

KENT DISTRICT LIBRARY 2005 ANNUAL REPORT



A Day @ **KDL**

INFORMATION • IDEAS • EXCITEMENT
WWW.KDL.ORG



Martha Smart has been Director of the Kent District Library since 2001.

INTRODUCTION

I am excited to share the 2005 Kent District Library Annual Report with you! This year, the theme is “A Day @ KDL.” As the day unfolds, you will experience many aspects of the Kent District Library. Your exciting journey will be highlighted by KDL’s major accomplishments — the implementation of new technology to increase efficiency and self service, the “Play, Grow, Read” early literacy project designed to make parents aware of the importance of reading to children, and improvements to library interiors to make them more welcoming.

All of these initiatives are an outgrowth of our Strategic Plan, which guides us as we strive to better serve Kent County communities.

National studies show that people are using libraries now more than ever, and KDL proves that point! It is the busiest library in Michigan!

Your public library helps build a strong and democratic society, and touches people by serving as a resource for life — today, and every day.

Enjoy your special journey through a day at KDL!

STRATEGIC PLAN OBJECTIVES, 2005-2009

1. **Library millage in perpetuity:** Obtain a permanent millage to allow for stable funding and fewer millage elections.
2. **Know the customer (real time):** Learn about our customers in order to meet their needs.
3. **Seventy-five percent of residents understand the relationship between KDL and its branches:** Customers/residents/staff recognize that their library is part of a library system called the “Kent District Library.”
4. **All branches have an “easy find” system:** Make library materials and services easy for customers to find and use.
5. **Fifty percent checkout self-service:** Enhance convenience to customers through technology.
6. **Acceptable choice:** Offer customers exciting choices.
7. **Twenty-five percent increase in user base:** Help community residents discover KDL and acquire KDL library cards.

2005: A YEAR @ KDL

JANUARY

- KDL University is launched. This internal training program is designed to ensure that all KDL staff are knowledgeable about the latest technology and library resources.
- Ray Mysels, Computer Support Specialist, is the recipient of KDL's first ever "Starfish" award, given to the employee that best demonstrates KDL's commitment to customer service. The Youth Specialists are awarded the "Cool School" team award for exceptional performance.

FEBRUARY

- Staff begins preparations for incorporating Radio Frequency Identification (RFID) by tagging all library materials. RFID technology will allow KDL customers to check out their own items more quickly, while reducing waiting lines and freeing staff to improve customer service.

MARCH

- The third annual "One Book, One County" project ends with a visit from Kent Haruf, author of the featured title, *Plainsong*. Over 1,000 people attend the event held at the Calvin College Fine Arts Center.
- The KDL Facilities team completes a systemwide analysis of KDL branches, and distributes suggestions for making the library environments more user-friendly. Neon open signs, comfortable chairs, and whimsical children's furnishings are just a few of the improvements made as a result of this team's efforts.

APRIL

- The second annual KDL Teen Poetry Contest attracts 281 teens, who submit 457 poems. The Teen Poetry Contest is just one of many KDL programs specifically offered for 11- to 18-year-olds.
- KDL enables library customers to use USB flash drives (portable storage drives) on library computers.

MAY

- KDL forms a Senior Services team to improve library programs and services for older adults. A focus group is held with area community agencies, and service gaps and opportunities are identified.

JUNE

- KDL kicks off the 2005 Summer Reading Club, "Dragons, Dreams, and Daring Deeds." Designed to motivate children to read and maintain their reading skills over the summer, the club attracts 14,509 children and teens. Nearly 24,000 kids and their families attend free weekly programs at KDL branches this summer.

JULY

- RFID-enabled "Express Check" stations debut at the Wyoming and Walker branches. These stations allow patrons to check out their own materials, reducing waiting lines and freeing staff for other customer service tasks.
- KDL hires a new "Virtual Librarian" who is responsible for KDL's dynamic Website design and content. KDL Website traffic is up 15% this year, while online database usage more than doubles.

AUGUST

- Groundbreaking for the Cascade Branch expansion takes place in August.
- Nearly 200 teens log 3,997 volunteer hours at KDL branches.

SEPTEMBER

- KDL develops a new program through use of an Onsite Tech Team that will provide branch staff with the skills needed to quickly troubleshoot and fix simple technology issues, and improve customer service.

OCTOBER

- e-books and e-Audiobooks (downloadable books and audiobooks) are made available to KDL customers.

NOVEMBER

- KDL's Early Literacy Specialists reach 20,282 people in Kent County through "Play, Grow, Read" events and workshops designed to teach parents and caregivers simple activities that foster early literacy skills. Funded by an Early Learning Opportunity Act grant, "Play, Grow, Read" is a project of the Greater Grand Rapids Reads Early Literacy committee.
- Early literacy stations are developed at each KDL branch location.
- Wireless networks are installed at several KDL branches. These allow library customers to access the Internet through their own laptops.

DECEMBER

- End-of-year statistics reveal that 61% of the total service population are library cardholders are up by 2.9 percent. While the number of visitors is down by 4.7%, circulation of library materials increased slightly in 2005, with 4,087,006 items checked out. The number of items owned by the library increased by 10.86%, to nearly a million items. Attendance at KDL library programs increased by 19.5%, with 89,133 people attending programs, events, workshops, or classes.

SERVICES

1:00 A.M.

A business man on his way home from a trip stops by to pick up a book from the Wyoming Branch's "after hours pick-up." Materials that have arrived at the library can be accessed 24 hours a day, seven days a week. The Kent District Library knows that time is precious for its busy customers. Other "Express Services" offered include self-serve holds pick-up areas, Express Check stations, renewals by phone or Internet, and e-mail notification of reserved materials and overdue fines.



A second-shift worker appreciates the Wyoming Branch's convenient "after hours pick-up" service.



KDL's 18 branches allow library users to return materials wherever it is convenient.

4:00 A.M.

An early-bird library user on his way to work drops his books in the book drop at a KDL branch. Even though he checked out the book at the branch near his home, KDL's delivery service will make sure it is returned to its proper location. In 2005, 4,087,006 items were loaned to customers. This is the highest circulation of any library in the state of Michigan.



The KDL Service Center staff facilitates material delivery throughout the district.

EARLY LITERACY

6:00 A.M.

A young parent reads with his baby son as he prepares for a busy day of school, work, and child care. He learned from a “Play, Grow, Read” workshop that sharing rhymes, singing songs, reading, and talking to his baby are great ways to build early literacy skills.

The Kent District Library is one of several local organizations that received funds from an almost \$1 million Early Learning Opportunity Grant through the United Way. The grant provided funding for existing service organizations to support, expand, and better coordinate early learning opportunities for children and their families.



You are never too young to enjoy the library!



KDL offers “Babytime” programs for babies and caregivers.

2005 AWARDS AND HONORS

- KDL is awarded the “Essential Level” of the Library of Michigan’s Quality Services Audit Checklist (QSAC).
- The Golden Apple Award is presented to the One Book, One County Committee by the Kent Reading Council for its outstanding job in promoting literacy.
- The Cascade Branch is chosen as “Best Library” by *On the Town* magazine readers.
- The Sand Lake/Nelson Township Branch is awarded \$11,876 in grants from SBC, Target, and the Grand Rapids Community Foundation to fund wireless connectivity and early literacy materials and furnishings.

OPERATIONS

8:00 A.M.

Service Center employees begin to arrive at work. Here, they will order and catalog all materials, dispense and deliver materials ordered from other libraries, and oversee and implement the economy of scale operations that make KDL efficient and responsive to customers throughout its 18-branch service area. KDL has perfected a “hub and spokes” approach to library management. The Kent District Library Service Center is the “hub” of the organization. The Service Center — located in Comstock Park — houses KDL’s administrative, information technology, business, human resources, collections, and communications staff.



KDLs Service Center houses district administrative services.



Staff at KDL are dedicated to serving Kent County communities.

9:00 A.M.

KDL material processing and delivery staff sort items arriving at the Service Center.

Kent District Library belongs to the Lakeland Library Cooperative (LLC), which consists of 41 member libraries, at 79 locations. The Lakeland Library Cooperative provides a shared online catalog.



Every day, KDL delivery staff sort and bag “mountains” of library materials to be delivered to local branches.

TECHNOLOGY

11:00 A.M.

KDL staff members add RFID microchip tags to new materials. In 2005, the Kent District Library introduced “Express Check” — its new self-checkout program for customers. Express Check uses radio frequency identification (RFID) technology to streamline checkout and check-in, putting the patron in control of these simple tasks. Meanwhile, library staff previously engaged in hour after hour of checking materials in and out are free to help library users.



Wyoming Branch staff members strike a playful Charlie's Angels pose using the new “Digital Library Assistant.” The device uses RFID technology to enable staff to quickly scan shelves for selected items.



A KDL staff member adds RFID tags (radio frequency identification microchips) to new materials.



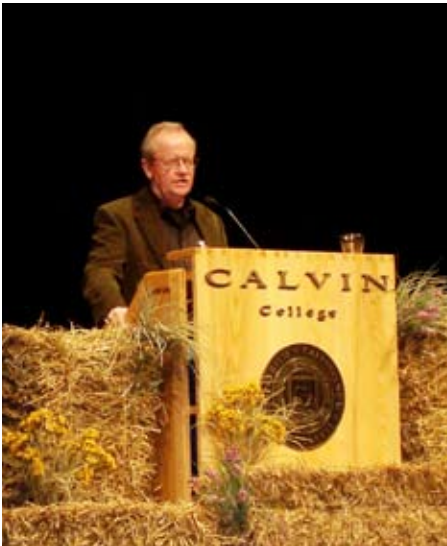
The new Express Check stations are so easy to use, even KDL's youngest customers can check out their own library materials.

PROGRAMS

NOON

Kids from East Grand Rapids and other KDL communities gather at John Collins Park for a medieval festival — an exciting kick-off for this year’s Summer Reading Club, “Dragons, Dreams, and Daring Deeds.”

The Kent District Library’s Programming Department coordinated 540 programs for adults, reaching an audience of 25,252 in 2005. Programs included lifestyle-interest, historical, cultural, and literature-based subjects. Over 2,000 programs for children were offered, 200 of which were designed especially for teens. Musician, storytelling, magic, and science programs were just a few of the events that drew a total audience of 89,133 people in 2005.



Nationally renowned author Kent Haruf was the featured guest at the 2005 “One Book, One County” Celebration that drew an audience of over 1,000 people.



The Summer Reading Club was extremely popular, with 14,509 kids participating in 2005 — nearly a thousand more than the previous year.



The Master Art Theatre group performed at several KDL branches throughout the summer.

PROGRAMS

1:00 P.M.

A Teen Advisory Group (TAG) gathers at the Cascade Branch of Kent District Library. KDL offers many exciting programs and materials for teens. TAGs help Teen Service Librarians plan activities and services that appeal to this age group.



Teen Outreach initiatives were an important part of 2005 KDL activities.

*It was gone
Snow was falling
All over the ground.
It covered everything in sight,
Falling softly day and night
Then during the night
Something magical began
All of the land,
Quiet and white,
Slowly began to transform.
Just like that, just as easily
As the snow had come,
It was gone.
And other things
Began to move, to grow.
Spring is near.
Spring is here.
Colors loop around the world,
Shining bright. And the sky,
Will lighten its heavy load.
Shining bright, spring has come.*

Kirby Bailey — Alto Branch



KDL programs feature a wide variety of volunteer and professional presenters.

Kirby Bailey's entry was one of the winning poems featured in Kent District Library's 2005 Teen Poetry Contest.

FACILITIES

3:00 P.M.

The KDL Facilities Team meets to review current and upcoming building programs throughout the service area. The local municipalities that comprise KDL own and support the library facilities, so building projects are sponsored by those governmental units. The Kent District Library millage provides the staff, materials, and services for the 18 branches in the system.

KDL staff works closely with local communities to improve and enhance library services. In 2005, library merchandising consultant David Genesy toured several KDL branches, and made recommendations to enhance ambiance and better merchandise the collection.



The West Catholic High School Art Club designed and painted a train motif to promote early literacy skills in the program room of the Walker branch.



City officials broke ground for a new facility for the East Grand Rapids branch in May 2005. Renovations will be completed in August 2006.



Neon signs make it easy to see if a KDL branch is open.



In 2005, the Cascade Branch of the KDL began a large expansion project.

STAFF

4:00 P.M.

A KDL staff member helps a customer, providing the excellent service that is the library's hallmark.

KDL supports a staff of over 250 people, all of whom are dedicated to service. Staff is continually involved in furthering their professional education through KDL's training and development model, KDL University (KDLU). Employee growth and development ensures that staff is proficient in the use of cutting-edge library technology, and cognizant of new library trends and initiatives.



A Sand Lake/Nelson Township Branch staff member shares a laugh with a loyal customer.

FRIENDS AND VOLUNTEERS

5:00 P.M.

Staff greets the members of the Alliance of Friends as the group arrives at the Service center for its bi-monthly meeting.

Established in 1999, the Alliance is a nonprofit organization with a mission to “promote and support the resources, facilities, programs, and services of the Kent District Library of Kent County, Michigan, and its Friends organizations.”

Many branches of the Kent District Library have organized Friends of the Library groups, as well as volunteers. Friends and volunteers are important to the quality of service KDL provides. Friends are a source of information about the community, as well as providers of programs and financial support.



Friends groups support KDL through book sales and other special projects.

PARTNERSHIPS

6:00 P.M.

Pizza Hut delivers thousands of pan pizza coupons as prizes for the Summer Reading Club. Community businesses, associations, and other partners provide much support for KDL programming — donating contest prizes and reading incentives, sponsoring presenters, and helping in a wide variety of ways.

And KDL staff also gives back to its service area communities. Organizations such as Habitat for Humanity often benefit from staff involvement!



A young reader proudly shows off the bike she won. It was donated for the Summer Reading Club by the Village Bike Store.

7:00 P.M.

City council members listen to an annual report from the KDL Director and Branch Manager.

Frequent reports, a monthly e-newsletter, and close cooperation between KDL and the municipalities it serves result in the seamless delivery of enhanced library services to over 362,312 people throughout the KDL service area.



KDL staff members put the finishing touches on a Habitat for Humanity home.

AS KEN KROMBEEN, CITY MANAGER FOR THE CITY OF GRANDVILLE, NOTES:

The library has been an integral part of life in Grandville for 53 years.

Whether located in a tiny renovated water pumping station (original library) or in a modern 18,000-square-foot structure (current building), the Grandville Branch of the Kent District Library has had a profound impact on the City of Grandville and its residents. It has always been much more than just a building with books.

COMMUNITY CONTRIBUTIONS

KDL staff and patrons generously donated their time and money to support many national and community causes in 2005:

- National Red Cross for Katrina Relief.
- Susan G. Komen Breast Cancer Foundation Race for a Cure.
- Lee National Denim Day for the Susan G. Komen Breast Cancer Foundation.
- Habitat For Humanity.
- Grand Rapids Home for Veterans.
- 2005 United Way Campaign
- Toys for Tots campaign
- Adopt-a-Family Holiday Gifts
- Blood Drive
- Paws With A Cause

SENIORS

8:00 P.M.

A KDL staff member leads a book discussion group at a local senior living center.

KDL seeks to deliver the materials, services, and programs most needed by older adults, and cooperates with a wide range of community organizations and agencies to make sure that the library offers resources that meet challenges and enrich lives.

Individualized computer classes, financial planning programs, large print books, and audio books are popular. Additionally, the Library for the Blind and Physically Handicapped is housed at the Wyoming Branch of KDL.



Individualized computer classes are popular at KDL



Grandparents can enjoy KDL with their grandchildren.

MATERIALS

9:00 P.M.

A college student accesses KDL's databases using her laptop computer.

The Kent District Library features a collection of over 900,000 books and other materials, and KDL customers can also access an assortment of eBooks and eAudiobooks. Short for "electronic book," an eBook is in a digital format that can be downloaded to a computer and read using a software program. eBooks can be read or listened to offline on PCs, laptops, Tablet PCs, and all PDA devices. They are versatile, portable, and convenient. When added to CDs, DVDs, and videotapes, customers can always find something to enjoy in a wide variety of formats!



KDL's Web site, eBooks, and eAudiobooks allow customers to access information from work or home.



KDL offers customers materials in a wide range of formats.



From babies to older adults, KDL offers something for everyone!

10:00 P.M.

A young reading enthusiast reads far into the night. Her parents know she'll be a lifelong learner!

MIDNIGHT

Another day @ KDL comes to an end. It has been filled with information, ideas, and excitement!



KDL: A RESOURCE FOR LIFE

CUSTOMERS NOTE JUST A FEW WAYS THAT KDL BRANCHES MAKE A DIFFERENCE

At the East Grand Rapids Branch, a young customer was inspired by the Summer Reading Club log sheet that allowed readers to fill in a dot for every 15 minutes they read. The youngster now sets a timer and reads for 45 minutes at least once a day so that she can fill in three dots!

Staff at the Gaines Township Branch were able to help someone from New Orleans access the Internet with a guest pass. The man and his wife had driven here after Hurricane Katrina in order to find haven with Michigan parents. KDL was able to provide the couple with the opportunity to get word that they were safe to their family and friends.

A mom who brought her teen to the Cascade Township Branch for the Anime Festival was examining the Spanish collections, and said that she was delighted to find things that were originally written in Spanish, rather than only translated works.

THE KENT DISTRICT LIBRARY BOARD OF TRUSTEES

The Kent District Library Board of Trustees is composed of eight members representing geographic regions of the KDL service area. Trustees must live in the regions they represent. The Kent County Board of Commissioners appoints Board members for four-year terms. Major duties include establishing and maintaining the public library, establishing library policies, employing the Library Director, adopting an annual budget, approving the expenditure of funds, entering into contracts, and controlling KDL property.



The Board of Trustees meets monthly to oversee the governance of the Kent District Library.

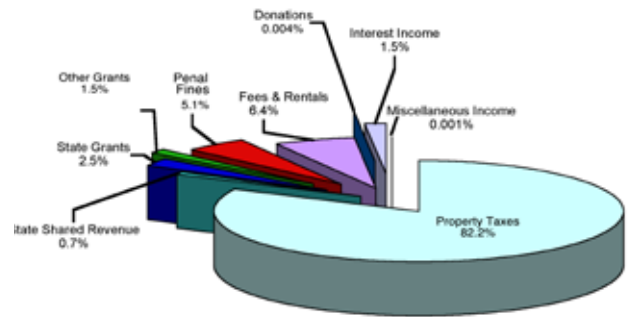
Trustee	Area of Responsibility
Joel H. Hondorp, Chair • Term expires: 12-31-08	Region 7: City of Grandville, Byron Township
Shirley Bruursema, Vice Chair • Term expires: 12-31-07	Region 6: City of Kentwood, Gaines and Caledonia Townships
Sandra A. Wisniewski, Treasurer • Term expires: 12-31-08	Region 3: City of Walker, Plainfield and Alpine Townships
Carol Simpson, Secretary • Term expires: 12-31-06	Region 1: Spencer, Tyrone, Nelson, and Oakfield Townships
Vickie Hoekstra, Trustee • Term expires: 12-31-09	Region 8: City of Wyoming
Bradley S. LaTour, Trustee • Term expires: 12-31-07	Region 2: City of Rockford, Cannon, Algoma, Courtland, & Grattan Townships
Michael A. Maier, Trustee • Term expires: 12-31-06	Region 5: City of East Grand Rapids, Cascade, Ada, & Grand Rapids Townships
Charles R. Myers, Trustee • Term expires: 12-31-09	Region 4: City of Lowell, Vergennes, Lowell, & Bowne Townships



KENT DISTRICT LIBRARY 2005 SUMMARY FINANCIAL INFORMATION

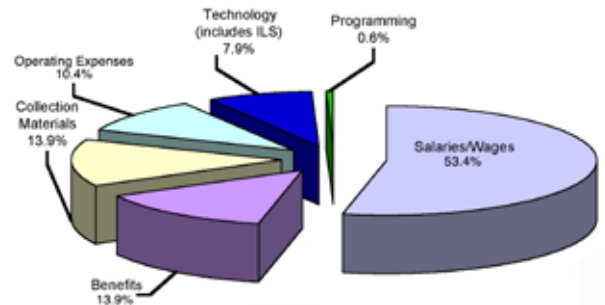
REVENUE

Property Taxes - Millage (.88mills)	11,925,616
State Shared Revenue	106,820
State Grants	364,589
Other Grants	220,446
Penal Fines	735,837
Fines, Fees & Rentals	922,045
Donations	5,115
Interest Income	222,351
Miscellaneous Income	128
TOTAL REVENUES	\$14,502,947



EXPENDITURES

Salaries/Wages	7,551,467
Benefits	1,960,930
Books & Materials	1,961,955
Operating Expenses	1,465,145
Technology (includes ILS)	1,120,254
Programming	90,925
TOTAL EXPENDITURES	\$14,150,676
Fund Balance, Beginning of Year	2,284,627
Excess Revenues over Expenditures	352,271
TOTAL FUND BALANCE, End of Year	\$2,636,898

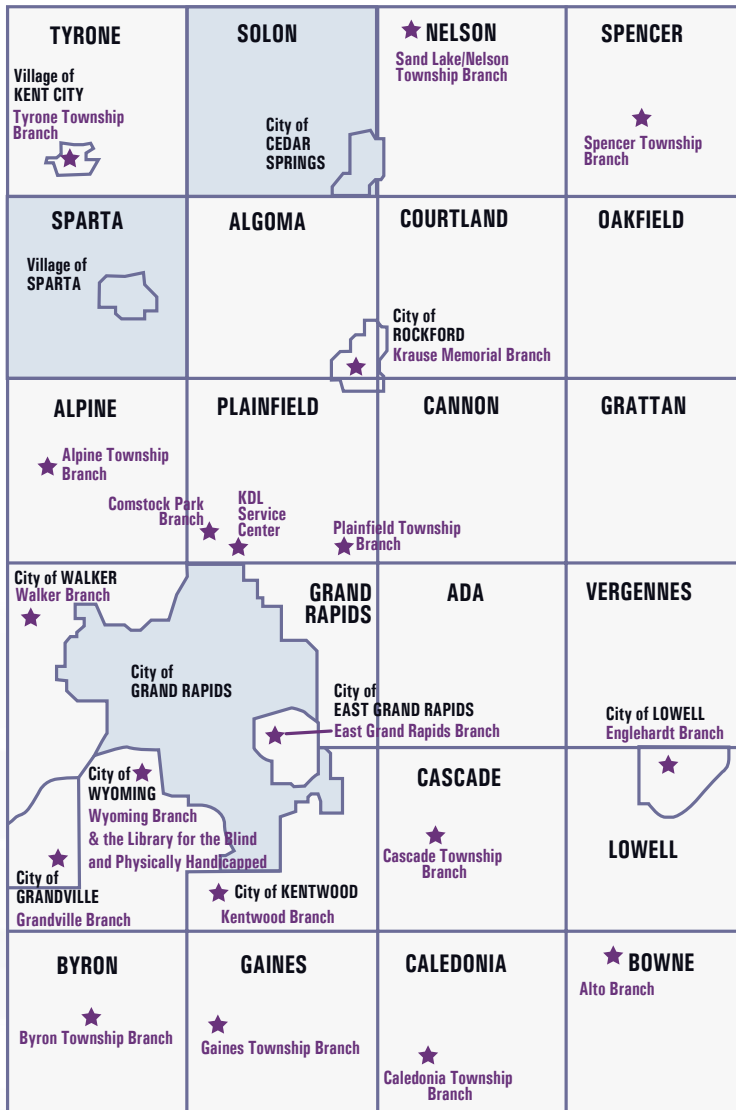


The above numbers have been derived from Financial Statements audited by BDO Seidman, LLP. The complete audited Annual Financial Statements will be available after June 2006 .

THE BUSIEST LIBRARY IN MICHIGAN

Population of Service Area: 362,312
 Facilities: 18 Branches and a Service Center
 Collection Size: 960,774
 Public Computers: 241
 Open Hours Per Week: 870
 Total Items Checked Out: 4,087,006
 Information Requests: 840,986
 Number of Visitors: 2,630,371
 Program Attendance: 89,133
 Percentage of Population with Library Cards: 61%

SERVICE AREA



THE KDL DISTRICT.



THESE AREAS ARE OUTSIDE THE KDL DISTRICT.

KENT DISTRICT LIBRARY BRANCHES



Alpine Township Branch



Alto Branch



Byron Township Branch



Caledonia Township Branch



Cascade Township Branch



Comstock Park Branch



Gaines Township Branch



East Grand Rapids Branch



Grandville Branch



Tyrone Township Branch



Kentwood Branch



Englehardt Branch



Plainfield Township Branch



Krause Memorial Branch



Sand Lake/Neslon Township Branch



Spencer Township Branch



Walker Branch



Wyoming & LBPH Branch



Service Center

**ALPINE
TOWNSHIP BRANCH**

5255 Alpine Ave. NW
Comstock Park, MI 49321
616-647-3810

ALTO BRANCH

6071 Linfield Ave.
Alto, MI 49302
616-647-3820

**BYRON
TOWNSHIP BRANCH**

8191 Byron Center Ave. SW
Byron Center, MI 49315
616-647-3830

**CALEDONIA
TOWNSHIP BRANCH**

240 Emmons St.
Caledonia, MI 49316
616-647-3840

**CASCADE
TOWNSHIP BRANCH**

2870 Jacksmith Ave. SE
Grand Rapids, MI 49546
616-647-3850

**COMSTOCK PARK
BRANCH**

3943 W. River Dr. NE
Comstock Park, MI 49321
616-647-3860

**EAST GRAND
RAPIDS BRANCH**

746 Lakeside Dr. SE
East Grand Rapids, MI 49506
616-647-3880

ENGLEHARDT BRANCH

200 N. Monroe St.
Lowell, MI 49331
616-647-3920

**GAINES TOWNSHIP
BRANCH**

421 68th St. SE
Grand Rapids, MI 49548
616-647-3870

GRANDVILLE BRANCH

4055 Maple St. SW
Grandville, MI 49418
616-647-3890

KENTWOOD BRANCH

4700 Kalamazoo Ave. SE
Kentwood, MI 49508
616-647-3910

**KRAUSE
MEMORIAL BRANCH**

140 E. Bridge St.
Rockford, MI 49341
616-647-3940

**PLAINFIELD
TOWNSHIP BRANCH**

2650 5-Mile Rd. NE
Grand Rapids, MI 49525
616-647-3930

**SAND LAKE/
NELSON TOWNSHIP
BRANCH**

2 Maple St.
Sand Lake, MI 49343
616-636-4251

**SPENCER
TOWNSHIP BRANCH**

14960 Meddler Ave.
Gowen, MI 49326
616-984-5680

**TYRONE
TOWNSHIP BRANCH**

43 S. Main St.
Kent City, MI 49330
616-678-4710

WALKER BRANCH

4293 Remembrance Rd. NW
Walker, MI 49544
616-647-3970

**WYOMING BRANCH
AND THE LIBRARY
FOR THE BLIND
AND PHYSICALLY
HANDICAPPED**

3350 Michael Ave. SW
Wyoming, MI 49509
616-647-3980

**KDL SERVICE
CENTER**

814 West River Center N.E.
Comstock Park, MI 49321
616-784-2007

KDL

Kent District Library
www.kdl.org