

COMMUNITY

ATTACHMENT 4

2013 YEAR IN REVIEW



COMMUNITY



2013 YEAR IN REVIEW



kcls.org



FROM THE DIRECTOR

The King County Library System exists in two worlds. One is a large “system” that is able to leverage its size across King County to achieve a high level of service with tremendous economies of scale. The other is an amalgamation of 48 libraries, each with its own loyal following, centered at the heart of the community.

In 2013, KCLS focused on community by taking advantage of System-wide programs and initiatives that were developed during the last decade and putting them in place in local communities.

The transition to a new staffing model is almost complete. The structure supports KCLS’ Services Strategy and enables KCLS to offer library services in the community, in the library and virtually. Libraries in South King County have already responded strongly to the challenge of taking summer reading to children who don’t typically get to the library. *Let’s Read!*, an outreach program for disadvantaged students, has received national attention and was a contributing factor in the \$40 million federal grant awarded to the schools involved. Similarly, staff at the Federal Way Libraries and many others report receiving calls from numerous community agencies seeking partnerships with KCLS in a variety of venues.

With System-wide programs expanding offerings at community libraries, nearly 100 *A Place at the Table* programs were held in 2013. The cooking and nutrition series drew large audiences and generated more than 30,808 pounds of food donations that poured into all 48 libraries. Libraries in East King County partnered with cities and local service organizations to generate awareness and dialogue around growing drug problems in several communities. And the Issaquah Library helped local businesses develop a better marketing approach to draw more visitors to its downtown.

Circulation for the year, 22 million, remained on par with the previous year. King County Library System patrons continued to transition from print to digital by downloading more eBooks than any other library system in the United States. Circulation of eBooks and audiobooks (1.7 million) far exceeded circulation at any of KCLS’ 48 libraries, and virtual library use got a big boost at the end of the year when a new catalog, BiblioCommons, and revamped Web site launched. KCLS’ Social Media team reached nearly 30,000 users on Facebook and Twitter combined, keeping the virtual community actively engaged throughout the year.

Library facilities are a point of pride and a center for community life. In 2013, KCLS completed the ninth year of a 10-year program to build, expand or renovate every library in the System. At groundbreakings and opening ceremonies, hundreds, and in a few cases thousands of people turned out, reinforcing the relevance of libraries to the community. Significant progress was also made on all remaining capital bond projects as well as the two new libraries in Renton. Throughout the process there was a great deal of interaction with community members who provided feedback on design plans during open public meetings so that buildings reflect each community.

At the end of 2013, I announced that I would be leaving the King County Library System to take on a new challenge with another library system. As I look back on almost 25 years at KCLS, I can say I am truly grateful to have worked with such talented colleagues on the staff, Board of Trustees and KCLS Foundation to build a great library system that is well used and appreciated by our community.

Bill Ptacek
KCLS Director





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COMMUNITY COUNTS

2013 • The Year in Numbers

Popular Programs

55,539
Summer Reading
Program Attendees

TechTutor
594
Computer Classes
2,500
Students

429
One-On-One Classes
1,470
Students

Ask KCLS
73,537
Calls
13,383
Online Questions

Connections

48
Libraries

9.9
Million
Visitors

kcls.org
47.6
Million
Visits

Outreach Visits to
90,842
People

Check It Out

22
Million
Check Outs
Books, Movies and Music

1.7
Million
eBooks &
eAudiobooks

66%
More than 2012

New Library Users
95,000

25,263
Meeting Room Reservations

Stellar Support

61,000
Volunteer Hours
1,828
Volunteers

Study Zone
7,234
Volunteer Hours

9,491 **40**
Students Libraries

Value of Free
News Coverage
\$515,621
Through Advertising Partnerships

88 Partnerships in 2013
Twice as many as 2012

COMMUNITY CENTER

Libraries continued to be the center for community life, connecting people to a variety of resources. Whether searching for a new eBook to read, or a place to practice English, the library was the place to go. More than 9.9 million people visited KCLS libraries in 2013.



PLUGGED IN: Connecting to Technology

With technology continuing to change rapidly, the Library System kept pace with new developments. From eBooks to computer classes, access to technology at the library is always free, providing opportunities to all.

Instant Access DOWNLOADS

402,438 Audiobooks

136,605 Magazines

11,948 Videos and Music

KEEPING UP WITH DOWNLOADS

The number of people reading **eBooks** continued to increase throughout the year, with eBook and Audiobook downloads surpassing 1.7 million by year's end, more than any other library system in the United States. With sales of eReaders, tablets and smart phones exploding, KCLS kept up with demand by launching a multi-prong eBook initiative that focused on collection growth, staff training and increased promotion. A total of 39,487 copies and 12,931 titles were added to the eBook collection and a successful eBook campaign increased downloads by nearly 9%. A new eBook portal especially for children, the Kids eReading Room, was designed to increase check-outs of children's eBooks. Six weeks after the launch, check-outs escalated from an average of 442 items per day to 602 per day.



WELL-CONNECTED

To make it easier to find materials, a new **Web site** and **catalog** debuted in late 2013. A direct result of user feedback, the new site is mobile-friendly, offers increased searchability and easier navigation. The new catalog, powered by BiblioCommons software, enhances access to KCLS' collection, improves searching, displays titles in all formats and offers a variety of features such as reading lists and recommendations. More than 80,000 people registered with BiblioCommons in the first three weeks after the new catalog launched.

A CLICK AWAY

With a growing number of people accessing library resources online, the new catalog offers easy access to **recommended reads** on a variety of topics, including poetry, science, best books of the year and more. Book reviews are also available and users can add comments and stay connected to contributors they wish to follow.

THE ANSWER

Responding to questions by phone and email, Answer Line served KCLS patrons for more than two decades. In 2013, Answer Line was re-envisioned and rebranded to **Ask KCLS**. A new logo, telephone announcements and increased visibility on kcls.org promoted the already popular service as a convenient point of access for those seeking assistance via email, chat and telephone. In 2013, Ask KCLS responded to 73,537 telephone and 13,383 online questions.

CONNECTED TO TECHNOLOGY

Computer Classes: In 2013, KCLS offered 594 classes on more than 20 different computer-related topics, which were attended by more than 2,500 students. Another 1,470 students attended 429 one-on-one tutoring sessions. All were taught by 83 TechTutor volunteers.

Microsoft IT Academy: KCLS provided free online access to a wide range of Microsoft courses through a partnership with Microsoft and the Washington State Library called Washington Microsoft IT Academy (ITA). In just two months after the November 2013 launch, more than 600 people registered through kcls.org.

REACHING READERS

Connecting to Books and Reading

Connecting people to information continued to be a priority. To ensure that all ages can find the information they seek, as well as new items along the way, a few enhancements were implemented.



PICTURE BOOK PILOT PROJECT TAKES OFF

A new approach to displaying **children's picture books** was piloted at the Federal Way 320th Library, which received a new collection of 6,500 picture books. Books were shelved in 14 categories, including *Things That Go*, *Bedtime Stories*, *Famous Friends* and *Sparkly*. Specially designed adaptable shelving, with face out, spine out and browsing bins, allowed children and parents to find books of interest more easily.



TRUE STORY

Local Focus: A survey evaluated the success of KCLS' Choice Reads collections, which offer popular paperback titles on display at each library. Based on input, the titles selected for Choice Reads were tailored to local needs, rather than a one-size-fits-all approach.

Quick Time: Based on a successful project the year before, which resulted in faster delivery of music items to patrons, KCLS applied the same process to its DVD workflow. As a result, wait time for DVDs, starting from the time an item is requested to when it's available for pick-up, was reduced 50%.

"Everyone loves the interesting books and magazines! Moms are reading magazines and children are having fun with the story books."



Download Center READometer App

1,662 downloads

979 iPhone

399 iPad

217 iPod Touch

67 Desktop

Stocked with free reading materials for travelers, an additional six **Quick Reads Shelves** and eight rocking chairs were placed in concourses at Seattle-Tacoma International Airport from July through September 2013. Thousands of donated books and magazines took flight, many of which returned to KCLS with notes from thankful travelers. Librarians also visited the airport to provide ad hoc book talks, database instruction and reader's advisory to travelers. KCLS' presence at an international airport was covered by several media outlets, including KIRO radio, mynorthwest.com, *Library Journal* and *USA Today*. Overall, more than 93 million travelers discovered KCLS at the airport.

Although the program has come to a close, Quick Reads Shelves, which were originally designed as a temporary element, will continue at 39 host sites located County-wide, including Hopelink offices, HealthPoint clinics, Les Schwab Tire Centers, two community swimming pools and a skating rink.

Take Time to READ was generously sponsored by the KCLS Foundation.

READING REFRESHER

In addition to the ongoing selection of new materials throughout the year, **adult reading collections** were refreshed in several subject areas, including math, test books, job search and careers, language learning, religion, pets and mythology.

A TIMELESS PURSUIT

In its third and final year, **Take Time to READ** continued to encourage people to find unexpected moments to read. After receiving two national awards in 2012, several new elements were added in 2013.

The new **READometer** app allowed people to track reading minutes, locate libraries and find Quick Reads Shelves. By year's end, more than 100 days of reading, equal to 144,000 minutes read, was logged by King County residents and other users from as far away as Japan.

"I was at the airport and came across titles on a revolving rack. The book's first half was devoured by the time my plane began to board."



SPARKING CURIOSITY

Connecting to Classes and Programs

Communities are shaped by the people who live there. To inspire continued learning, both for fun and for educational pursuits, a variety of free programs were offered throughout the year for all ages.

HUNGRY FOR KNOWLEDGE

In March, KCLS launched the year-long adult program series, **A Place at the Table: Inspiring Cooks, Nourishing Communities**. From baking pies to barbecue, workshops educated attendees on food-related topics such as eating organic, genetically modified foods, canning and more. In addition to cooking, A Place at the Table addressed food in a number of ways, including food in cinema, food in art and, of course, food in literature.

Programs featured several high profile speakers, including Pulitzer Prize winning author Michael Moss, James Beard award winner Mollie Katzen and Food Network Host Ree Drummond, also known as the Pioneer Woman. Her event in December drew close to 700 people. KCLS also hosted a variety of regional food authors and experts who spoke about seasonal topics throughout the year, including PBS host Amy Pennington who offered a series on canning, and BBQ America host Rick Browne who presented barbecue demonstrations.

More than 4,400 patrons attended programs, 18% as first-time attendees, and participants consistently rated programs 4.5 on a scale of 5. The series also provided an opportunity for KCLS to create new partnerships with local organizations, including PCC Natural Markets, Washington State Association of Nutritionists and Dieticians and KCTS9.

A Place at the Table was designed to be more than just programs for the public to enjoy; it became an opportunity to give back to the community. A natural fit, the public was invited to drop off gifts of food in collection bins at libraries, and they responded with amazing generosity. A total of 30,808 pounds of food, equaling more 20,538 meals, was collected and donated to KCLS' partners Hopelink and Food Lifeline, which distributed the food to more than 45 community food banks.

Food Network

Promoting
A Place at the Table

45,000 16 page
program booklets
distributed in
KCLS libraries
and to partner
organizations,
including all
PCC Markets.

28,800 visits to
kcls.org/cooks

1,000 monthly
eNewsletter
subscriptions

King County
Library System
Foundation

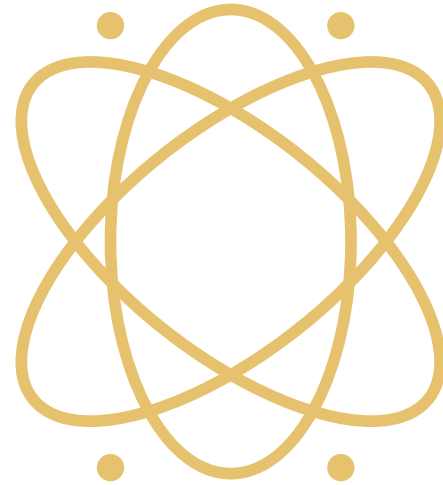


"Thank you for offering this food literacy program. I learned new things and was reminded of things I had not fully put into practice."



TEEN SUMMER READING

A new, interactive Teen Summer Reading Program, **Beneath the Surface**, engaged teens who are already avid readers as well as those who may not currently use library services. Teens were invited to attend programs at the library, post a book review online, introduce themselves to a library staff member or recommend a book to a friend. Once tasks were completed, teens were entered in a drawing for a Kindle Fire or a WiiU, generously provided by the KCLS Foundation. More than 2,000 teens participated in the program and feedback from a follow-up survey was very positive.



ACADEMICALLY INCLINED

Study Zone allows students in grades K-12 to get help with homework from volunteer tutors. In 2013, volunteers provided a total of 7,234 hours of free tutoring to 9,491 students at 40 libraries. Among public libraries, Study Zone is the largest volunteer study assistance program in the United States.

PREP CLASS

A total of 30 **Life After High School** programs, covering topics ranging from how to get into college, SAT preparation and paying for tuition, were attended by 650 students and parents. The series also offered resume and cover letter writing and job interview tips to students who may not be heading to college. In addition to events held in libraries, an online collection of resources was available that included recommended books, Web sites and databases. Students who attended a series of SAT preparation classes in the fall increased their SAT scores an average of 177 points by the end of the six-week course, based on results from initial diagnostic and final practice tests.



Season of Stories & Songs

CURRENT EVENTS

More than 100,000 children, students and families attended **centrally planned programs** at libraries, schools and other community venues. From author events, family concerts, Early Learning programs, science workshops, poetry readings, live theater performances and more, people gathered for fun and learning.

Season of Stories and Songs: Featuring music and family programs that celebrated the changing seasons, this series was the most popular of the year, with an overall attendance of more than 16,000 people.

Star Wars Reads Day II: Nearly 2,000 people attended programs at 12 libraries. Special events included photos with Star Wars characters, Lego® stations for creating robots and a storytelling performance by Charlie Williams, The Noiseguy.

School Support: Schools throughout King County hosted programs sponsored by KCLS. Eighty-five assembly programs featured subjects such as reading, literature, diversity, geography, history, science, math and social studies, reaching more than 23,000 students in grades K-12.

BUSINESS CLASS

Nonprofit Community Services: The Nonprofit and Philanthropy Resource Center (NPRC) continued to serve the nonprofit community for the 13th year. The NPRC Web page and nonprofit calendar received a record number of hits, 26,000, and 600 people visited the Resource Center at Redmond Library. Nonprofit organizations accessed free databases to identify funders that match their interests. In addition, the NPRC promoted its resources to more than 2,000 people at meetings and conferences throughout the year.

Childcare Provider Training: Nearly 2,000 licensed childcare providers attended State Training and Registry System (STARS) workshops and received more than 4,000 hours of free training. Programs focused on children's literature, professional development, nutrition, brain development and curriculum planning. Research shows that increased training and education for early learning professionals results in higher-quality interactions and care for children.

"The Show Brazil program was amazing and the students thoroughly enjoyed the interactive nature of the assembly!"



FINAL DESTINATION Connecting Diverse Patrons to Resources

Creating a welcoming place where people from other countries not only feel welcome, but are given the tools they need to be successful, continued to be a priority throughout the year.

WELCOME CENTER

Thanks to preparation received in **Citizenship Classes** at KCLS, 108 students reported passing their U.S. Naturalization test in 2013. KCLS partnered with United States Citizenship and Immigration Services to host U.S. Naturalization ceremonies at five libraries, where 120 people took oaths of allegiance and received naturalization certificates.

108
New
Citizens

BOOST TO BIBLIOTECAS FACEBOOK

In an effort to expand outreach to the Spanish speaking community, KCLS implemented a Spanish Facebook page, **Bibliotecas KCLS**. An ad campaign in 2013 resulted in an additional 7,000 followers and counting, a boost from the original 129 fans.

SUPPORTING ENGLISH LEARNERS

More than a quarter of King County residents speak a language other than English in their homes and about half report that they do not speak English well, or at all. To address this need, KCLS offered **conversation classes** and interpreter services.

World News
World language newspapers are sent to community libraries daily, printed centrally using the NewspaperDirect online service. Representing 22 countries, there are a total of 185 subscriptions to 44 titles in 16 languages.

Talk Time: 1,083 English conversation classes held in libraries were attended frequently by more than 1,800 students. KCLS filled an additional 7,784 seats in 623 class sessions offered by community partners.

Language Line: To assist those who don't speak English, KCLS staff used Language Line to provide 1,064 minutes of interpreter services on 180 calls in 26 languages.

COMMUNITY FOCUSED

Delivering Books, Technology and More

Creating and inspiring communities of readers and learners beyond library walls was once again a priority. By year's end, staff reached more people, groups and organizations than ever before, spreading the wealth of library services.

Dig Into READING



LET'S READ!

Summer Reading Outreach

Visits increased by 70% to 250.

Sites served increased 53% to 61.

Staff reached 8,508 children and adults, a 49% increase from the previous year.

Encouraging parents and children to read together during the summer, the **Let's Read!** campaign was aimed at improving student achievement from cradle to college to career in South King County and South Seattle. With particular emphasis on those who may not regularly visit the library, Let's Read! extended the Summer Reading Program beyond the walls of libraries.

Children's librarians and other staff visited free meal sites, schools, apartment complexes, YMCA camps and parks to offer Story Times in English and Spanish, summer reading sign-ups and other library programs. A \$100,000 grant from the Paul G. Allen Family Foundation allowed KCLS to add 21 visits to the schedule. By the end of the summer, 3,096 books were given to children, courtesy of the KCLS Foundation.



Granted: More Programs

The Renton School District, assisted by KCLS, received a Deep Dive mini grant from the larger Race to the Top grant in the Road Map region, which begins in 2014. KCLS will provide Play & Learn groups, visits by Library2Go! and bussing to the library for students at two elementary schools during the summer months, allowing children to participate in the Summer Reading Program.

MINDING THE TECHNOLOGY GAP

Equipped with broadband Internet, eight laptops and a projector, **Techlab** offered 152 computer workshops at community centers, social service agencies and housing communities. More than 1,600 attended classes, a 35% increase from 2012. Partnerships with agencies such as ReWA, Jewish Family Services, Tent City and WorkSource increased awareness of technology and learning opportunities in the community.

ALL REVVED UP

Library2Go! brought books and media to an average of 119 child care facilities each month, serving a total of 11,230 children. In addition, Library2Go! offered library materials to children and families in 76 housing communities and community center locations every month. By the end of the year, Library2Go! staff visited a total of 36,383 patrons throughout the community. Library2Go! vehicles were also instrumental in the Let's Read! Summer Reading campaign.

COMMUNITY LIAISONS

To create **stronger community connections**, responsibility for establishing and maintaining community relationships was divided between Librarian Services Managers and Cluster Managers. With more focused areas of responsibility, Cluster Managers oversaw local governance relationships with Library Advisory Boards, legislators and city officials, while Librarian Services Managers focused on relationships with the Friends of the Library and service based partnerships. Tapping into a local knowledge base not only informed staff about how to best meet community needs, it also created awareness about the library's offerings.

Library staff are involved with the following local community organizations:

Auburn Chamber of Commerce	Maple Valley Rotary
Bellevue Chamber	Mercer Island Chamber
Covington Chamber	NUHSA North Urban Human Services
Discover Burien	Redmond Chamber of Commerce
Downtown Bellevue Membership	Renton Chamber of Commerce
Duvall Chamber of Commerce	Sammamish Chamber
Eastside Leadership (Bellevue)	Shoreline Chamber of Commerce
Enumclaw Chamber	Snoqualmie Valley Chamber of Commerce
Federal Way Chamber of Commerce	South King Council of Human Services
Issaquah Chamber of Commerce	South Sound CC Legislative (Emerald Downs Breakfast)
Kent Downtown	SRSA
Kirkland Chamber of Commerce	SW King County Chamber of Commerce
King County Cultural Coalition	White Center Chamber of Commerce
Maple Valley Chamber of Commerce	

The Road to Success

90,842 people were served by
Outreach vehicles in 2013

ABC Express

Visited 567 daycares and 351 community
locations, reaching 24,109 children.

Traveling Library Center

Visited 1,848 senior facilities,
reaching more than 28,721 people.

Techlab

Offered 152 computer workshops
with an attendance of 1,629 people.

Library2Go!

Visited 119 child care facilities and
76 housing communities and community
centers, serving a total of 36,383 people.

"I am a 71-year-old and using the library is near impossible. I love to read and Library2Go! enables me to continue to do that."

COMMUNITY CONNECTIONS

Combining Forces for Twice the Impact

Building new community relationships and strengthening existing ones allowed KCLS to best serve the community. By leveraging resources, people were connected to even more services and programs.



CONVEYING IDEAS

For the second year, the **Convey** initiative embraced the unique role of libraries as neutral providers of information and places for civic dialogue. In 2013, KCLS partnered with the Snoqualmie Valley Community Network (SVCN) and Downtown Issaquah Association (DIA) to launch two new Convey initiatives. SVCN invited the community to attend presentations by local experts on drug use prevention. DIA invited community members to suggest possible uses and potential improvements to downtown Issaquah. Both projects generated thoughtful ideas and comments from the public. Input collected by KCLS will be provided in full to both partner agencies in 2014.



Is an initiative of the King County Library System to foster civic engagement and act as a catalyst to conversation around important community issues.

THE PURSUIT OF PARTNERSHIPS

KCLS continued to encourage partnerships between the Library System and organizations that align with KCLS' mission, goals and policies. In 2013, KCLS' **Partnership Program** expanded from 44 to 88 partnerships, a 100% increase. Forming working relationships with organizations and individuals that have likeminded goals of community service allowed KCLS to offer even more innovative programs and services.

Sing With Our Kids: Children's musician Nancy Stewart led an Early Learning pilot project with a focus on family singing. Parents and guardians learned how to use books and other library materials along with group singing to enhance skills for preschool children.

Affordable Care Act: In the fall, Public Health Seattle & King County provided one-on-one assistance at libraries for those enrolling in the new Washington Health Benefit Exchange, established under the Affordable Care Act. A total of 29 libraries hosted Public Health staff, who helped more than 800 people enroll in healthcare plans.

Safe Place: On any given night in King County, there are more than 800 homeless teens. For the second year, all KCLS libraries were designated Safe Places for ages 12 to 17 who are at risk or homeless. In collaboration with YouthCare, nine teens were successfully connected to a partner agency for shelter and counseling.

Safe Place Success Stories

A 15-year-old young man asked for help after his father threw him out of the house. A library staff member helped connect the youth with a counselor who arranged shelter for the night.

A 13-year-old teen came to the library and informed a staff member that she was afraid of her mother, who was using drugs. Library staff connected the teen with a counselor who arranged for the teen to stay with her aunt.

2013 Partnerships

Alzheimer's Association
American Heart Association
Ashley Kurtz,
d. b. a. The Body Counselor
Auburn Youth Resources
Bellevue Arts Museum
Bellevue Reporter
Boeing Employees Credit Union
Books on the Bus-
Transportation Choices
Burien Arts
Burien Community Center
Chinese Information &
Service Center
City of Auburn Arts and
Recreation Department
City of Burien Parks & Recreation
City of Redmond,
Events and Marketing
City of Renton,
Community Services
City of Sammamish
City of Shoreline
Collaborative After School
Athletic/Academic
Community Alliance
for Social Justice
Community Schools
Collaboration
Downtown Issaquah Association
Eastside Catholic School
Essay Mentors
EX3 Teen Center
Fantasium Comics and Games
Food Lifeline
Greater Maple Valley
Community Center
Highline Historical Society
Highline Public Schools
Highline Times/Des Moines News
Historical Society of Federal Way
Hopelink
International Rescue Committee
Island Quilter
Kaplan Test and Prep Admissions
KCTS 9 Television
KidsQuest Children's Museum
King County Department
of Elections
King County Housing Authority
KING FM 98.1
Kirkland Arts Center
Kirkland Teen Union (YMCA)
Master Builders Association
Master Gardeners
Maywood Hills Elementary PTA
Mercer Island
Preschool Association
Mercer Island
Youth and Family Services
Mujeres of the Northwest
Multi-Service Center
Nancy Stewart
NELA Center for Student Success
Newcastle Historical Society
Newcastle News
Northwest Bookfest
Northwest Natural Health Clinic
Office of Congressman
Adam Smith
Pacific Northwest
Writers Association
Plug In America
POW!
Public Health
Seattle & King County
Puget Sound Blood Center
Recovery Night
Redmond Historical Society
Safe Place/YouthCare
SeaMar
Community Health Center
Seattle Education Access
Seattle Opera
Shoreline Lake Forest Park
Arts Council
Snoqualmie Valley
Community Network
Social Security Administration
Spokenword
(Redmond Association)
Swedish Cancer Institute
Sylvan Learning Center,
Auburn
Sylvan Learning Center,
Federal Way
Teen Feed
Teen Wise
U.S. Citizenship &
Immigration Services
VALA Eastside
Vashon Youth & Family Services
WabiBurien
Washington New Americans
White Center Jubilee Days
Wintergrass Festival
WorkSource
YMCA Coal Creek
YMCA, Snoqualmie Valley
YouthCare/
James W Ray Orion Center
Youth Eastside Services

COMMUNITY SUPPORT

The Devotion of Many Equals a Stronger System

The success of libraries is largely dependent on support from the community. KCLS has an outstanding base of support from Friends, Advisory Board members, volunteers and citizens.



FORTUNATE FRIENDS

In 2013, **Friends of the Library, Library Guilds and Associations** provided record-breaking support of KCLS by donating more than \$300,000, the majority of which enhanced library programming for children, teens and adults. They were also instrumental in bringing public art to new libraries, hosting library events and supporting the work of the KCLS Foundation.



A FRIENDLY CELEBRATION

For the 16th year, the KCLS Foundation honored outstanding volunteers at Friends Day. Centered on the theme **Friends Around the Table**, 132 guests enjoyed brunch, special awards and food-related workshops by Philip Lee of *Readers to Eaters*, KCLS librarian Michele Drovdahl on cookbooks and food memoirs, Marilyn Walls from Puget Consumer Co-op on healthy holiday eating and food historian Tames Alan on *Dining at Downton, a Trial by Fork*.

"I came back all pumped up to rev up our Friends group, add a few fundraising ideas and committed to books in print!"



Valued Volunteers

Volunteers supported many essential library services by tutoring homework help, facilitating Talk Time and Citizenship classes and teaching computer classes.

Volunteers also assisted with delivering materials to people living in adult group homes. In 2013, 893 new volunteers gave their time, bringing the total number of volunteers to 1,828. By year's end, more than 61,000 volunteer hours were contributed.

Cities with Library Advisory Boards

Bellevue	Lake Forest Park
Bothell	Maple Valley
Des Moines	Redmond
Duvall	Renton
Enumclaw	Snoqualmie
Issaquah	SeaTac
Kenmore	Shoreline
Kirkland	Tukwila

During the year, Library Advisory Boards established by individual cities within KCLS were introduced to a strategic Community Discovery exercise to help them better understand the political landscape in which their local library operates. They were given tools to examine the political, economic, socio-cultural and technological factors, changes and influences in the community and the potential impact on library use, programs and services.



COMMUNITY BUILDING

Providing a Place and Space for Gathering

In many ways, libraries are the literal building blocks of communities. Offering a welcome reprieve from the world outside, everyone is invited to enjoy learning opportunities. To continue to offer welcoming spaces, several library enhancement projects were completed.



A LASTING BOND

With one year remaining, progress continued on library enhancement projects funded by the decade-long Capital Bond Program. Enthusiastic crowds celebrated new and renovated library facilities that opened in 2013.

Interior improvements to **Maple Valley Library** were completed in April, including relocated public computer stations, new carpet, lighting and furniture.

More than 750 residents attended a car show to celebrate completion of the new **Bellevue Library Parking Garage**, which opened in June. The new three-level parking garage added 163 spaces, for a total of 362. The garage features a green wall of plants on the north side, as well as an art display of vanity license plates on 18' of stainless steel mesh at the main entrance.

The new **Federal Way 320th Library** opened in September and more than 350 residents gathered for the celebration. The 15,000 square foot library replaces a smaller 1960s building and features an expanded Children's Area, Teen Zone, three study rooms, a quiet study room and community meeting room. The building was designed with several green features: windows that maximize daylight, radiant heating, low-flow fixtures and a rain garden.



Maple Valley Library



Bellevue Library

SAFE AND SOUND

By the end of the year, every KCLS building was equipped with **Automated External Defibrillators** (AED), expanding the program from 15 to 49 locations. Nearly 350 staff are trained in CPR/AED.

Hearing Loop Systems allow individuals with hearing impairments to participate in essential library activities with ease. The hearing loop automatically transmits conversations directly to the individual's hearing device, without any additional equipment or request for accommodation. In partnership with the Hearing Loss Association of Washington, systems were installed at the Bellevue Library, Kingsgate Library and Service Center.

Growing Minds

An Early Learning Garden was planted at Woodinville Library, allowing children to learn, play and discover nature while visiting the library. The interactive garden also provides a dedicated space for reading and storytelling. The first garden was planted at Mercer Island Library in 2012.

In the Bag: Being Green

Reusable bags were offered at all KCLS libraries starting in March 2013, following a successful pilot the year before. By year's end, 42,000 bags, an average of 4,600 per month, were either checked out or purchased. The bags replaced biodegradable bags, which had an average use of 31,750 bags per month, or 381,000 bags a year. With reusable bags, item-by-item annual consumption is not much higher than one month's worth of biodegradable bags.



Federal Way 320th Library

COMMUNITY MINDED

Dedicated Staff Make the Difference

The work of KCLS staff, much of which occurs behind-the-scenes, makes libraries run smoothly daily. New development opportunities throughout the year ensured that staff were equipped to provide exceptional service to the community.



TRANSITION TIME

Allowing more time for librarians to focus on community outreach and online services, the **Services Strategy Staffing Model** was launched in five additional library clusters in 2013: Foster/Skyway/Southcenter/Valley View; Carnation/Duvall/Fall City/North Bend/Skykomish/Snoqualmie/Woodinville; Issaquah/Sammamish; Black Diamond/Covington/Enumclaw/Maple Valley; and Des Moines/Kent/Woodmont. Planning also got underway to transition five remaining clusters in the coming year.

Classes were offered on a variety of subjects to prepare staff for new job duties, including reference services, a five-part technology training, database searching, reader's advisory, meeting patron needs, leading change, managing change, customer service and referral, and responding to critical situations.



Timely Tool

Librarians in nine clusters began tracking how much time they spent on activities using a new Time Tracker tool. The data will assist in addressing workload balance and, most importantly, will show how librarians can best manage workflows to achieve annual service targets in each community.



HIGH CLASS

By year's end, 11,562 staff completed more than 150 courses for a total of 25,816 training hours. More than 25 new courses were added, many offered online or through webinars.

Diversity Classes: 263 staff attended classes or webinars on Refugees in Our Communities, Transgender 101: Serving Trans Patrons, and Serving Homeless Youth.

New Catalog: 594 staff attended trainings or webinars on the new BiblioCommons catalog.

Conference Funding: 96 staff attended conferences offered by the American Library Association, Washington Library Association, Oregon Library Association, and Washington Association of Library Employees, among others.

Tuition Assistance Program: 46 staff members participated in the KCLS Tuition Assistance Program, and 11 completed degrees.

Language Funding Program: 21 staff took French, Japanese, Russian, Spanish and American Sign Language classes.

PIVOTAL PAGES

For the tenth year, the **Page Fellowship Program** continued to provide job training opportunities to people who have language barriers or lack work experience in this country. With the goal of retaining a more diverse library workforce, the Page Fellowship Program offers professional and career development opportunities through on-the-job training, workshops and more. As a result, more than 70 former participants have advanced to higher level positions and five are librarians. During a celebration in honor of the program's tenth year, five former fellows shared stories about their participation in the program.



TECHNOLOGY

Keeping Current

Libraries continued to provide free public computers, Internet access and more. Offering services at 48 libraries, much happens behind the scenes to maintain a strong technical infrastructure.

IMPROVED PERFORMANCE OF EVERGREEN

KCLS continued to improve the performance of the Evergreen open-source system. After three years of operation, a consultant evaluated the software's performance and its potential to become a reliable and flexible system. The assessment acknowledged challenges, but found no practical alternative and concluded that Evergreen offered the potential to meet KCLS' goals. By year's end, Evergreen had developed enough to accommodate regular weekly updates, small feature fixes and improvements to selection, ordering and collection management. The ability to regularly update the system at a programming level is relatively uncommon in the library world and is useful to KCLS as a high-volume system.

With the implementation of the BiblioCommons catalog in December 2013, the Evergreen development team focused on connecting the two systems, allowing BiblioCommons to import and search the Evergreen bibliographic database. Interacting with Evergreen in real time, BiblioCommons provides information that allows people to manage accounts and place holds.

EXTRA ENHANCEMENTS

Strengthening the Network: Improvements included steady clean power, more data storage, and improved backup and restoration capabilities.

Phone System Upgrades: A multi-year conversion to a network-based telephone system continued. In 2013, 13 library sites were upgraded and the Ask KCLS service was relocated.



More Computers: Planning got underway for upgrading all public and staff computers to Microsoft Windows 7 and Office 2013 applications. In addition, 25% of public and staff computers are scheduled for ongoing annual upgrades.



BIG PROMOTION

Spreading the Word

Encouraging as many people as possible to take advantage of library services and programs continued to be important. From social media to advertising to print pieces, a number of strategies were employed with the goal of reaching the most people.

ADVERTISING ADVANTAGE

While marketing and advertising is an effective method for reaching targeted audiences and communities, leveraging partnerships for additional impact hit an all-time high in 2013. More than \$515,621 worth of advertising space was leveraged through numerous advertising partnerships. KCLS made 133.8 million impressions across King County through transit signs, advertising at Seattle-Tacoma International Airport, advertisements in local magazines and print publications, online banner ads and public service announcement broadcasts.

20,000
Giveaways
Distributed

CUSTOM PRINTING

Letting people know about upcoming library programs, services and resources, KCLS' in-house graphic design department created and printed more than 4.3 million items, including flyers, brochures and monthly event calendars. An additional 1,274 pre-designed templates were used by library staff to promote Story Times, Book Groups, Study Zone programs and more.

SOCIAL WORK

Social media audiences grew considerably throughout the year, reaching nearly 30,000 users on Facebook and Twitter combined. Community Relations' efforts to target strategic media outlets resulted in a successful campaign, attracting 374 media followers.

KCLS Facebook Page
861 posts and 9,243 shares

Bibliotecas KCLS, Spanish Facebook Page
330 posts and 564 shares

Twitter
2,326 tweets and 1,139 retweets

STEWARDSHIP

Prudent financial management continued to be a priority. Together with generous funding from the KCLS Foundation, the Library System offered an impressive array of community services and programs.

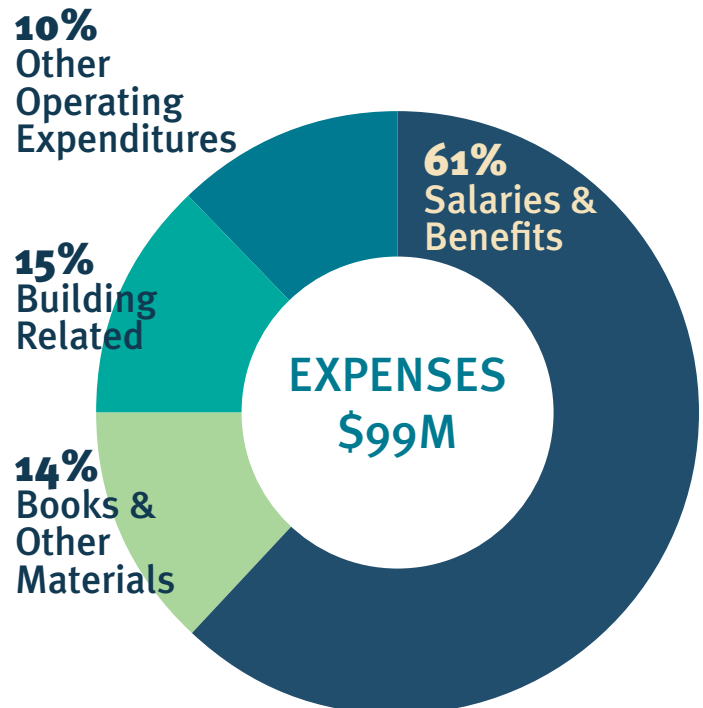
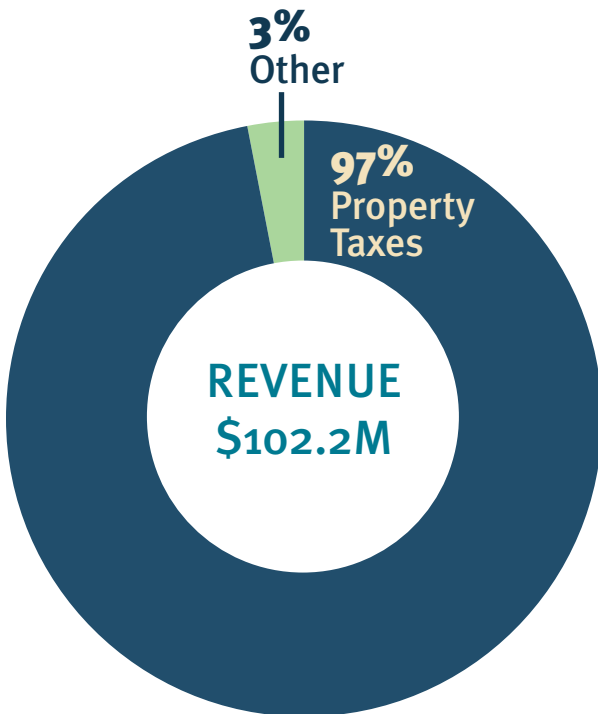


FINANCIAL MANAGEMENT

For the second consecutive year, KCLS revenue decreased in 2013 by 3% due to declining housing values. However, prudent financial management held spending to 97% of budget. Total expenditures were budgeted with a long range financial forecast in mind, including the objective to extend the impact of the 2010 Levy Lid Lift for as long as possible. As a result, the fund balance in 2013 increased over the course of the year by \$1.4 million, allowing KCLS to maintain a strong financial position.

2013 FINANCIAL REPORT

Unaudited preliminary 2013 information.





Authors Mike Lawson, Richelle Mead, Josh Henderson, Mackenzie Bezos, Jessi Bloom and Tom Douglas.

King County Library System Foundation

Literary Lions Gala

A SOLID FOUNDATION

Through community fundraising events such as the annual Literary Lions Gala and Workplace Giving Campaign, the KCLS Foundation raised more than \$525,000 in 2013 to ensure that patrons throughout KCLS' service area have access to library programs and services that promote literacy and learning. In the past year, the KCLS Foundation supported:

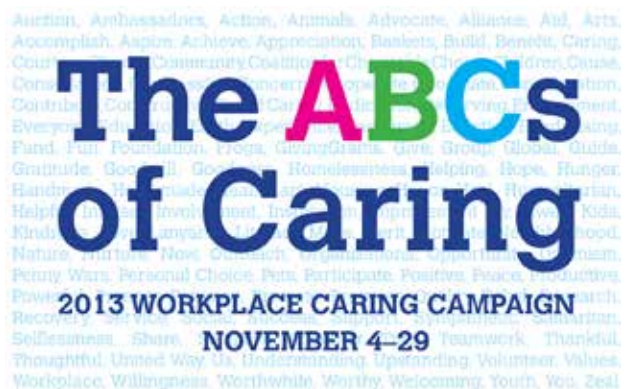
Play & Learn programs to provide parents and caregivers with ideas and techniques for helping children learn at home.

Teen Summer Reading initiative to ensure teens maintained or enhanced their reading skills during the summer break.

SAT Prep Classes for students interested in taking the SAT as part of their college application process. Students who participated in courses raised their SAT score by more than 175 points on average.

A Place at the Table programs focused on the benefits of healthy eating and featured popular local chefs like John Sundstrom of Lark and author Molly Katzen.

The KCLS Foundation also continued fundraising for the Community Mosaic, which will be part of the new Tukwila Library. The Foundation is on track to raise \$1 million in private donations to ensure the new Library will have ample space for library programs and local community gatherings.



GIVING BACK THROUGH WORKPLACE GIVING

Staff strongly supported nonprofits and charitable agencies during the 2013 Workplace Giving Campaign, **The ABCs of Caring**. A total of \$79,756 was raised through pledges, an online auction and other activities. Funding supported the KCLS Foundation, United Way of King County, Coalition for Charitable Choice and other favorite agencies. Leading up to the campaign, 72 staff members participated in United Way's Day of Caring.

CIRCULATION

LIBRARY	CHECKOUTS	LIBRARY	CHECKOUTS	LIBRARY	CHECKOUTS
LAKE FOREST PARK	256,136	ISSAQUAH	812,497	FEDERAL WAY 320th	95,330
RICHMOND BEACH	227,015	SAMMAMISH	1,018,002	FEDERAL WAY	918,697
SHORELINE	931,743	CLUSTER TOTAL	1,830,499	VASHON	279,852
CLUSTER TOTAL	1,414,894	BOULEVARD PARK	102,513	CLUSTER TOTAL	1,293,879
BOTHELL	1,168,305	BURIEN	502,627	ALGONA-PACIFIC	197,674
KENMORE	332,267	GREENBRIDGE	57,996	AUBURN	492,045
KINGSGATE	478,032	WHITE CENTER	116,599	MUCKLESHOOT	50,116
CLUSTER TOTAL	1,978,604	CLUSTER TOTAL	779,735	CLUSTER TOTAL	739,835
KIRKLAND	827,619	FOSTER	138,102	ALL LIBRARY CLUSTERS	19,782,651
REDMOND	1,415,451	SKYWAY	131,823	MOBILE SERVICES	203,302
REDMOND RIDGE	66,047	SOUTHCENTER	175,469	YOUTH SERVICE CENTER	25,447
CLUSTER TOTAL	2,309,117	VALLEY VIEW	151,894	ANSWER LINE	38,971
CARNATION	112,859	CLUSTER TOTAL	597,288	DOWNLOADS	1,894,119
DUVALL	236,405	FAIRWOOD	556,925	INTERLIBRARY LOAN	18,878
FALL CITY	109,485	RENTON	389,694	PROFESSIONAL	41,567
NORTH BEND	251,970	RENTON HIGHLANDS	285,386	CENTRAL/SPECIAL SERVICES	2,222,284
SKYKOMISH	14,173	CLUSTER TOTAL	1,232,005	SYSTEM TOTAL	22,004,935
SNOQUALMIE	195,666	DES MOINES	254,166		
WOODINVILLE	572,299	KENT	613,603		
CLUSTER TOTAL	1,492,857	WOODMONT	258,714		
BELLEVUE	1,251,288	CLUSTER TOTAL	1,126,483		
CROSSROADS	383,439	BLACK DIAMOND	93,436		
LAKE HILLS	489,504	COVINGTON	692,774		
CLUSTER TOTAL	2,124,231	ENUMCLAW	183,090		
MERCER ISLAND	485,476	MAPLE VALLEY	399,782		
NEWCASTLE	408,676	CLUSTER TOTAL	1,369,082		
NEWPORT WAY	599,990				
CLUSTER TOTAL	1,494,142				

LEADERSHIP

Guiding the direction of the Library System's programs and services are the KCLS Board Trustees and Administrative Planning Team, all of whom champion the importance of libraries in the community.

KCLS Board Members

Lucy Krakowiak, President

Jessica Bonebright, Secretary

Robin McClelland, Trustee

Rob Spitzer, Trustee

Jim Wigfall, Trustee

Administrative Planning Team

Bill Ptacek, Library Director

Julie Brand, Director, Community Relations and Marketing

Linda Glenicki, Director, Finance

Holly Koelling, Director, Public Services

Jed Moffitt, Director, Information Technology Services

Charlene Richards, Director, Human Resources

Bruce Schauer, Director, Public Services

Denise Siers, Director, Public Services

Greg Smith, Director, Facilities Management Services

Jeanne Thorsen, Executive Director, King County Library System Foundation (through September 2013)

Elizabeth Castleberry, Executive Director, King County Library System Foundation (starting November 2013)

2013 Awards

AIA Washington Council, 2013 Civic Design Merit Award for Newcastle Library

The American Institute of Architects, Northwest and Pacific Region, Citation Award for Kenmore Library

National Sort Award Competition, Materials Distribution Center





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www.kcls.org/about/annualreport



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