

NAPERVILLE PUBLIC LIBRARY 2017 ANNUAL REPORT

PROGRAMS

2017 was definitely a year for programming. Overall, the 2,742 programs presented were an increase of 15%; the attendance of 119,574, an increase of 19%. Programs offered included: Girls Who Code; 3D design and printing; Tech Take-a-part; STEM2gether; Brown Bag Lectures; ACT and SAT test preparation; college planning; exam cram; genealogy; 1000 Books Before Kindergarten; book clubs; sewing; anime; Pokemon; signing for babies; Teen Ignite STEM workshop; Entrepreneurs Week; Small Business Week; and daily Makerspace activities. In addition, to increase technology competencies for staff, 37 classes were created. Classes included training for the green screen, cameo cutter, embroidery machine, iMovie, and digitization of photos.

The Summer Reading Program was revamped to include a wide range of learning opportunities. Over 8,500 people of all ages registered and almost 6,000 completed at least one level of the program. Over 1,700 children participated in the Family Winter Reading Program. In other program events, over 9,000 people attended the Harry Potter party; over 2,000 showed up for Star Wars days; and over 450 attended NPL's first Maker Fair.

Staff continue to develop new and popular programs in response to interest and demand from the community. Many of our partnerships allow us to expand our programming opportunities at no cost. Results from the PLA Project Outcome surveys indicates that our users find value in our programs, learning new skills and discovering new resources at the library.

SERVICES

Getting the word out to the community about the value of library card is an ongoing concern for public libraries. Staff piloted several initiatives to find new and bring back old card holders. As part of our regular patron database clean-up, a "come back" letter was mailed to expired card holders, including information about collections, programs, and services offered. As a result, there was a 56% increase in card renewals. In October, we engaged in a three-month pilot program with the OverDrive "Get a Library Card Service (GLC)". (OverDrive is our main ebook/eaudiobook provider.) A link on the OverDrive website gives Naperville residents without a card the option to sign up for a digital card that immediately allows them to check out OverDrive items. The process involves conducting a quick address check of customers based on their mobile number to confirm that they are a valid Naperville resident. During this pilot program, a total of 169 digital cards were issued and 975 items were checked out. The success of both these initiatives has encouraged us to continue both pilots. In addition, we initiated an online renewal method through the mobile app.

NaperLaunch continues attracting new entrepreneurs to the library. Thirty entrepreneurs meet up at Nichols once a week and a monthly Women's Business Roundtable was added at the 95th Street Library, in partnership with SCORE. A new NaperLaunch website was created allowing small business owners and entrepreneurs involved with NaperLaunch to register as members and share their business profiles with other NaperLaunch users.

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Customers continue to be excited about the 3D printer with over 1000 3D print requests submitted. In response to customer demand, staff piloted the circulation of portable projectors using a mix of different models. Due to the success of the projector pilot, more projectors will be purchased in 2018.

A 30-hour Adult Services Associate position at Nichols was upgraded to a librarian to coordinate Special Services, our services to those unable to come to the library. The process to receive this service was streamlined, which increased the number of customers served.

Meeting room use increased by 4.9% (3,789 in total). Outside rentals had a 1.5% decrease (572 rentals from 581), probably due to 95th Street renovation closures. Community use by partners and government entities, for which the fee is waived, had 114 events. Test proctoring increased 7.8%, for a total of 180 tests.

COLLECTION

Collection activity highlights included the following: pre-loaded Nooks and Kindles were discontinued; all facilities now have a Spotlight collection; and Tamil books were added to the world language collection. A new format, Vox Books, print books with an attached audio reader, was introduced this year for children.

Digital products and services have been expanded. New databases such as RBDigital eAudiobooks, Mergent Online, Mergent Intellect, Academic OneFile, and Gale Legal Forms were added to the collection. Hoopla, a pay per use streaming and downloadable service, showed an almost 160% increase in circulation, with 37,666 items checked out in 2017 compared to 14,509 items in 2016. OverDrive circulation also continued to grow this year, with 246,991 items checked out in 2017 compared to 240,717 items in 2016.

Two major reclassification projects were completed this year which included modifying call numbers foreign films to add the language and creating a separate collection for TV shows.

PERSONNEL

Novatime was introduced in March 2017 as our new timekeeping system through the City. Management and staff quickly adapted to the new system including requesting time off from the clock. The employee portal will be rolled out in the first quarter of 2018, allowing staff the ability to manage and review their daily punches, request paid time off, and review their accruals.

With the elimination of the monitor position, evening maintenance coverage was shifted to the facilities department. Schedules were adjusted to provide the coverage needed to help keep the newly renovated libraries clean and help secure the libraries at closing.

Recruiting statistics for 2017 revealed 45 postings, 51 hires, 183 interviews, and 1211 applicants. The strong candidate pool concept was created to flag desirable candidates

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identified during the interview process. This pool has provided opportunity for immediate hire resulting in six strong candidates hired in 2017.

Additional benefits offered to staff in 2017 were Pet Insurance and discounted Fort Hill Fitness Center memberships. In other staff-oriented programs, the wellness fair was changed from September to April and will continue to be a Spring event going forward. The Diversity Committee provided several monthly events, engaging staff and celebrating different cultures, generations, behaviors, and work ethics. The Spirit Team provided a variety of morale boosting festivities for staff including ice cream treats in the summer and a pasta feast in December.

Staff Day 2017 was very successful. The key note speakers were effective, relevant, and well received by staff. The Naperville Police Department provided active shooter (ALICE) training, Ryan Dowd spoke about homelessness, and JJ's list presented a very powerful message with a variety of speakers with disabilities.

There was a decrease of 9 staff positions or 4.7 FTE's (2.7%) during the year.

PARTNERSHIPS & OUTREACH

Throughout the year, the library partnered with institutions such as Naperville Park District (particularly Knoch Knolls Nature Center), DuPage Children's Museum, Naper Settlement, STEPS, Parents as Teachers, and District 203's Early Childhood Community. Working with the Naperville North Chess Club brought in an average of 60 per month to learn chess. Indian Prairie School District 204 partnered with NPL to offer a digital safety program.

In outreach activities, staff shared the importance of early literacy and the use of the library with young parents at monthly Parent Connection meetings and story times were offered at a PADS shelter. Staff coordinated outreach visits to retirement or assisted living communities to promote homebound service, downloadable materials and library services in general. Staff visited schools for STEM nights, reading nights, study skills nights, high school orientation, as well as Summer Reading Program promotions. Other outreach events included Fermilab, TEDx Naperville, Naperville Woman's Club, DuPage NAACP, BP Technology Day, as well as Boy Scout and Girl Scout troops.

Our marketing associates also helped to maintain the library's 140 community partnerships by continuing to create opportunities for our business community to get involved through program development and participation in special campaigns, such as Show Us Your Library Card which received 47 new business partners in 2017, bringing the total of Show Us partners to 107. They also secured \$190,865 in-kind donations for the Summer Reading Program and \$14,883 for the Winter Reading Program.

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Staff members presented at the ILA Annual Conference, served on the LACONI board, the ILA Youth Forum, and the ILA conference planning committees, and contributed to professional blogs and journals.

TECHNOLOGY

We have a greater ability to take advantage of data today than we did a year ago. We created a data dashboard to illustrate the Library's business and the cost savings of borrowing materials instead of buying them. It was built on a scalable and flexible platform. It utilized APIs and computer scripts to automatically harvest datasets with no staff intervention. In 2017 staff wrote 36 scripts to expose hidden data that enabled staff to gain insight at-a-glance.

We started transitioning to the cloud for budgetary purpose. In March 2017, our library was accredited an academic institution by Microsoft. It granted us use of *free, unlimited* licenses of Office 365 E1. We gained access to Microsoft's cloud ecosystem at no cost to us - Microsoft would host server infrastructure, application and storage for three applications including SharePoint, Exchange and Skype for Business. It removed the burden to acquire licenses for these applications. On 10/16/2017 SharePoint was migrated from on-premise to the cloud.

We negotiated with vendors to secure best pricing and support. We got special pricing from Dell for 159 all-in-one desktops; contracted with at&t for 1GB fiber and received e-rate discount; increased internet bandwidth to 500 Mbps, ten times more than in 2009; upgraded our firewalls to the latest Cisco enterprise-level firewall. We were conscientious of keeping systems, applications and specialty appliances updated to the recommended releases. We kept servers to Windows 2016 and 2012 R2, all pcs were upgraded to Windows 10, iMacs were upgraded to High Sierra.

In other assorted uses of technology, Drupal 7 has been used to maximize applicant tracking, application review, and applicant history. Various additional features such as the ability to manually add an application to a job, the interview shared calendar, and the ability to select candidates as you go, have proven very beneficial for hiring managers and the HR Associate. Driver-license scanners were adopted to speed up patron card registration. Volunteer application and scheduling and meeting room rental have all gone online.

BUILDINGS

2017 saw the last of the library's three buildings, 95th Street Library, complete its major renovation. Construction began in early April and major construction activities were completed in mid-November. Highlights of the building upgrades include new carpeting and vinyl tiles, additional electrical floor outlets, improved lighting, painting, furniture replacements, and a new security camera system. In addition, some major work was done to the building's HVAC system to restore the system to its intended functionality with an upgraded controls package.

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With the renovations complete at Nichols Library and Naper Blvd. Library, facilities staff at those buildings were able to focus more of their time on completing projects that were requested by staff. At these two locations, facilities staff completed almost 100 special projects, including installing new cabinets in a staff area, re-finishing chair backrests, planting new plants, and mulching planting beds to improve the appearance of the buildings.

BUDGET

During 2017, revenues decreased in most areas. The property tax levy was decreased by council for an overall actual reduction of \$290,000 from CY16. The funding for the Illinois Per Capita Grant was reduced and has not been received for a shortfall of \$110,000. Also, our fines and fees and investment income continue to decrease. Overall total income decreased by over \$463,000 from CY16. Our expenditures totaled \$15,245,426 which is slight increase of 1.1% or \$162,000 from 2016.

Staff's continued work with vendors for consolidation of purchases when/where possible resulted in 9% fewer invoices. Credit card receipts account for 57% of the income (less grant and large checks received). Staff throughout the organization have worked to create savings through negotiations in contracts and purchases. While some savings were necessary to maintain a balanced budget, some savings allowed us to shift resources to other areas of need (i.e. increasing spending on digital content).

PROMOTIONS

Staff called on many methods to promote library services, resources, and programs. The library's program guide and media relations have remained our most successful channels for disseminating promotional information to the community. Four seasonal program guides were created with a distribution of 38,000 guides to the community. The use of Facebook continues to be a successful promotional tool for the library with 4192 followers. Six paid Facebook ads reached over 50,000 Naperville residents. Staff-led lobby promotions were coordinated in all facilities every three months to engage library customers and promote library resources and services, such as Hoopla; RBDigital; Learning Express Library; and the Library Mobile App. The library also appeared in the media 97 times, including the Chicago Tribune, Daily Herald, and Naperville Sun, with 11 NCTV17 interviews.