

## Dear friends,

A large focus of 2010 was developing a new Strategic Plan — the blueprint for the Library's future! Residents were invited to participate through open houses, citywide forums, focus groups and a survey that was completed by nearly 33,000 people!

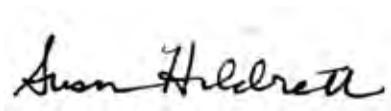
Our new mission statement, "The Seattle Public Library brings people, information and ideas together to enrich lives and build community," is the inspiration for why we open our doors every day.

Budget cuts were a major concern with continued reduced city revenue and competing demands for limited funds. A \$1.7 million cut to the Library budget resulted in severe reductions to branch hours and the collection, a week-long shutdown of the entire Library system and the elimination of staff positions. We also increased fines and fees.

An anonymous donor — who read about our budget situation — pledged \$500,000 if it could be matched by community contributions. The additional \$500,000 was raised by year's end, thanks to the generosity of the people of Seattle!

Despite continued challenges, the Library remains committed to providing exceptional service. We added a Text A Librarian service and developed a mobile app called "SPL Mobile" to better serve patrons on the go. We also unveiled a new catalog that makes searching for Library items easier and offers social networking features. More than 14 million people visited the Library and over 11 million items were circulated last year.

President Obama has asked Susan Hildreth to lead the Institute of Museum and Library Services so she will be leaving Seattle early next year. The Library system will be in good hands under the leadership of Human Resources Director Lin Schnell as interim CEO. Our strong Library system would not be possible without the support of our elected officials, The Seattle Public Library Foundation, Friends of The Seattle Public Library, and our hardworking staff and volunteers. There's excitement on the horizon as we begin implementation of the Strategic Plan and the arrival of a new city librarian!



Susan Hildreth  
City Librarian



Marie McCaffrey  
Library Board President

## Library board of trustees

Michael Parham, president (January-June)

Marie McCaffrey, president (July-December)

Jane Noland, vice president (July-December)

Dan Dixon

Eric Liu

Theresa Fujiwara

Furlough  
Eliminated positions  
Fines and fees increased

Reduced hours

Budget cuts

Fewer programs

# Budget challenges

## Operating hours reduced

The Library reduced operating hours in February to help address a \$1.7 million cut to the budget. Fifteen branches are now closed Friday and Sunday, in addition to having reduced hours the days they are open. Fewer programs are held at those locations. The Library also cut the budget for books and materials, closed the entire system Aug. 30 - Sept. 7 and eliminated positions in management and administration.

## Fines and fees increased

To encourage the timely return of materials and raise revenue, the Library increased fines and fees in November. The fine for most overdue materials is now 25 cents a day. The printing fee is now 15 cents a page from Library computers. Parents now receive notices from a collection agency when their children's Library accounts are overdue by \$25 or more.

## Anonymous donor pledges \$500,000

An anonymous donor pledged \$500,000 if the Library Foundation could raise a matching amount. The successful "Help Us Make a \$1 Million" campaign for the Library raised \$675,600 from 4,439 donors by year's end.



Paper notices eliminated

Kill A Watt

Measure the amount of electricity used

Reduce paper waste

Save money

# Green initiatives

## Paper notices eliminated

To save money and reduce paper waste, the Library no longer sends paper notices to patrons. Information about overdue materials or fines is delivered by email or phone message. The change took effect July 1.

## Kill A Watt

Patrons can now check out a device that measures the amount of electricity used by computers, flat-screen televisions, lamps, iPods and other electronics used in homes and businesses. The device is called Kill A Watt. This green initiative was developed in partnership with Seattle City Light.



Institute of Museum and Library Services

Dan Dixon  
Theresa Fujiwara  
Susan Hildreth

# Library Board

President Barack Obama



## Two join Library Board

Dan Dixon and Theresa Fujiwara were confirmed to the Library Board. Dixon, vice president of external affairs for Swedish Medical Center, was appointed by former Mayor Greg Nickels. Fujiwara, strategy and policy adviser for the White Center Community Development Association, was appointed by Mayor Mike McGinn.

## Hildreth nominated for IMLS post

In October, President Barack Obama announced his intent to nominate City Librarian Susan Hildreth to head the Institute of Museum and Library Services. The Library Board immediately began a nationwide search for a replacement. Hildreth was confirmed by the U.S. Senate in December and Human Resources Director Lin Schnell was named interim Library CEO.



Roof project  
West Seattle Branch  
Central Library entrance  
Furlough  
Worn out revolving doors

# Capital improvements



## Central Library entrance

The Library replaced the Central Library's worn out revolving doors at the Fourth Avenue entrance with double "pull" doors designed for heavily used public entries. The project was timed to coincide with the Library's weeklong furlough.

## West Seattle Branch

The West Seattle Branch closed for approximately a month to complete a roof project.

Online tutoring program expanded  
 Homework help for students  
**Teen E-News**  
 Answers to questions via text messaging

SPL Mobile  
 New online catalog  
**Text a Librarian**  
 Mobile app for Web-enabled phones  
 Social networking features

# New services

## Text a Librarian

Text a Librarian service debuted, allowing patrons to get answers to brief questions — up to 160 characters — via text messaging. More than 70 libraries nationwide collaborate to offer this service.

## SPL Mobile

The Library launched a mobile app for Web-enabled phones called SPL Mobile. The application



allows patrons to browse and reserve books and materials from the online catalog, find out about Library programs, search the hours and addresses of Library locations and more.

## Online tutoring program expanded

The Library's online tutoring service now helps immigrants, job seekers and college students. The service is offered in English and Spanish. The Library had already been providing online homework help for K-12 students.

## Teen E-News

The Library produced its first electronic newsletter for teens, featuring news about services, databases, classes and book recommendations specifically for teens. Sign up on the Library's Teens Page at [www.spl.org](http://www.spl.org).

## New online catalog

A new online catalog was launched making it easier to search for books and materials. Patrons can also write reviews and share book lists using the social networking features.

2 million items  
 Historic photograph collection  
 The Seattle Times Historical Archives  
**The collection**  
 New digitized collections  
 Drawings, paintings and prints  
 295,000 new items  
 New databases

## 2 million items

The Library offers a collection of nearly 2 million items for all ages, 80 premium reference databases and over 78,000 digital downloadable e-books, e-audiobooks and music and video files.

## 295,000 new items

More than 295,000 new items were added to the Library collection in 2010, including:

- ◆ 183,322 books
- ◆ 77,656 DVDs, music CDs and audiobooks
- ◆ 34,587 digital downloadable files.

## New databases

- ◆ Puget Sound Business Journal Book of Lists Online
- ◆ Before You Know It, which offers beginning to intermediate instruction in over 70 languages.
- ◆ The Seattle Times Historical Archives (1896-1984 editions).

## New digitized collections

- ◆ The digitized Northwest Art Collection features 85 drawings, paintings and prints from important



- Northwest artists, such as Mark Tobey, Helmi Juvonen and many others.
- ◆ The digitized Historic Photograph Collection includes approximately 100 photographs of the early history and development of Seattle, including images of Seattle's Great Fire in 1889 and portraits of Chief Sealth's daughter Princess Angeline.



### The Seattle Times – “A Year in Pictures”

The Library partnered with The Seattle Times to present “The Seattle Times Year in Pictures 2010,” a slideshow and discussion of some of the Times’ most memorable photos of the year. More than 35 editors, photographers and writers from the Times were present. Patrons began lining up two hours before the event.

### SAM – Free Library card day

More than 1,000 Library patrons used their Library cards to visit the Seattle Art Museum for free on Sunday, Feb. 28. Anyone who presented a Library card received free admission.

### United Way/AARP – Free tax assistance

Patrons received free assistance completing tax returns, as well as eligibility screenings for public benefits through a partnership with United Way of King County and AARP.

### Team Read

The Central Library hosted an all-day family read aloud on March 14 with Team Read tutors. Team Read is an after-school reading program where older students help younger students learn to read. Team Read’s goal is to help students achieve grade level reading through one-on-one support. More than 12,000 student readers and student tutors have participated in Team Read to date.

### U.S. Census – Questionnaire Assistance Centers

Sixteen Library locations hosted U.S. Census Questionnaire Assistance Centers. The centers provided additional questionnaires and help with filling them out, as well as drop-off boxes for completed forms.

### Seattle Theatre Group – Flash mob!



About 90 teens participating in a summer dance program with partner organization Seattle Theatre Group performed to “I Wanna Dance With Somebody” inside the Central Library on July 1. The spontaneous performance, or “flash mob,” was videoed and posted on YouTube.

### University of Washington – An Open Conversation About Wiki Leaks

The Library partnered with the University of Washington’s Master of Communication in Digital Media program’s forum on “Open Secrets: An Open Conversation About WikiLeaks and Information Transparency in America” on Dec. 10. The forum was attended by more than 120 people and drew extensive media coverage.

### Canlis Restaurant – Fun anniversary promotion

Fine dining and the Library came together when the Canlis brothers hid a menu at the Central Library to promote the 50-year anniversary of the landmark restaurant. Local media filmed the brothers as they inserted the menu into the Dec. 11, 1950, issue of Time magazine and uploaded a clue to Canlis’ Facebook page and Twitter feed. The menu was discovered less than two hours later. The lucky winner received a dinner at Canlis at 1950s prices.

## Summer Reading Program

A total of 12,214 patrons read 159,702 books and 10,227 patrons attended 171 programs as part of the 2010 Summer Reading Program.



## Global Reading Challenge

Over 2,500 children from 45 Seattle Public Schools participated in this year's citywide reading contest. Teams from Orca and Stevens elementary schools tied for first place. The Seattle Public Library now involves more than 70 percent of Seattle Public Schools' fourth- and fifth-graders. Twenty-four Library branches and over 30 children's librarians and support staff administer this program.

## Seattle Reads

The 12<sup>th</sup> annual "Seattle Reads" featured "Secret Son" by Laila Lalami. Lalami made four branch appearances in addition to the main event at the Central Library. Book-It! Repertory Theatre presented four performances of staged readings from "Secret Son." A musician on oud (stringed instrument) and tabla (drum) accompanied the reading. Twenty-six Library-sponsored book groups read and discussed "Secret Son" — this was in addition to scores of private book groups who borrowed kits from the Library and individual readers all over the city.



## Washington State Book Awards

The Washington Center for the Book at The Seattle Public Library recognized outstanding books published by Washington authors as part of the 2010 Washington State Book Awards. This was the 44<sup>th</sup> year of the program, formerly called the Governor's Writers Awards.

# Recognition

Green Lake Branch  
Central Library in top five  
Rem Koolhaas  
Vanity Fair

University Branch  
Literate city  
Central Library ranked number five  
Most important architecture since 1980

Three branches turn 100

West Seattle Branch  
Seattle Magazine  
Best of the Decade  
Lifetime achievement honor  
Amazing libraries

## Amazing libraries

For National Library Week, the Huffington Post did an online survey of what libraries people thought were the most amazing. The Central Library was in the top five.

## Most important architecture since 1980

The Central Library was featured in Vanity Fair's August issue on the most important pieces of architecture built since 1980. The article was based on a survey of 52 prominent architects and critics who were asked to name the most important pieces of architecture built in the last 30 years. Architect Rem Koolhaas and the Central Library ranked number five.

## Lifetime achievement honor

The Golden Lion for Lifetime Achievement for the 12th International Architecture Exhibition (Venice, Giardini and Arsenale, Aug. 29 – Nov. 21, 2010) was awarded to Central Library architect Rem Koolhaas. Seattle's Central Library was noted as one of Koolhaas' most important works.



## Three branches turn 100

Three Carnegie libraries, the University, West Seattle and Green Lake branches, turned 100 in July. Birthday celebrations included live music and exhibits of vintage clothing and hats — including a bonnet from the pioneer days and a collapsible men's hat designed to fit under a seat at the opera.

## Best of the Decade

Seattle magazine recognized the Central Library and Libraries for All in the Cityscape category in its "Best of the Decade" edition. Every fall, Seattle magazine looks back over the past year to name the "best of the best" and compiles its annual December "Best of" issue. The Library was excited to be named not only the best of the year, but honored for a decade's worth of bests!



## Literate city

An annual study conducted by Central Connecticut State University concluded that Seattle is the nation's second most literate city. The study ranks the nation's largest cities (population 250,000+) and focuses on six key indicators of literacy: newspaper circulation, number of bookstores, library resources, periodical publishing resources, educational attainment, and Internet resources.

Make a donation

# The Seattle Public Library Foundation

Help us make \$1 Million

Programs for patrons

Gifts from donors

Supporting the Library

People who love the Library

Build the Library collection

For people who love the Library, making a donation to the Seattle Public Library Foundation is the most significant way to help keep this vital resource available to everyone in our community. The Foundation helps the Library build its collection and resources, offer programs for patrons of all ages, and better serve the needs of our community. In 2010, The Seattle Public Library Foundation made grants to the Library totaling \$6,353,000. Highlights include:

- ◆ Help Us Make \$1 Million for the Library Campaign — An anonymous donor challenged the community to match a \$500,000 gift to the Foundation. We completed the challenge in record time and added more than 2,400 new donors to the Foundation.



- ◆ Gifts from Legacy Donors — The Foundation received over \$500,000 in bequests to support the Library. These came from donors who included the Foundation in their will or estate plan.

## 2010 Board of Directors

### Board Officers

- Dave McShea, president
- Anne Repass, vice president
- Bob Carlile, treasurer
- Ross Baker, secretary
- Susan Adkins, immediate past president

### Board Members

- |                  |                      |
|------------------|----------------------|
| John Calhoun     | Ira Rubinstein       |
| Sue Coliton      | Ryan Sawyer          |
| Ted Collins      | David Schneiderman   |
| Jodi Green       | Annie Searle         |
| Mimi Howard      | Claudia Skelton      |
| Kelley Kurtzman  | Dan Sudit            |
| Carla Lewis      | Neil Sullins         |
| Lynn Pigott Mowe | Ina Goodwin Tateuchi |
| Grace Nordoff    | Patricia Walker      |
| Glenna Olson     | Dave Williams        |
| Deborah Prince   | Catie Wilson         |
| Deborah Rosen    | Irene Yamamoto       |

- Susan Hildreth, city librarian
- Jonna Ward, executive director

Community awareness

Educational classes

Supporting the Library

# Friends of The Seattle Public Library

Summer Reading Program

Learning initiatives for youth

Advocacy

Books for teachers program

Book sales

## 2010 Highlights

- ◆ The Friends of The Seattle Public Library donated \$148,000 to the Library to support educational classes and learning initiatives for youth, including the Library's Summer Reading Program.
- ◆ The Friends received the Association of Library Trustees, Advocates, Friends, and Foundations (ALTAFF) Baker and Taylor Award and \$1,000 for outstanding efforts in advocacy and community awareness around the impact of Library budget reductions.
- ◆ The Friends awarded vouchers to over 100 Seattle Public Schools teachers to use at the Friends' Book Sales for purchasing books and materials for their classrooms. The Books for Teachers program is generously funded by the Renee B. Fisher Foundation.

## 2010 Board of Trustees

### 2010 Board Officers

Deborah Prince, president

Jennifer Johnson-Fong, vice president

Susan Baker, secretary

Mary Summers, treasurer

### Board Trustees

Joan Abrevaya

Stephanie Andersen

Ashlie Bornzin

Lori Cleaves

Phil Gorsuch

Minda Hevly

Jayanne Hino

Richard Horn

Omar Manuelian

Ed Marquez

Elizabeth Maziarz

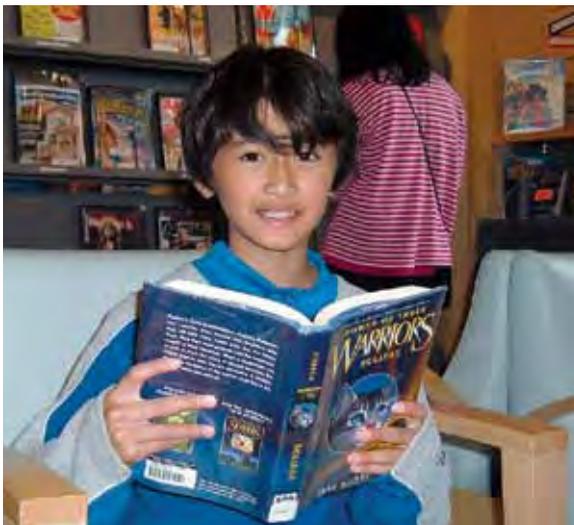
Tony Provine

M. Jane Roll

Sarel Rowe

Margaret Taylor

Connie Templeton



Foster an Organizational Culture of Innovation

Our Mission

Empower Seattle's Distinctive Communities

# Strategic Plan

Our Vision

Fuel Seattle's Passion for Reading

My Library: The Next Generation

Build Partnerships

Expand Seattle's Access to Information

Guiding Principles

The Library Board completed a strategic planning process to help identify and plan for future needs. An 18-member advisory committee assisted the board. The board also received input from staff and the public through surveys, open houses, focus groups and two citywide forums: "Technology and Its Impact on the Future of Libraries," and "The User Experience in the 21<sup>st</sup> Century Library." New mission, vision and values statements were developed and five new strategic goals emerged from the process.



## Our Vision for Seattle

A city where imagination and opportunity thrive.

## Our Mission

The Seattle Public Library brings people, information and ideas together to enrich lives and build community.

## Summary of Goals & Objectives

### Fuel Seattle's Passion for Reading, Personal Growth & Learning

- ◆ Build community around books
- ◆ Strengthen the Library's contribution to the education of Seattle's youth
- ◆ Be Seattle's source for high-quality free instruction and programs to support personal growth
- ◆ Integrate learning into daily life

### Expand Seattle's Access to Information, Ideas & Stories

- ◆ Lead the nation in providing access to digital material
- ◆ Develop relevant and inspiring collections that meet Seattle's evolving needs and expectations
- ◆ Drive new models for improving information access and delivery

### Empower Seattle's Distinctive Communities & Vibrant Neighborhoods

- ◆ Bring Library resources to where people are
- ◆ Establish the Library as a civic focal point and resource hub for Seattle's communities
- ◆ Adapt spaces and services to support Seattle's vibrant neighborhoods

### Build Partnerships to Make a Difference in People's Lives

- ◆ Deploy a systematic approach to partnering that best leverages Library and partner resources
- ◆ Create alliances with government agencies and community groups to benefit Seattle residents

### Foster an Organizational Culture of Innovation

- ◆ Build Library staff and institutional capacity to innovate
- ◆ Use rigorous analysis to provide a positive user experience
- ◆ Manage change with flexibility
- ◆ Communicate and celebrate progress

Foster an Organizational Culture of Innovation

Our Mission

Empower Seattle's Distinctive Communities

# Strategic Plan

Our Vision

Fuel Seattle's Passion for Reading

My Library: The Next Generation

Build Partnerships

Expand Seattle's Access to Information

Guiding Principles

## Guiding Principles

### Support intellectual freedom

The Seattle Public Library enables all individuals in our community to exercise their right to access constitutionally protected information.



### Promote literacy and a love of reading

Recognizing the vital importance of reading to open doors and expand horizons, the Library strives to support every patron in becoming a lifelong reader.

### Protect confidentiality of patron records

The Library respects the confidentiality of our patrons' requests for information, the online sites they access, and their borrowing history.

### Respect and embrace the entire community

We celebrate Seattle's diversity and strive to ensure that all people feel welcome in the Library. We strive to meet the needs and expectations of every Library patron. The Seattle Public Library actively supports efforts that combat prejudice, stereotyping and discrimination.

### Foster a healthy democracy

The Library is committed to building an informed community, and providing neutral ground where participation in civic life is open to all.

### Support children and youth

We strive to join parents, educators and young people in helping to raise thoughtful readers and citizens. We recognize the priority of efforts to close educational achievement gaps.



### Form strong partnerships

The Library extends its reach and impact in the community through partnerships with individuals, public and nonprofit agencies, community groups, educators and businesses.

### Adapt and innovate

To stay relevant to patrons' changing needs and interests, we continuously adapt what we do and how we do it. We are a learning organization and invest in our staff, technology, and infrastructure to improve service.

# Library Statistical and Financial Summaries

Staffing

Event Services

Meeting Rooms

Operating Budget

Facilities

Service Levels and Programs

Collection Size

Circulation

Volunteers

## Facilities

Central Library, 26 neighborhood branches and Mobile Services.

## Staffing

640 staff members (511.82 full-time equivalents)

## 2010 Circulation

Adult books: 3,806,372

Children's books: 2,137,471

Media (DVDs, CDs, audiobooks): 5,199,449

Digital/downloadable media: 232,902

**Total: 11,376,194**

## 2010 Collection Size

Central Library: 1,057,369

Branches: 1,152,730

Virtual Library: 77,631

**Total Collection Size: 2,287,730**

## 2010 Patron Visits

Central Library (door count): 1,984,708

Branches (door count): 4,981,720

Virtual visits (internal and external website visits): 7,254,802

**Total patron visits: 14,221,230**

## 2010 Service Levels and Programs

1,075,608 reference questions answered (in person, phone, fax, mail, email, text, Live Help chat)

175,185 people attended 5,957 programs at the Central Library, neighborhood branches and Mobile Services

762,756 podcast downloads of Library programs

## 2010 Operating Budget

Personnel: \$38,649,654

Books and Materials: \$5,452,553

Maintenance, Security and Utilities: \$1,847,306

Supplies: \$293,438

Other: \$3,804,989

**Total: \$50,047,940**

## Facebook fans:

5,137 fans added

**Total: 9,119 fans**

## Event Services

Managing Central Library meeting facilities and building tours.

## Meeting Rooms

414 private groups rented space and 11 photo shoots generated \$163,059 in revenue

22 nonprofit groups used free meeting room spaces

399 public Library events and internal Library meetings

Total meetings supported: 835

## Tours

1,900 people took public and private tours of the Central Library. More than 200 were visitors from outside the United States, including delegations from South Korea, Denmark, Germany, India, Japan, China and the Netherlands.

## Volunteers

464 individuals contributed 18,764 volunteer service hours to the Library.



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