



BALTIMORE COUNTY
PUBLIC LIBRARY

FY2017 ANNUAL REPORT

Be All In





At a Glance

Fiscal Year 2017 was a year of sharing our vision and the strategic plan within the community to create opportunities for connecting and building partnerships to achieve goals. The power of connections fostered relationships, provided inspiration for success and brought a synergy that led to a greater collective impact for 800,000 Baltimore County residents and the 10 million visitors to our 19 branches, four bookmobiles and the virtual branch.



**4.7
MILLION**

BRANCH
VISITORS



**5.6
MILLION**

VIRTUAL
BRANCH
USERS



**10.7
MILLION**

ITEMS
BORROWED



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MESSAGE FROM THE DIRECTOR

Baltimore County Public Library Director Paula Miller



Dear Citizens of
Baltimore County:

The mission of the Baltimore County Public Library features four key words: explore, learn, create and connect. While FY2017 provided countless opportunities to achieve our mission, it was the word CONNECT that steered our

focus. Connections to the community, nonprofits, outside organizations, businesses and, of course, our customers were vital to the implementation of the library's Strategic Plan X: Give 'Em What They Want! for the 21st Century.

While the strategic plan laid the groundwork, it was the dedicated and enthusiastic staff along with the Board of Trustees, Foundation and Friends groups that led our outreach to share our vision and the strategic plan within the community to create essential partnerships to achieve our goals for providing innovative and transformative resources for the 21st century. Some of these collaborations include:

- Partnering with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland for a hands-on showcase of virtual and

augmented reality technology.

- Hosting Battle of the Books competitions in conjunction with Baltimore County Public Schools to make learning fun through competition while exposing students to Maryland Black-Eyed Susan Book Award winners and encouraging reading comprehension, teamwork and sportsmanship.
- Visiting Women, Infants and Children (WIC) Centers in Baltimore County to promote the library and early learning practices. Providing library cards, modeling reading to children and sharing early literacy tips were part of the interactions.
- Providing opportunities and a safe space for conversation and thoughtful discussion on the most challenging topics facing our county, state and country by teaming up with the University of Maryland, Baltimore County School of Public Policy and the League of Women Voters of Baltimore County.
- In conjunction with Baltimore County Government, we introduced digital technology to our collection, including Google Chromebooks for borrowing up to seven days. This is in addition to Playaway products, including Views, Launchpads and audio devices already offered. These devices provide equal access for all citizens of Baltimore County and help the library to achieve the goal of being an instrument of democracy.

In collaboration with stakeholders and users, our new branding campaign was created and introduced in FY2017. The tagline “Be All In” is our promise to be a meaningful part of the community by offering something for everyone. The library of the 21st century is a safe zone, civic center, technology hub and space for ideas and learning. There is no other place where you can get the same array of services and experiences so easily and conveniently and — more importantly — for free. Today’s Baltimore County Public Library is a place where you can be an explorer, learner or creator, all while connecting with others.



In FY2017, we renovated the Randallstown Branch to provide more open spaces with an increase in public square footage to include more areas for collaboration and an upgrade in technology. Part of the renovation included our next Center of Excellence – The COLAB, a dedicated space to debut emerging technology and computer resources to the community. Laptops and specialized training and programs are offered in the space. With each renovation and library upgrade, additional Centers of Excellence will be introduced, connecting the community to specialized resources for experimenting and learning.

As we grow and continue to evolve, the Baltimore County Public Library staff and Board of Trustees pledge their commitment and dedication to develop connections that bring you the latest resources and technologies for succeeding in the 21st century. It is the power of connections that builds relationships and provides inspiration for the Baltimore County Public Library to continue to be a leader in the community.

It’s never been a better time to be a library card holder in Baltimore County. We invite you to take advantage of all the library has to offer via our brick and mortar branches or online virtually with new resources like Rosetta Stone, Lynda.com and Kanopy. We are certain that you will “Be All In” after a few visits, if you are not already.

A handwritten signature in black ink that reads "Paula J. Miller".

Paula J. Miller, Director

Mission

Providing opportunities to explore,
learn, create and connect.

Vision

Empowered and engaged individuals
in an inclusive and connected
Baltimore County community.

We Value

- Customers and communities
- Equal access and intellectual freedom
- Flexibility and collaboration
- Continuous improvement



RECOGNITION

Mortenson Center for International Library Programs at the University of Illinois Urbana-Champaign

Director Paula Miller and select staff members were chosen to participate in a multiple-day workshop to develop a community engagement guide for libraries to utilize across the globe. This invitation was a result of recent successes with programs that provided community members with safe spaces and conversation to explore, connect and learn more about one another and the topics prevalent in our community.

The Associated Builders and Contractors Awards

The Hereford Branch received the Award of Merit for the Hereford Branch Library Renovation in Recognition of Outstanding Construction Management in the category of General Contractor Renovation Over \$1 Million. This award recognized the collaboration of Baltimore County Office of Property Management, architect Manns Woodward Studios, Inc. and Baltimore County Public Library.

Academy of Interactive & Visual Arts

The Media Services department was recognized with an award of distinction for the production of several videos in the instructional and video blog categories.

- *Made in Baltimore County, Episode 1*
- *Explore the Real Story: Bigfoot*
- *Eating Adventures: Rhubarb Apple Crisp*
- *Get Magazines for Free at Baltimore County Public Library (Zinio)*

The Telly Awards

The Media Services department received a Bronze Telly Award for Excellence to honor the production of *Made in Baltimore County, Episode 1*.

William & Lanaea C. Featherstone Foundation

The William & Lanaea C. Featherstone Foundation honored Baltimore County Public Library for its strong support of the Foundation's work in the Latino community.

BALTIMORE COUNTY PUBLIC LIBRARY

Randallstown Renovation



The Randallstown Branch underwent a \$1.1 million renovation in 2017. A grant of \$170,000 from the County Library Capital Grant Program, Maryland State Department of Education, Division of Library Development and Services was part of the funding used to complete the project with the remainder of the funding from Baltimore County Public Library and Baltimore County Government. Amenities and features of the 29,000-square-foot renovated branch include expanded public spaces with enclosed children and teen areas, laptop bars with outlets, three study rooms, a large meeting room for public and library use along with more than 30 public computers. The newly renovated branch also includes The COLAB, a Center of Excellence, dedicated to creating, collaborating and learning through technology and maker equipment, including the latest virtual reality devices.

New Brand Launch



An updated brand identity was unveiled in April 2017, including a new logo, colors and fonts. The "B" in the logo reflects the shape of a book, a window or an open laptop computer, establishing a visual connection with the library's past and our future. While proud of the library's heritage, it is important to focus on introducing the new services and technologies that are critical for succeeding in the 21st century. In addition to the new brand mark, the tagline "Be All In" is a commitment and promise to be a vibrant and meaningful part of the community. There is something for everyone at the library, and the community is invited to "Be All In" to explore, learn new things and be inspired.

HIGHLIGHTS

Devices and Digital Collections



Baltimore County Public Library began loaning Chromebooks in January 2017. These lightweight, easy-to-use devices provide options for customers seeking mobile connectivity within the library, at home and on the go. Alongside this addition to our physical collection, we expanded several traditional services into the digital realm. Lynda.com offers video courses on subjects ranging from Microsoft Excel to more advanced software applications to management techniques, complementing the wide variety of test books and self-help books we continue to offer as well. The brand new streaming service Kanopy has thousands of movies, documentaries and even the entire Great Courses set at your fingertips from a computer, mobile device and even a TV via Roku. We also began offering digital access to the full *New York Times*, available in all branches and from your home with a digital passcode.

Virtual Reality Roadshow



Baltimore County Public Library partnered with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland (RMI) to host a two-day showcase of virtual and augmented reality technology for staff, local manufacturers and the public. Library staff were trained on the operation of the equipment, then provided hands-on assistance to other participants throughout the event. One featured program, coordinated with RMI, brought local manufacturers to the Towson Branch for a reception, seminar and hands-on showcase of virtual and augmented reality technology. The reception allowed library personnel to meet with local manufacturers to learn about their needs, foster relationships and bring library services to their attention. The manufacturers got the chance to learn about the ways in which emerging technologies are being utilized in the industry, discuss the implications with their peers and experience the technology in person. The Roadshow also featured several pieces of virtual and augmented reality equipment for library customers to try out.

HIGHLIGHTS (CONTINUED)

Economic Gardening



Job seekers turn to the library for computer access, assistance with searching for jobs, creating resumes, completing applications and learning interview and job skills. Entrepreneurs use library resources to develop business plans, research and apply for grants and for connectivity and office space. Community members can find resources, programs and experts on topics of interest relating to their personal economics, leading to an economically viable community. In FY17, a generous grant from the Institute of Museum and Library Services enabled the Towson Branch to launch a series of forums called "Economic Gardening: Helping Our Community Grow." Developed in conjunction with community partners from the public and private sector, the program's goal is to help catalyze a thriving local business community in Baltimore County by growing the economy from within, covering topics on investments, grant writing and minority-owned businesses. Also this year, a partnership with Goodwill Industries of the Chesapeake, Inc. brought job readiness training and placement assistance to Baltimore County Public Library with weekly classes at the Essex, North Point, Randallstown and Woodlawn branches.

Community Conversations



Politics. Religion. Race. Immigration. Public libraries are an instrument of democracy, providing opportunities for our community members to explore and connect over difficult topics such as these in a neutral space. Providing our community with a safe space for conversation and thoughtful discourse on the challenging issues facing our county, state and country is an essential part of Baltimore County Public Library's vision. In collaboration with the University of Maryland, Baltimore County's School of Public Policy and the League of Women Voters of Baltimore County, the Towson Branch hosted a very successful eight-program series about the highly charged 2016 election season, providing opportunities for both information sharing with experts in their fields and discussions among community members. Nine branches held showings of the Oscar-nominated documentary *13th*, about race and incarceration, and provided an opportunity for all voices to be heard during facilitated discussions on the topic with academics and leaders in the social justice movement. Discussions of religion in the context of the media, women, peace and war were facilitated by panels with representatives from the Christian, Jewish and Muslim faiths at the Cockeysville Branch.

Battle of the Books



Battle of the Books is a lively series of book-based competitions that grew out of the SAIL (Students Achieve in Libraries) partnership between Baltimore County Public Library and Baltimore County Public Schools. Competitions are hosted throughout Baltimore County, and have grown in recent years to include upper elementary students in both public and private schools, as well as the first middle school battle this year. Battle of the Books encourages reading by highlighting Maryland's Black-Eyed Susan Book Award winners. Students are exposed to quality literature while improving reading comprehension and vocabulary and promoting teamwork and good sportsmanship.

Expanded WIC Partnership



Early childhood family engagement is promoted through monthly visits to all seven Women, Infants and Children (WIC) centers in Baltimore County. Each month, librarians visit WIC centers to promote early learning practices and spread awareness of library services. At the visits, staff talk to families informally while they are waiting for appointments. They provide library cards, model reading to children and share early literacy tips and information about library materials, programs and resources. Grants and donors provide funding that allows for books to be distributed to children at no cost to families or to Baltimore County Public Library.

NUMBERS OF NOTE

SERVICE MEASURES

Circulation

Total Circulation	10,701,227
Percent Self Check	82%
Interlibrary Loans Received	39,983
Interlibrary Loans Lent	35,982

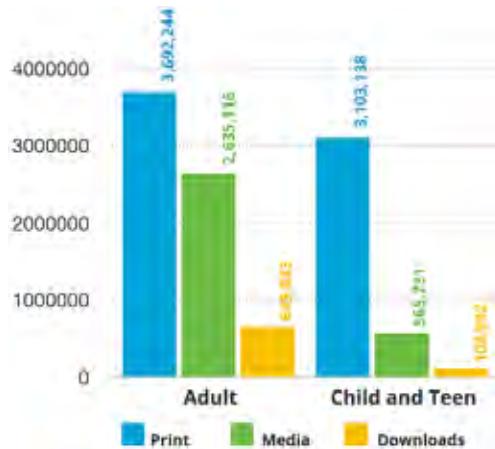
Cardholders

Active Cardholders	406,349
New Cardholders	56,933

Computer Use

Public Computer Sessions	610,574
Public Computer Hours	541,169
WiFi Sessions	550,000

Circulation by Age and Format



Queries Answered

Reference	498,498
General	968,578
Virtual	5,819
Total	1,472,895

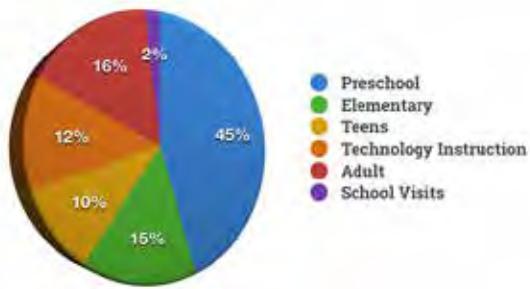
Library Visits

Physical Branch	4,732,045
Virtual Branch	5,566,184
Meeting Room Users (Est.)	99,806
Storyville	102,431

Program Totals

Programs Offered	11,793
Program Attendance	305,029
Summer Reading Club Registrations	58,009

Programs by Type



Social Media Followers

Facebook	12,231
Twitter	2,507
Instagram	701

LIBRARY PERSONNEL AND COLLECTIONS

Personnel

Total Full-Time Equivalent Positions	482.9
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Collections

Collection Size	1,798,810
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Database Subscriptions	25
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FINANCIAL INFORMATION

Expenditures

Salaries and Wages	\$21,685,934
Employment Taxes and Benefits	\$6,340,626
Circulation Materials	\$7,510,968
Rent and Utilities	\$1,456,940
Other Expenses	\$3,286,287
Total	\$40,280,755

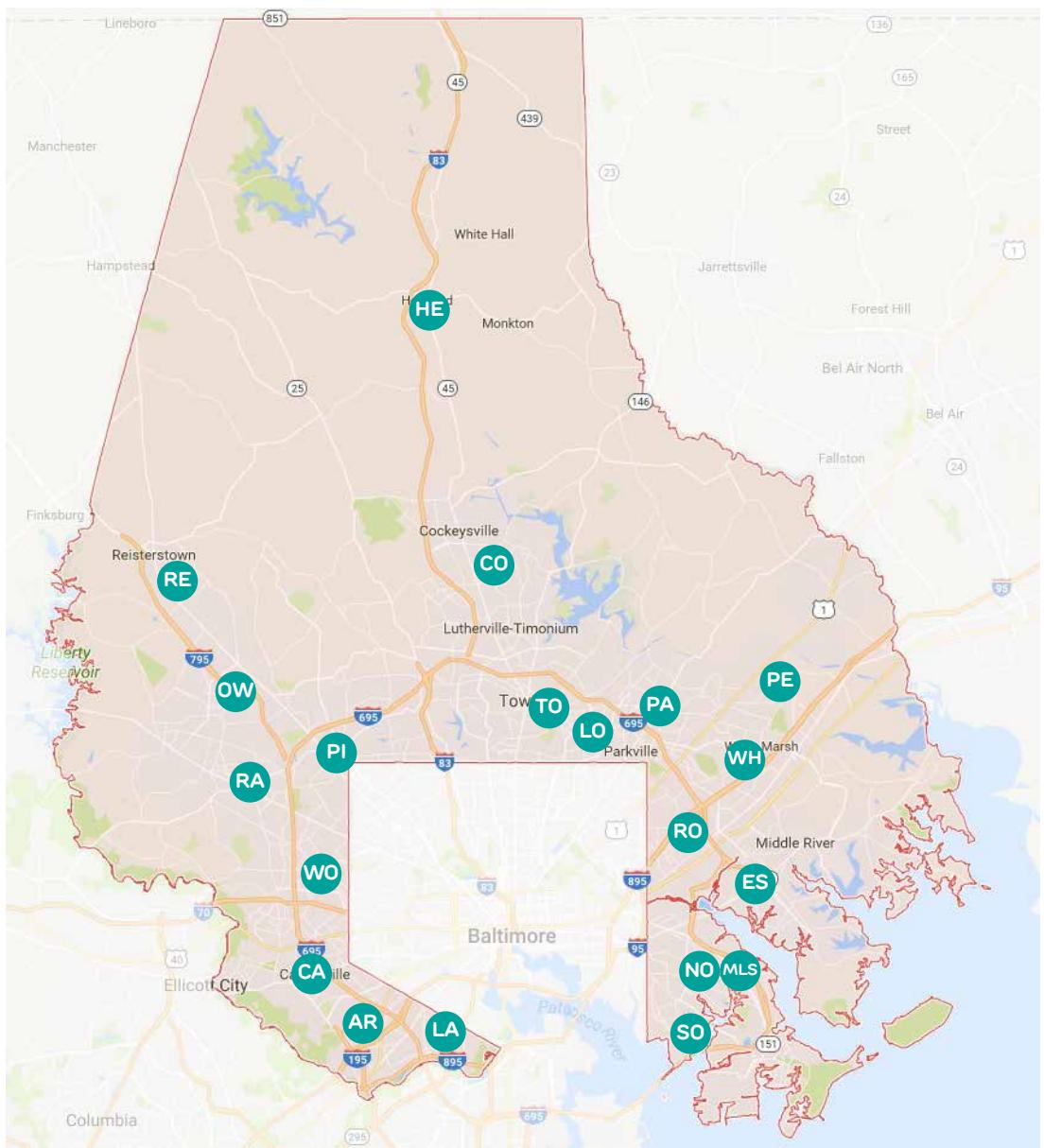
Revenue

General Fund	\$32,850,587
State Aid	\$4,549,480
Fees for Service	\$2,666,827
Grants	\$145,721
Total	\$40,212,615

BRANCHES BY THE NUMBERS

LOCATION	ITEMS BORROWED	BRANCH VISITS	PUBLIC COMPUTER USERS
AR Arbutus	439,426	218,310	29,049
CA Catonsville	744,945	326,396	39,929
CO Cockeysville	1,473,741	445,627	40,903
ES Essex	347,782	217,950	49,885
HE Hereford	284,720	112,273	6,002
LA Lansdowne	68,746	97,483	16,151
LO Loch Raven	88,617	115,502	21,489
MLS Mobile Library Services	112,215	52,825	N/A
NO North Point	483,322	252,478	40,165
OW Owings Mills	547,215	369,943	49,437
PA Parkville-Carney	560,713	207,215	29,521
PE Perry Hall	680,416	245,467	24,236
PI Pikesville	1,424,240	430,614	49,456
RA Randallstown*	190,497	175,342	33,511
RE Reisterstown	372,500	148,967	16,708
RO Rosedale	261,435	222,373	29,177
SO Sollers Point	39,863	65,325	9,731
TO Towson	906,806	451,941	36,434
WH White Marsh	466,450	238,431	32,951
WO Woodlawn	347,073	337,583	55,839

*Randallstown Branch closed 5 months for renovation.





A TYPICAL DAY AT BALTIMORE COUNTY PUBLIC LIBRARY



13,367

BRANCH
VISITORS



15,724

VIRTUAL BRANCH
VISITORS



30,229

ITEMS
BORROWED



2,127

DIGITAL
DOWNLOADS



1,725

PUBLIC COMPUTER
USERS



5,529

HOURS ON
PUBLIC COMPUTERS



1,554

IN-BRANCH
WIFI USERS



862

PROGRAM
ATTENDEES



289

STORYVILLE
VISITORS

GOVERNANCE

BALTIMORE COUNTY PUBLIC LIBRARY BOARD OF TRUSTEES

Paul J. Schwab, President

John Holman, Vice President

Aaron Slater, Treasurer

Jane S. Eickhoff, Secretary

Henry "Chip" Hiebler Jr.

Michael N. Netzer

Frank Regan



**BALTIMORE COUNTY
PUBLIC LIBRARY**

BALTIMORE COUNTY EXECUTIVE

Kevin Kamenetz



BALTIMORE COUNTY COUNCIL

Councilman Tom Quirk, District 1

Councilwoman Vicki Almond, District 2

Councilman A. Wade Kach, District 3

Councilman Julian E. Jones Jr., District 4

Councilman David Marks, District 5

Councilwoman Cathy Bevins, District 6

Councilman Todd K. Crandell, District 7





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See videos and web-based annual report.
bcpl.info/AnnualReport17

