



YEAR IN REVIEW

2012



2012 YEAR IN REVIEW

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FROM THE DIRECTOR

ALIGN

The King County Library System (KCLS) did not rest on its laurels after being named Library of the Year in 2011. Instead, KCLS focused on aligning services and staffing to prepare for the future through the continued growth and evolution of KCLS' physical and virtual offerings.

In 2012, more than 22 million items were checked out, including 1.02 million eBooks, which is KCLS' fastest growing service. More eBooks were downloaded from KCLS than any other public library system in the country and more than 10,000 new eBook titles were added to the collection by year's end. Staff throughout the System provided eReader demonstrations, showing patrons how to download eBooks. Despite limited access to several libraries during construction of Capital Bond projects, more than 10 million visitors came through the doors of KCLS' 48 libraries during the year, a strong indication that KCLS continues to be at the center of community life. The thousands of people who attended the openings of the new Duvall and Newcastle Libraries was further evidence that the library is at the heart of communities throughout the County.

Connecting with the community remained a priority. Library2Go! vehicles visited home daycare and community sites every month to bolster the reading readiness of preschoolers in the KCLS service area. Partnerships were formed with agencies in South King County and Bellevue to increase academic achievement among low-income students. KCLS led this collaborative effort through participation in the *Let's Read!* program to help students avoid losing reading progress as a result of the "summer slide." A new initiative to assist communities with civic issues, *Convey*, was first utilized by the City of Kirkland. Library staff assisted the City in collecting input from the community about how to best utilize a former railway corridor, for the City to use during its planning process. Additionally, KCLS formed numerous community partnerships around *Take Time to READ*, a groundbreaking initiative that encouraged people to find more time to read. The campaign included a Book Cover Walking Tour that placed 266 four-by-six foot posters throughout 14 communities and the installation of Quick Reads Shelves and rocking chairs in numerous community locations, including Concourse B at the Seattle-Tacoma International Airport, the busiest commuter spot in the region.



The year also saw more libraries shifting to the new Services Strategy staffing model; five of 14 clusters have transitioned and all libraries will be similarly organized by the end of 2014. The reorganization also included the formation of a Social Media Team, which made significant strides in increasing KCLS' presence on social networking sites. All libraries are now benefitting from a new comprehensive planning tool that utilizes demographic, marketing and lifestyle data, enabling staff to better understand the residents of the communities they serve and to align services more closely to their interests.

In April 2012, Enumclaw residents approved annexation to KCLS, which now serves the entire County with the exception of the City of Seattle and two small communities in Bellevue. For nearly two and a half decades, citizens have voted to annex, fund and maintain the operations of the System, so it comes as no surprise that the Institute of Museum and Library Services selected KCLS as a finalist for the National Medal for Museum and Library Service. The National Medal is the nation's highest honor conferred on museums and libraries and celebrates institutions that make a difference for individuals, families and communities.

The announcement caps another year of accomplishments at KCLS and serves as a catalyst for providing great service to the community for many years to come.

Bill Ptacek
KCLS Director



"I have to say that I love KCLS. The libraries are lovely and the librarians are always so helpful and patient. Thanks for providing such a great service!"

2012 IN NUMBERS

The success of a year can be measured in many ways, one of which is by the number of people who utilized library programs, services and resources. The following are a few noteworthy numbers from 2012:



10.1
MILLION VISITORS

106,000
NEW PATRONS

12,416
TUTORING HOURS

CHECKING IN

More than 22 million books, movies and music were checked out by year's end, a slight increase from 21.8 million in 2011.

VALUED VISITORS

In the Library: 10.1 million people set foot inside KCLS' 48 libraries.

Online: Visits to **kcls.org** reached 39.8 million hits.

In the Community: Outreach vehicles (ABC Express, Traveling Library Center, Techlab and Library2Go!) visited a combined total of 56,824 people.

NEW MEMBERS

KCLS welcomed more than 106,000 new patrons in 2012, bringing the total to more than one million people in King County who have a KCLS library card.

STUDY SUPPORT

Study Zone volunteers provided a total of 12,416 hours of free tutoring service to 10,484 students at 40 library locations and online.

UPGRADING COMPUTER SKILLS

902 free computer classes were offered through the *TechTutor Volunteer Program*, with an attendance of more than 2,663.

ALL BOOKED UP

KCLS library meeting rooms were reserved a total of 23,241 times.

1.02

MILLION
EBOOKS

23,241
MEETING ROOM RESERVATIONS

38,031
SUMMER READERS

89,286
ANSWERS

FREE DOWNLOADS

1.02 million eBooks were downloaded, a 129% increase from 2011, making KCLS the top public library in eBook downloads.

SUMMER READING SUCCESS

38,031 children participated in the Summer Reading Program and 56,439 children attended programs.

ANSWERING SERVICE

89,286 questions were answered via phone and email by Answer Line staff.

CITIZENSHIP CLASSES

2,750 people attended free Citizenship Classes.

GOOD NEWS

The total value of news coverage for KCLS' libraries, including social media, was \$302,754.

IN PARTNERSHIP WITH...

After defining and forming a Partnership Policy, 44 partnerships were created or formalized.

44

PARTNERSHIPS

SERVICES: THREE POINTS OF ACCESS

KCLS continued to connect with patrons three primary ways: in the traditional library setting as well as online and in the community. To connect with as many people as possible, programs and services engaged various ages and populations.

IN THE LIBRARY

Libraries are gathering places where people study, read, meet with friends and attend programs for all ages. Although more library services than ever before were offered online and in the community, more than 10 million people visited KCLS' 48 libraries in 2012.

YOUTH PROGRAMS: READING FOR FUN

From building Early Literacy skills through Story Times to organizing reading comprehension competitions, KCLS offered a variety of entertaining activities to engage children of all ages. The following is a sampling of programs:

WELL-ROUNDED ACTIVITY

The *Global Reading Challenge* engaged more than 1,900 fourth and fifth grade students from 53 elementary schools throughout KCLS' service area. After students read 10 books with an emphasis on diversity and globalization, they answer detailed questions during competitions within their schools, districts and regions. First time participant Grand Ridge Elementary, in the Issaquah School District, was the winner of the culminating Grand Challenge.

A HEAD START ON SUMMER... READING, THAT IS

To encourage children to participate in the *Dream Big, Read!* Summer Reading Program, reading logs were handed out at schools, allowing children to record their reading minutes before the program formally launched on June 1. Although not as many children officially registered on KCLS' Web site after receiving reading logs at school, the number of children who reached the halfway and finisher marks increased in record numbers from the previous year, 24% and 22% respectively. Circulation of children's print materials also increased 5% and

children's eBook circulation increased 109% from the previous year.

To keep children in south King County reading during the summer, KCLS was challenged to develop and implement a plan through a partnership with the Community Center for Education Results (CCER) Roadmap Project around their *Let's Read* initiative. In response, staff from Auburn, Burien, Fairwood, Federal Way, Foster and Kent Libraries visited 40 free lunch sites, including 13 parks, 11 schools, nine community centers, six apartment complexes and one church. Staff reached 4,652 children and 1,045

Dream Big READ!



Summer Reading Program 2012

"We want to extend a huge thank you for your support this summer! Connecting families with local libraries and participating in Story Times and Summer Reading Program events has been wonderful for 35 families of children headed to kindergarten. Your openness and collaboration has been terrific."

HOT OFF THE PRESS

To advertise the Summer Reading Program, 225,000 reading logs were distributed to school districts and libraries before the end of the school year, along with 25,000 preschool reading logs.

adults during the course of 147 visits and brought Library2Go! outreach vehicles to 19 locations, helping children discover new books to check out. Story Times were held at most sites and 10 Spanish Story Times were held at two locations. Many of the children and families who library staff connected with had never before visited a library and by the end of the program, 308 children signed up to participate in KCLS' Summer Reading Program. Of those, 146 earned halfway prizes and 120 earned final prizes. Thanks to the efforts of KCLS and partner school districts, CCER received a \$40 million Race to the Top grant.

EARLY LITERACY IN SPANISH

In King County, more than 172,000 residents, nearly 10% of the population, is Hispanic. This is a fast-growing demographic and many families speak only Spanish at home. Research shows that young children are more likely to succeed in school if they develop Early Literacy skills in their home language before learning English. To help Latino families with preschool-age children learn more about Early Literacy and school readiness, *Fiestas de Alfabetización Temprana en Español* workshops were offered at 16 libraries. Each 90-minute class is conducted entirely in Spanish by trained facilitators and

families receive free books in Spanish to take home. In 2012, a total of 128 Fiestas were offered, serving more than 2,713 children, parents and caregivers and 1,345 giveaway books were distributed. In just six years, the Fiestas have reached an estimated 10,800 participants.

10,800 PARTICIPANTS

"I love Fiestas. I read more to my daughter, so that when she gets to school she will be prepared to learn. The facilitators are excellent. I always learn something new."



TEEN PROGRAMS: SKILLS FOR SUCCESS

Supporting teenagers, who are busy juggling school and social responsibilities, continued to be a priority. From homework help to organizing programs for fun and skill building, the library remained relevant to the lives of teens. The following is a sampling:

STUDY GUIDES

The *Study Zone* is a place for students to study, do homework and get help with their questions. Open to grades K-12, each tutor works with 1-5 students at a time. In 2012, Study Zone volunteers provided a total of 12,416 hours of tutoring services to 10,484 students at 40 library locations and online. KCLS' Study Zone is the largest volunteer study assistance program in the U.S. among public libraries.

FILM FESTIVAL

For the second year in a row, KCLS hosted a red carpet event to showcase creative teens who submitted videos to the *Read • Film • Win* (RFW) video contest. Since 2008, RFW has given tech savvy teens the opportunity to create short video book reviews or video book trailers with the goal of winning a prize. In 2012, more than 60 people attended the red carpet event, where two teens were awarded \$100 gift cards and their very own "Oscar." One proud teacher even attended after nine students submitted videos they created in his film class (one of his students won!). The KCLS Foundation generously funded this program.

GAME PLAN

Offered throughout the year in 24 libraries, *Game On!* attracts teens who enjoy video games. More than 500 programs were offered in 2012, with 8,000 teens participating. Gaming allows teens to interact socially while learning about other services the library offers. In a survey conducted by the American Library Association of public libraries offering gaming, 80% of teens reported they returned to the library to use other resources. In a recent survey of KCLS Game On! participants, 63% reported they frequent the library more than twice a week.

SCHOOL MATTERS

For a second year, *Life After High School* programs encouraged teens and their families to prepare for college or the workforce. A total of 46 programs were held, attended by more than 500 people, on topics such as choosing the right college, finding money for college, scholarships, job interview skills and more.

IN THE CLUB

Unique to each location, *Teen Book Clubs* engaged youth throughout the year. A new book club at Mount Si High School in the Snoqualmie Valley School District attracted more than 100 high school students, who met during their lunch break. Another popular book club for teens was *Pizza and Books* at Lake Forest Park Library. Teens, ages 12 to 18, discussed books while eating free pizza, sponsored by the Friends of the Lake Forest Park Library.

8,000 TEENS

G
A
M
E
O
N

TEEN TIME

At the Library: 1,939 library programs were offered for teens, with an attendance of 31,287.

At Schools: 1,042 middle and high school programs were offered, with an attendance of 39,164.

50%
INCREASE
35%
MORE
ATTENDEES

EVENT FULL

Offered at schools, community venues and locations throughout King County, 47 programs ranging from music and dance performances to multicultural puppet shows and author events, were attended by more than 12,000 people. The year ended with planning for a new program series for 2013: *A Place at the Table: Inspiring Cooks, Nourishing Communities*, which focuses on cooking, nutrition, locally produced food and more. In addition to offering new food ideas and preparation skills, the series will help everyone create a nourishing table by accepting non-perishable food donations, to be distributed through partnerships with local food banks.

ADULT PROGRAMS: CLASS ACTION

For many people, continuous learning sparks the imagination and enhances the quality of life. Programs that interest and inspire adults increased 50% throughout 2012, with 35% more attendees.

LET'S TALK ABOUT IT

KCLS was one of 65 libraries throughout the United States to host public reading and discussion programs on the Civil War, funded by a grant from the National Endowment for the Humanities and the American Library Association. More than 900 people attended programs and discussions as part of the *Let's Talk About It: Making Sense of the American Civil War* program series. Five book discussions were held at the Mercer Island Library, led by project scholar Lorraine McConaghy of the Museum of History and Industry. Supplemental

programs on Civil War topics at libraries throughout KCLS included *Fiddle Tunes of the Civil War*, *Civil War Quilts*, *Civil War Cinema* and *The Civil War in Washington Territory*.

ENCOURAGING ENTREPRENEURS

In support of the small business community, *InfoBiz* programs included a brown bag lecture series in cooperation with Community Capital Development and the centrally funded program *Cooking Up a Home Based Food Business*, which was well-attended at 11 libraries in September and October 2012 with more than 41

attendees per session. A total of more than 570 people attended *InfoBiz* programs in 2012.

HIGHER EDUCATION

Specifically targeting ages 50 and older, *More to Explore 50+* program series topics ranged from travel to volunteering to health. The Transforming Life After 50 staff committee also created a Web guide with online resources on topics such as work and money, health and technology. Close to 900 people attended *More to Explore* related programs in 2012.

DIVERSITY PROGRAMS: CELEBRATING CULTURES

For people new to the United States, learning English is a gateway to opportunities. From employment to the right to vote, the benefits are many. To serve new arrivals, a number of programs were offered throughout the year.

A DÍA TO CELEBRATE

In an effort to highlight El día de los niños/El día de los libros (Children's Day/Book Day), also known as *Día*, celebrated nationally each year on April 30, events and activities were held at 47 libraries and two regional events were organized. With multicultural book displays, cultural programs and world language Story Times in Chinese, French, Japanese, Russian, Somali and Spanish, there was something for everyone. All KCLS libraries participated in *Día* in 2012, a 67% increase from 2011. As a result of these efforts, KCLS was one of three recipients of the first Estela and Raúl Mora Honor Award, recognizing efforts to promote *Día*, presented during the American Library Association Midwinter Conference in January 2013.

HIGHLY CULTURED

A number of programs especially for diverse populations were offered throughout 2012. The following are a few highlights:

Talk Time: To help English language learners improve their speaking skills, Talk Time provided free conversational English lessons at 24 libraries. A total of 1,121 classes were held with 8,851 attendees, including 780 new students.

Literacy Towards Citizenship:

People studying for the U.S. Naturalization test learned about the application process and studied civics and history questions at free classes at 14 locations. A total of 458 classes were held, with 2,750 attendees, including 217 new students. The KCLS Foundation provided 160 workbooks to students completing their fourth class session and more than half of the students reported passing the test in 2012.

English Language Learner Family

Night: Kingsgate Library staff hosted an English Language Learner (ELL) family night to welcome parents and students to the library, some for the first time. The program was the first to utilize new interpretation equipment to facilitate conversations in Spanish and Hmong.

Chinese Book Club: Meeting at the Lake Hills Library for the first time in 2010 with six members, the Chinese Book Club quickly grew to 15 members. Due to the success of the program, guidelines for supporting future world language book groups were developed. A second Chinese Book Club began in 2012 at Kingsgate Library.

"The impact of the Chinese Book Club does not stay in the club. My wife and friends who saw my Chinese books borrowed them and read them, too. Had it not been for the book club, we would have limited reading materials."

MANY VOICES, MANY LISTENERS

From the steel drums of the Caribbean to storytelling from Africa, more than 8,000 people attended 52 programs at 41 libraries as part of the multicultural series *Many Voices, One Land*, which celebrated the diversity of the Pacific Northwest. Held from February-March 2012, attendance increased 242% from when the program was previously offered.

39.8
MILLION
WEB VISITS

ONLINE

Almost four times as many people visited KCLS online than in-person, with a total of 39.8 million visits to kcls.org by year's end. To keep up with the demand, online services were continually enhanced.

IN THE ZONE: REDESIGNED TEEN ZONE WEB PAGES

To better engage teens online, the *Teen Zone* Web pages were redesigned and launched in 2012. Specific goals of the project were to create a teen-centered site, simplify and modernize the pages and to enable teens to quickly find what they are looking for. In addition to achieving these goals, the new Web pages are more seamlessly integrated with the catalog. A *Hot New Reads* section highlights teen-appropriate books, which can be placed on hold with a few simple clicks. A brighter color palette enhances the visual impact of the site and a slideshow highlights programs and services, such as Homework Help.

GROWING UP: ONLINE STORY TIME

The online Story Time companion *Tell Me A Story*, which offers reviews of books and songs from Story Times at libraries, continued to grow in 2012. Parents and caregivers returned to the site frequently. The Web pages received 648,775 views. The Tell Me A Story video library, featuring Children's Librarians performing rhymes and songs for young children, expanded with 186 new videos posted to YouTube. Tell Me A Story videos have been viewed 570,974 times since the site launched in 2011.



12,024 LIKES

SOCIAL SKILLS

With the number of Facebook users in the world reaching more than one billion, more people than ever before communicate online. To reach online users, KCLS enhanced its *social media presence*. In early 2012, a central Social Media Team was formed to oversee all KCLS social sites: Facebook, Twitter and YouTube. As a result, staff interacted online with more library patrons than ever before: more than 16,000 people combined on Facebook and Twitter. Contributing to this growth was the KCLS Community Relations

Facebook Ad campaign in late 2012. In just five weeks, more than 6,000 new Friends “liked” the KCLS Facebook page, increasing followers by more than 100% by year-end.

PHILANTHROPIC ENDEAVORS

The Nonprofit & Philanthropy Resource Center (NPRC), which has an online presence and is based out of the Redmond Library, continued to serve the nonprofit community for the 12th year. The NPRC Web pages received a record number of visits, nearly 16,000, and 800 people visited the Center at the Redmond

Library. Nonprofit organizations took advantage of free access to grants databases to identify funders who match their interests. In addition, the NPRC promoted their resources to almost 2,600 people at meetings and conferences throughout the year.



Nonprofit & Philanthropy Resource Center

A Foundation Center “Cooperating Collection”

www.kcls.org/philanthropy

HERE AND THERE

Library2Go! vehicles were often the highlight at community events that included Newcastle Days, North Bend Farmer's Market, Black Diamond Labor Days Event, Federal Way Libraries' 20th Anniversary Celebration, Shoreline Arts Festival and 35 school venues.



IN THE COMMUNITY

A community presence is vital. It entails serving people who cannot access the library, partnering with agencies to provide enhanced services and spreading the word about the importance of literacy.

DRIVEN TO DELIVER

To reach even more people in 2012, outreach services were expanded to three senior facilities and three childcares in Enumclaw as well as three sites in Vashon Island, for a total of 1,005 sites served.

1,005 SITES SERVED

"Library2Go! is a wonderful community service for those of us who no longer drive but love our books. The library labs have also been a boon to our ability to cope with all the new technology."

APPLIED MATHEMATICS: MOBILE LEARNING LABS

Expanding mobile outreach services, *four new vehicles* will hit the roads in spring 2013. Each vehicle is equipped with seven patron computer stations, a printer and a digital wall monitor for public instruction. Staff will use the vehicles to lead workshops for school-age children to engage them in learning math and science as well as assist English language learners.



DELIVERY SERVICE

The following outreach vehicles hit the streets in 2012, serving a total of 56,824 people:

ABC Express served 54 daycares and 23 community locations, serving a total of 23,376 children.

Traveling Library Center visited 173 senior facilities, reaching more than 2,500 people.

Techlab, equipped with computer stations, provided 220 computer instruction classes to more than 1,500 participants at low-income apartment communities, refugee/immigrant service organizations, retirement communities and more.

Library2Go! visited a total of 29,448 people. Childcares were visited 1,428 times, serving 15,679 children; community sites were visited 686 times, serving 7,798 people; senior sites were visited 110 times, serving 409 people; and 51 special event visits reached 5,563 people.

BY REQUEST: STORIES2GO!

In the second year of service, five *Library2Go!* bookmobiles continued to make community visits, delivering materials to children, families and childcare providers. In response to the number one request of caregivers, KCLS created 200 multimedia themed kits, called *Stories2Go!* to add to the mobile vehicle collections. The five-part multimedia kits are designed to appeal to children ages 3 to 5 with picture books, music CDs and felt

sets on topics such as the alphabet, colors, counting and nursery rhymes. The kits enable childcare providers and parents to strengthen children's Early Literacy skills by engaging their sight, sound and touch. The KCLS Foundation and the Friends of the Mercer Island Library generously provided funding for the kits. In a recent survey of Library2Go! childcare providers, 93% of respondents rated the overall service as excellent, mentioning the convenience and friendliness of staff.

"Having the bus come to our daycare has been awesome. I love that you come to us. When I tell the children the bus is coming, they go crazy. They love to be able to get new books every month."



COMMUNITY COLLABORATION

Working with outside organizations that share similar ideals allows KCLS to offer enhanced services. It also allows the Library System to do what it does best: provide outstanding service to all.

A NEW CONVEYANCE

The communities served by KCLS see, on occasion, civic issues that stir community interest. Realizing an opportunity to utilize the library's traditional role as an unbiased information provider and a place of conversation, a civic engagement initiative, **Convey**, was developed. The first Convey project entailed facilitating a conversation about the Cross Kirkland Corridor (CKC), as the City of Kirkland sought public input on how to best use the old railway corridor. Library staff worked in tandem with the Kirkland Arts Center (KAC) on the project, encouraging residents to share information and

feedback via three forums. A total of 120 online comments were received, more than 80 people attended a public charrette and 30 written comments were submitted. Gathered by KCLS, the input was given without any alteration to the City of Kirkland in September 2012. City staff will use the results from the Convey project as part of the public input for the CKC Master Planning process. In the coming year, library cluster managers will explore future opportunities for Convey projects that address broad issues affecting communities.

TRUE VALUE: PARTNERSHIPS

With a tradition of leveraging partnerships to provide innovative programs and services for patrons, KCLS formalized a **Partnership Policy** in 2012. As a result, 44 partnerships were created or formalized. The Partnership Policy encourages staff to partner with organizations that align with KCLS' missions, goals and policies for the purpose of implementing or promoting a program or service.

THE FOLLOWING ARE A FEW NOTEWORTHY PARTNERSHIPS:

Safe Place: In collaboration with Friends of Youth, Youth Cares and Auburn Youth Resources, KCLS became a participant in Safe Place, a national organization that offers shelter and counseling to at-risk youth ages 12 to 17. In June 2012, KCLS staff members were trained in Safe Place procedures and by year's end were able to assist several youth. Each night, there are between 500-1,000 youth on the streets of King County and Safe Places provides shelter until help arrives.

Transportation Choices Coalition:

As part of a book club for transit riders, called Books on the Bus, the Transportation Choices Coalition added the Take Time to READ logo to their bus advertisements and listed KCLS as a promotion partner. This provided an opportunity to reach the membership of Transportation Choices Coalition.

Washington New Americans (WNA):

Through a partnership with WNA, library services were introduced to new arrivals to the United States. In turn, KCLS participated with WNA in citizenship fairs, voter registration drives and community forums.

Northwest Bookfest: As a community partner, KCLS and the Kirkland Library participated in the two-day festival, featuring 130 authors, 30 panels, 25 writing workshops and seven special programs. KING FM 98.1 radio provided promotional opportunities and grants totaling more than \$12,000 were received from the City of Kirkland, 4Culture and the King County Library System Foundation. Other community partners and sponsors included Amazon, Book Publishers Network, Book Publishers Northwest, Costco and Pacific Northwest Writers Association.

2012 PARTNERS

4Culture
Alzheimer's Association
Amazon
American Heart Association
Bellevue Arts Museum
Bellevue Reporter
The Body Counselor
Boeing Employees Credit Union
Book Publishers Network
Book Publishers Northwest
Books on the Bus-Transportation Choices
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
Community Alliance for Social Justice
Community Schools Collaboration
Costco
Eastside Catholic School
Essay Mentors
Highline Times/Des Moines News
Island Quilter
KCTS 9 Television
King County Department of Elections
King County Housing Authority
KING FM 98.1
Kirkland Arts Center
Kirkland Teen Union (YMCA)
Maywood Hills Elementary Parent Teacher Association
Mercer Island Preschool Association
Nancy Stewart
NELA Center for Student Success
Northwest Bookfest
Pacific Northwest Writers Association
Redmond Historical Society
Safe Place/Youth Care
SeaMar Community Health Center
Seattle Education Access
Shoreline Lake Forest Park Arts Council
Social Security Administration
Swedish Cancer Institute
Sylvan Learning Center, Auburn
Sylvan Learning Center, Federal Way
U.S. Citizenship & Immigration Services
Vashon Youth & Family Services
Washington New Americans
Wintergrass Festival
Youth Eastside Services



A TIMELESS MESSAGE: READ

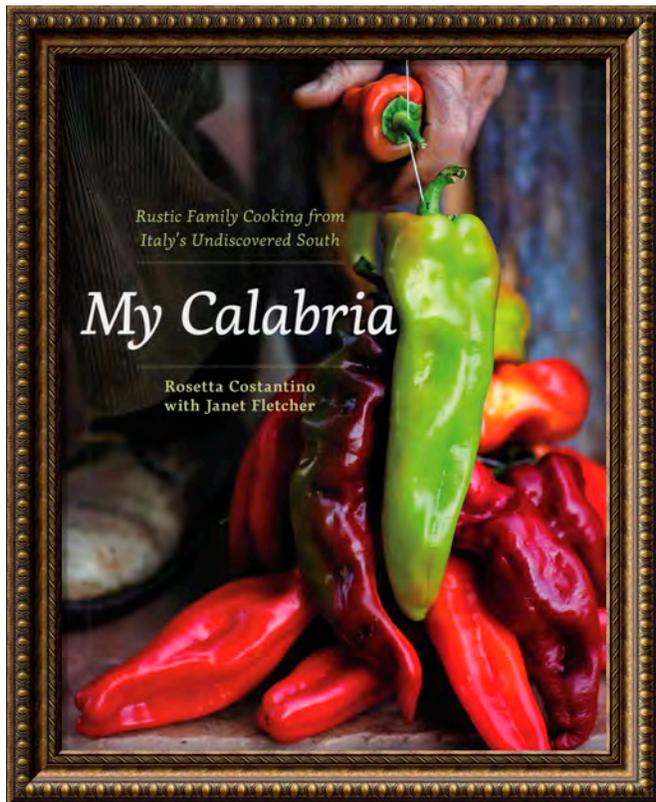
To encourage even the busiest of people to find time to enjoy a book, or even just a few pages now and then, the Take Time to READ initiative saw another successful year.

TAKE TIME TO READ

Receiving two national awards in 2012, the *Take Time to READ* initiative continued to encourage people to find unexpected moments to read with a few new developments. In partnership with ClearChannel, three Quick Reads Shelves stocked with free reading materials and four rocking chairs were located in a concourse at Seattle-Tacoma International Airport and a banner reminding travelers to read spanned the exterior skybridge. From July through the end of 2012, the banner was viewed more than 19 million times by drivers and passengers heading to the pick-up area.

Thirty Quick Reads Shelves and Take Time to READ rocking chairs were located throughout the County, from public health clinics to tire stores, anywhere people may have a few extra minutes to read while waiting. Shelves are stocked with new and donated books and magazines, no checkout or return required. During the summer, 266 six-foot-tall framed book cover posters were featured in 14 communities, creating outdoor art galleries. A guidebook in print and online listed all titles and locations and invited readers to use a QR code on the posters to connect directly to the KCLS catalog. Almost 250 KCLS Facebook users participated in an

"I was picking up my daughter at the airport last night and saw the huge KCLS banner. What a terrific idea and a great message. Traveling with my family always means a new book."



GOOD TIMING: TWO AWARDS

In 2012, KCLS was awarded two prestigious national honors for the Take Time to READ program: The *Urban Libraries Council* selected Take Time to READ as a Top Innovator in the “Positioning the Library” category for both promoting recreational reading and elevating the visibility of KCLS through a region-wide campaign.

The *American Library Association*, *American Libraries Magazine* and *Ebsco Publishing* honored KCLS with the John Cotton Dana Library Public Relations Award for strategic communication in the Take Time to READ promotion. This marks the 10th JCD Award for KCLS—a new record. In addition to the honor, KCLS received \$10,000 from the H.W. Wilson Foundation to fund public relations efforts.

online readers’ advisory offer, writing about their three favorite books. They received custom personalized suggestions for their next great read and a donated \$5 coffee card.

Advertising on Metro buses and KCLS shipping trucks reminded more than 30,000 residents to read and more than a million ESPN Mariner’s broadcast listeners heard local celebrity announcers talk about their favorite books. *Seattle Met Magazine* brought Take Time to READ to more than a million readers in each issue in July, August and September 2012. In total, 55 million impressions were registered through

the course of the year. Take Time to READ Media partners included ClearChannel Communications, KIRO radio, KCTS9, *Seattle Met Magazine* and Titan Outdoor.

In the coming year, KCLS will launch the READometer App, allowing people to track their reading minutes and to quickly find the nearest Quick Reads Shelf or KCLS library. Funding for Take Time to READ is generously provided by the KCLS Foundation.

“Thank you for including children’s books. One of the little girls I saw last week refused to part with a book; she carted it through the exam rooms and everywhere else she went.”

COLLECTIONS: QUALITY AND QUANTITY

Providing quality information is KCLS' core business. Just like a bookstore, shelves are stocked with popular fiction and the downloads collection is continually refreshed with new titles. In 2012, KCLS circulated more than 22 million items System-wide, a slight increase from 2011.



"I went to an eReader session and the room was packed with people with every conceivable device. I didn't know much more than how to turn on my Kindle Fire. Staff helped me download a book from the library and place a hold. What an asset the eReader service is."

NEW RELEASES

In addition to the ongoing selection of new materials added to the collection throughout the year, **adult collections** were refreshed in several subject areas: caregiving, urban farming, music instruction, photography and more. A total of 799 new and classic titles were added, with 10,000 copies available for checkout. To keep people informed about global news, world language newspapers continued to be delivered to community libraries daily. Using an online service called Newspaper Direct, a total of 16,344 newspapers were printed and distributed, representing 14 countries and 24 languages.



**ON THE SAME PAGE:
DEDICATED TO DOWNLOADS**

More than one million *eBooks* were downloaded in 2012, a 129% increase from the previous year. With the explosion in sales of eReaders, tablets and smart phones, KCLS launched a multi-prong eBook initiative focused on collection growth, staff training and increased promotion. To get people started with eBooks, drop-in sessions were held at libraries, encouraging people to stop by with their eReader, tablet, phone or just their questions. KCLS substantially increased its downloadable collections, adding 34,272 copies and 10,868 titles.

The eBook collection was diversified with the addition of Blio, Baker & Taylor's new eBook platform, which provides eBooks for tablet computers and smart phones. By the end of 2012, more items were downloaded from KCLS than any other public library in the country. KCLS ranked first in both eBook downloads and all digital media downloads.

129%

INCREASE IN EBOOK DOWNLOADS

TECHNOLOGY: UPDATES AND UPGRADES

To meet the increased demand for online services, KCLS undertook a number of initiatives in 2012, including enhancing the Evergreen System and updating hardware and software throughout the System.



SPRUCING UP THE EVERGREEN SOFTWARE

With the objective of making information even more easily accessible, KCLS continued to refine the open-source *Evergreen Software*. Developed to allow for better customization than vendor-owned software, the most visible component of the system is the library catalog. While many new features have been added since implementation, and system performance has improved, it became clear early in 2012 that a new support strategy was needed for future enhancements to the system.

Professional firms whose open-source software experience extended beyond library technology were identified. Working with developers and system engineers, implementation of new features, searching software and performance improvements were realized by year-end and will continue in the coming year.

OTHER ENHANCEMENTS

Several projects were undertaken, or started, in 2012:

Phone System Replacement:

KCLS embarked on a three-year initiative to replace 48 separate phone systems with a single network-based system.

Network Enhancements:

The beginning phases of implementation for I-NET2 got underway. I-NET2 will provide an approximate ten-fold increase in general network capacity to support the increased use of technology in libraries and the influx of patrons using their own laptops, phones and tablets.

Preparing for Future Growth:

The Data Center, which is the central location for the Evergreen ILS, email servers and network and telephone systems, underwent a remodel to create capacity for future growth and more reliably restore systems.



EMERGING TECHNOLOGY

To maintain *up-to-date technology*, KCLS refreshed roughly one-fourth of its public and staff workstations, printers, laptops, servers and various supporting technology throughout the System. In 2012, hardware was also provided to the following renovated, newly opened or annexed libraries: Enumclaw, Lake Forest Park, Duvall, Auburn and Newcastle.

A new software system, *EnvisionWare*, was implemented to better manage booking and printing on library computers. EnvisionWare provides a more streamlined and efficient interface for patrons and staff have better tools to oversee the use of public computers.



STAFF: DAILY DEDICATION

The success of KCLS libraries is ultimately a result of staff who are dedicated to providing assistance, help and resources. To keep staff skills refreshed and up-to-date, a number of programs were offered.



INSIDE JOB: NEW ONLINE APPLICATION SYSTEM

KCLS began using an *online application system*, NEOGOV, to streamline the recruiting and hiring process. Since the move to NEOGOV in mid-2012, KCLS received 5,062 online applications for 136 positions, resulting in 142 hires. The online system is beneficial to potential hires as it allows them to reapply for other jobs in a matter of minutes using previously stored information. It also allows managers and staff involved in the hiring process to easily review online applications without the need for paper copies.

LEARNING CURVE

KCLS continued its commitment to lifelong learning and diversity by offering staff the opportunity to study various languages. In 2012, 35 staff members participated in the *Language Funding Program*, taking classes on English Accent Reduction, Spanish, Russian, Italian, French, Japanese and Chinese. In 2012, 43 staff members also participated in the KCLS Tuition Assistance Program. Of those, 13 students graduated.

PAGE TURNER

Nine years since the inception of the *Page Fellowship program*, KCLS continued to hire and retain a more diverse workforce that directly connects with and reflects the communities KCLS serves. The program offers participants professional and career development opportunities through on-the-job-training, workshops, job shadowing activities and ongoing training. In 2012, there was an increase in the number of Page Fellowship participants accepting and advancing into higher level positions, a marked improvement from the first graduating class in 2005 and a continuing trend since 2011.

CLASSIFIED

2012 was the busiest year yet for Staff Development, with 14 new classes offered. The number of classes increased 37% from 285 classes in 2011 to 390 classes in 2012, thanks in part to webinars and online courses. The following are a few highlights:

Classes were offered on *time management*, managing email and effective public speaking.

Reference services classes focused on advanced searching on databases, census data and performing legal and medical research.

In preparation for the holidays, and eReaders anticipated as a popular gift, 189 staff members attended *eBook Refresher* sessions.

49 staff completed *Readers' Advisory*, a five-part series covering the use of library technology, database searching, Responding to Critical Situations and Meeting Patron Needs.

A video for *Library Pages* was created to orient new Pages to KCLS and explain their job duties.

More than 150 staff members were trained to use *CommunityConnect*, which provides information about local communities and helps staff better match local library services to the unique needs of communities.



A WORKING MODEL

The new Services Strategy staffing model was implemented at two additional library clusters in 2012: Algona-Pacific/Auburn/Muckleshoot and Mercer Island/Newcastle/Newport Way.

The staffing model allows librarians more time to focus on community outreach and online services. To support staff transitioning to the new model, *Leading Change*, *Responding to Critical Situations* and other classes were offered.

FACILITIES: BUILDING COMMUNITY

During the course of the year, the first Newcastle Library opened and the Enumclaw Library annexed to the System, bringing the total number of libraries to 48. Ensuring that all facilities were welcoming and inviting continued to be a priority.

BOND INVESTMENTS

With a few years remaining of the decade-long Capital Bond Improvement Plan, progress continued on library enhancement projects. Enthusiastic crowds turned out for four library opening celebrations, with a combined total of 2,050 in attendance. Attendance at the Newcastle Library opening exceeded 1,000 people eager to visit the first library in their community.

NEW ADDITION

The renovated Enumclaw Library was celebrated with an open house in December 2012 after improvements were completed to the building following the library's annexation to KCLS in April 2012. Enhancements included new paint, carpet and furniture, a cyber (computer) bar for laptop users, more public computers and significant additions to the library's collection.

The first-ever Newcastle Library opened in December 2012. The 11,000 square foot building was warmly welcomed by the community and features a reading room with windows spanning three sides of the building. The building includes a geothermal well heating and cooling system, radiant heated floors and a green roof.

The new Duvall Library opened in August 2012. The 8,000 square foot library was built in the heart of historic downtown Duvall and was designed to meet LEED Silver standards, featuring a ground source heat pump, energy efficient lighting, recycled materials and a green roof.

2,050
ATTENDEES



A NATURAL LEADER

LED Lighting: KCLS retrofitted parking lot lights with eco-friendly LED lights. The bulbs are more cost-effective than standard light bulbs.

Reusable Bags: KCLS piloted reusable bags that patrons may check out or purchase at cost to carry library materials. The reusable bags, made from a lightweight recyclable fabric, are an even more economical and environmentally friendly way to protect library materials than compostable bags that replaced traditional plastic bags several years ago. The reusable bags will be available System-wide in 2013.

RATE OF RETURN

To return materials to library shelves more quickly, additional **Automated Materials Handling Systems (AMH)** were installed in 2012. New systems were added at Newcastle and Auburn Libraries and existing systems were expanded at Redmond, Bothell and Covington Libraries. The Auburn Library system is the first in the U.S. to use a component called the TurnMate, a turntable that orients the books to drop into appropriate carts.

The expanded and renovated **Auburn Library** opened in September 2012. Two sides of the original building were expanded, bringing the library to 20,000 square feet. Windows allow views of neighboring Les Gove Park and the library includes a central reading area, a modified entryway, expanded parking and a rain garden.

The renovated and expanded **Lake Forest Park Library** reopened in January 2012. The library was expanded to 5,841 square feet, which is 60% larger than the former library. The interior of the library has more computers and a multipurpose room that may be sectioned off from the main library for small group meetings via a sliding glass wall.

Storefront improvements and interior enhancements at the **Library Connection @ Southcenter** were completed in January 2012. In addition to increasing square footage, enhancements included new furniture, carpet and paint.

"I'm impressed with the new Lake Forest Park Library. You've got a diamond now!"

STEWARDSHIP: FINANCIAL RESPONSIBILITY

KCLS continued to offer quality programs and services to those who need them most, thanks to prudent financial management and continued support from the KCLS Foundation.

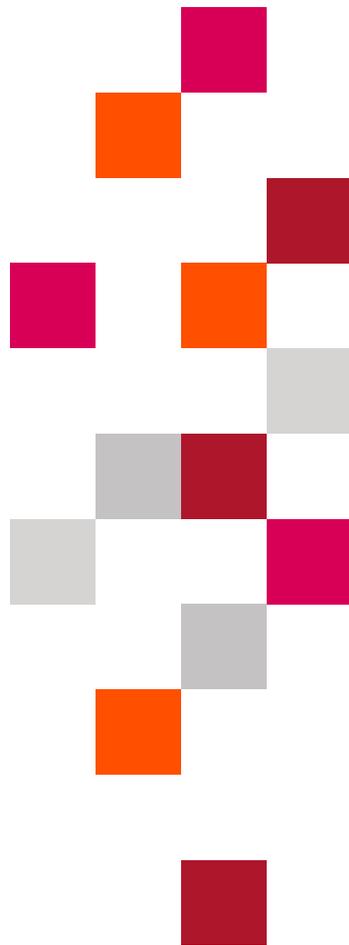


LEVY LID LIFT

KCLS revenue declined by \$4.7 million in 2012, for the first time in decades. Property values in KCLS' service area declined by 5%, coupled with a continued decline in new construction. Due to the *Levy Lid Lift*, KCLS is at the statutory limit of \$0.50 per \$1,000 of assessed valuation. Despite the difficult economic climate, KCLS continued its tradition of prudent financial management. In order to preserve the majority of the lid lift revenue for coming years, KCLS targeted \$700,000 in spending reductions in 2012. The reductions offset needed spending increases in other areas so that the 2012 Operating Budget was only 1.8% higher than the prior year. This was in keeping with the multi-year financial strategy of stretching lid lift revenue as far as possible.

King County Library System Foundation

Literacy Learning Libraries



A STRONG FOUNDATION

The mission of the *King County Library System Foundation* is to promote literacy, learning and libraries by providing support beyond public funding for initiatives and resources that enable KCLS to better serve the needs of the community.

In 2012, the KCLS Foundation provided close to \$450,000 in direct support for programs, facilities and services that benefited 200,000 children, youth and adults. With the belief that reading is transformational, the KCLS Foundation strives to create a community of readers and supports programs that connect residents of all ages with reading opportunities.

Many of the programs cited in the KCLS Year in Review were funded, in part, by the Foundation, including Take Time to READ, Summer Reading Program, Global Reading Challenge, Study Zone, Play & Learn and You Choose the Next Newbery.

In 2012, the KCLS Foundation launched a Capital Campaign, which will raise \$1 million to add 2,000 square feet of community meeting and program space to the new Tukwila Library. The new Community Mosaic area will provide a performance space, gathering place, cultural hub and learning commons to benefit all residents of Tukwila.

More information may be found at www.kclsfoundation.org.

BEHIND THE SCENES

Keeping 48 libraries running smoothly is the result of staff and numerous volunteers who support the goals of the System.



COLLECTION ENHANCEMENTS

To get new materials to patrons more quickly, Collections Management Services worked with a consulting firm to analyze and revise current workflows. A pilot project was undertaken, focused on *reducing the wait time* for new music items. By the end of the pilot, there was a 300% reduction in wait time from the moment an item is requested to when it is available for check out.

To keep library collections updated, *collectionHQ* was utilized at all libraries. Based on patron usage, *collectionHQ* provides reports that indicate areas of high demand and interest at specific libraries. As a result, in 2012 KCLS refreshed collections accordingly and was able to transfer materials from one library to another based on demand.

VALUABLE VOLUNTEERS

In 2012, 1,400 individuals volunteered an average of 6.5 hours per month at KCLS libraries. In any given month, KCLS benefits from 800 volunteers assisting the public with homework help, English conversation classes, preparation for the U.S. Citizenship test, delivery of library materials and general support tasks.

LIBRARY SUPPORTERS: FRIENDS TO ALL

Public libraries continued to play a significant role in the community, a task that would not be possible without the support of KCLS' 40 Friends of the Library and 16 Library Advisory Board groups. In 2012, KCLS welcomed two new Friends of the Library groups and one new Library Advisory Board to its list of supporters: The Friends of the Newcastle Library, the Friends of the Enumclaw Library and the Enumclaw Library Advisory Board. The 40 Friends of the Library groups provided a combined total of more than \$298,533 to support programs, materials, art and more in 2012.

With the nautical theme, *Welcome Aboard the Friendship*, Friends Day recognized the work of the volunteers who donated time and energy to support community libraries. This was the 15th year the KCLS Foundation honored outstanding members of the Friends of the Library organizations with awards. From support for children, teen and adult programming to hospitality at library events, the Friends of the Library continued to impact their communities through funds raised on behalf of KCLS.

Library Advisory Boards, established by individual cities within KCLS, collected community input and communicated with City and library staff about community needs that the local library can assist in addressing. At a series of Library Advisory Board Forums in November, Advisory Board members learned about available tools at the library to help them better understand the makeup of their communities.

ABSOLUTE VALUE: GIVING BACK TO THE COMMUNITY

Staff once again showed their commitment and caring for others by supporting nonprofits and charitable agencies during the 2012 *Workplace Caring Campaign*, raising a total of \$91,729 in donations. Staff members directed monetary gifts to the KCLS Foundation, United Way of King County, Coalition for Charitable Choice as well as any favorite agency. With the campaign theme *Who Cares? We Do!*, funding was raised through pledges as well as an online auction and other activities. Leading up to the campaign, 72 staff members volunteered on Day of Caring, lending a helping hand to people and animals in need.

"I just finished my last volunteer shift of the year at the Burien Library and look forward to another year of spending time with all those books and people who make my time there so worth it."

PRINT PREVIEW

A number of measures were taken throughout the year to let people know about new and expanded library resources and programs. With two new libraries added to the System and expanded outreach services, *KCLS' in-house design and print shop*, which is outfitted with a digital press, several high-speed copiers and bindery equipment, kept up with a 31% increase in demand for print pieces.

In addition, a template program was implemented, allowing for quick turnaround printing of simple posters and flyers for programs such as book groups, movie programs and computer classes.

NEWSWORTHY

In 2012, KCLS media coverage yielded an average of 472 news and social media mentions each month, with a total advertising value equivalent of \$302,754, or more than \$25,000 per month. The Online Events Calendar, a searchable system of library events and ongoing programs, received 971,294 hits.

\$302,754 VALUE

HONORABLE MENTIONS

KCLS was honored to receive six awards in 2012:



Kenmore Library
2012 AIA Northwest and
Pacific Region Citation Award
for Design Excellence

Kenmore Library
2012 AIA Washington Council
Civic Design Honor Award

Woodmont Library
2012 AIA Washington Council
Civic Design Merit Award

Take Time to READ
John Cotton Dana
2012 Library Public Relations Award

Take Time to READ
Urban Libraries Council
2012 Top Innovators Award

King County Library System
2012 Outstanding Civic
Organization, Municipal League

BUDGET OUTCOMES

For the second year, KCLS implemented a budget review process to evaluate whether key programs and services achieved the intended outcomes for patrons and the community. The following areas were identified and results are reported to the Board of Trustees.

SERVICES

Library2Go! Community Connections
Library2Go! Early Literacy Assessments
System Programming
Study Zone
Smart Tables

COLLECTIONS

collectionHQ
Collection: Selection to Access
eBooks

TECHNOLOGY

Laptops in Community Libraries
Evergreen Post-Production
Enhancements
Support of Patron Interests & Access

STAFF

Future Services Staffing Training
Page Fellowship Program

STEWARDSHIP

Lid Lift Conservation
Library Advisory Boards



FINANCIAL REPORT

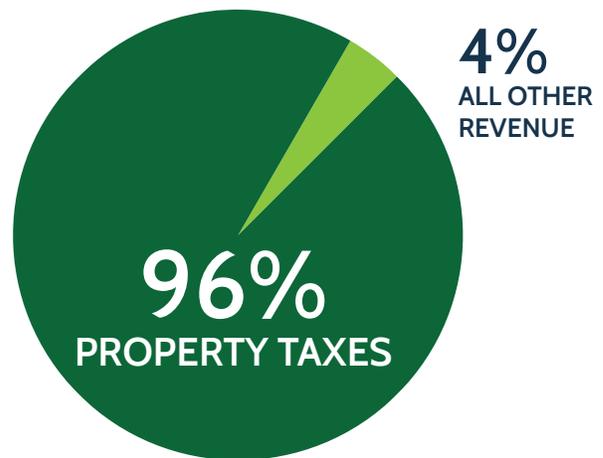
2012 FINANCIAL REPORT

Unaudited preliminary 2012 information

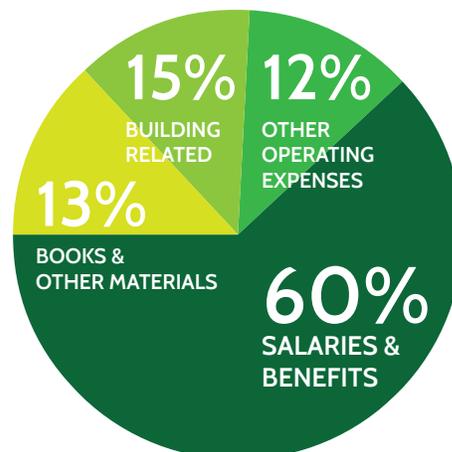
With a budget funded primarily from property taxes, it is imperative that the Library System be fiscally responsible at all times. Revenues in 2012 were 100.9% of budget and expenditures were 94.6% of budget. The primary expenses of the Library System are salaries and benefits, books and materials, and facilities operations and maintenance.

Funding from capital bonds went toward library improvement projects. In 2012, KCLS spent \$23.2 million of capital funds on library construction and renovation projects. KCLS took advantage of the low interest rate environment by refinancing outstanding bonds related to the Capital Improvement Plan, which resulted in a savings of \$8.2 million dollars.

2012
GENERAL FUND REVENUES
\$105M



2012
GENERAL FUND EXPENSES
\$95.4M



CIRCULATION STATISTICS

LIBRARY	CHECKOUTS
LAKE FOREST PARK	267,817
RICHMOND BEACH	246,449
SHORELINE	968,162
CLUSTER TOTAL	1,482,428

BOTHELL	1,191,208
KENMORE	317,812
KINGSGATE	502,852
CLUSTER TOTAL	2,011,872

KIRKLAND	876,962
REDMOND	1,454,486
REDMOND RIDGE	82,507
CLUSTER TOTAL	2,413,955

CARNATION	125,531
DUVALL	195,315
SKYKOMISH	14,038
WOODINVILLE	589,890
CLUSTER TOTAL	924,774

ANSWER LINE	46,775
BELLEVUE	1,233,840
CROSSROADS	570,650
LAKE HILLS	455,592
CLUSTER TOTAL	2,306,857

NEWCASTLE	27,369
MERCER ISLAND	502,293
NEWPORT WAY	756,883
CLUSTER TOTAL	1,286,545

LIBRARY	CHECKOUTS
ISSAQUAH	856,259
SAMMAMISH	1,041,215
CLUSTER TOTAL	1,897,474

FALL CITY	113,190
NORTH BEND	262,587
SNOQUALMIE	204,574
CLUSTER TOTAL	580,351

GREENBRIDGE	70,011
BOULEVARD PARK	114,547
BURIEN	518,384
WHITE CENTER	126,987
CLUSTER TOTAL	829,929

SOUTHCENTER	183,731
VALLEY VIEW	164,290
FOSTER	148,778
SKYWAY	137,288
CLUSTER TOTAL	634,087

RENTON	405,484
RENTON HIGHLANDS	317,581
FAIRWOOD	689,358
CLUSTER TOTAL	1,412,423

DES MOINES	271,356
KENT	678,221
WOODMONT	272,783
CLUSTER TOTAL	1,222,360

LIBRARY	CHECKOUTS
ENUMCLAW	67,403
BLACK DIAMOND	113,044
COVINGTON	730,544
MAPLE VALLEY	440,151
CLUSTER TOTAL	1,351,142

FEDERAL WAY 320th	192,831
FEDERAL WAY	930,792
VASHON	302,924
CLUSTER TOTAL	1,426,547

ALGONA/PACIFIC	233,328
AUBURN	345,333
MUCKLESHOOT	78,075
CLUSTER TOTAL	656,736

ALL BRANCH CLUSTERS	20,437,480
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MOBILE SERVICES	200,869
YOUTH SERVICES CENTER	26,697
SPECIAL SERVICES	227,566
DOWNLOADS	1,345,330
INTERLIBRARY LOAN	18,218
SERVICE CENTER	34,516

TOTAL OF NON-BRANCHES	1,625,630
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SYSTEM TOTAL	22,063,110
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LEADERSHIP

Leadership roles, including KCLS Board members and the Administrative Planning Team, continued to set the direction of the organization throughout the year. Their dedication resulted in another year of outstanding service to the community.

KCLS BOARD MEMBERS

The five-member Board of Trustees governs the King County Library System and sets policy for library services throughout the System as guided by KCLS' Mission and Vision statements. Board members serve five-year terms, during which time they volunteer hundreds of service hours.

Jim Wigfall, President

Lucy Krakowiak, Secretary

Jessica Bonebright, Trustee

Robert Spitzer, Trustee

Robin McClelland, Trustee



ADMINISTRATIVE PLANNING TEAM

The leadership team at KCLS oversees the day-to-day operations of the organization. They work with civic and community organizations to ensure that library facilities and services meet the constantly changing needs of the residents KCLS serves.

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

Nancy Smith, Director
Public Services

Jeanne Thorsen, Executive Director
King County Library System Foundation

A PDF of this document can be found at
www.kcls.org/about/annualreport

