces that offer collections and
services to inform, inspire, enrich and entertain.



These and other photos can be found on the Library's Flickr photo sharing accounts at <http://www.flickr.com>.



www.madisonpubliclibrary.org