

# **NAPERVILLE PUBLIC LIBRARY 2018 ANNUAL REPORT**

## **PROGRAMS**

Programming is one of the most popular services provided by the library. Almost 113,000 people attended over 28,000 programs in 2018. From lapsit storytimes to Quidditch classes to NaperLaunch Academy, the Naperville Public Library (NPL) provides programs for all ages and interests. Staff lead six different book discussion groups; we acknowledge Money Smart Week, Small Business Week, Teen Tech Week, and Library Card Sign-Up Month. Among the programs provided last year: Sensory Storytime, Homeschool Happenings, Building a Replica Wright Flyer, Young Adult Book March Madness, Oscar Marathon Extravaganza, Naperville: The Place to Age in Place, Crime Time: Evidence of a Crime, Girls Who Code; yoga for kids, exam cram for teens, genealogy for adults, and escape room programs for all ages!

The first Local Author Day debuted in 2018 with 20 local authors and businesses such as Sourcebooks and Anderson's Bookshop. Over 100 attendees strongly recommended repeating this event. New teen programs offered last year include the Teen Winter Reading Contest and Word Play. Word Play provides hands-on mentoring and performance venues to aspiring teen writers and actors. The program is a partnership with TWAAP, Teen Writers and Artist Project, based in Chicago. The Brown Bag Lectures proved so popular (especially with seniors) that a second monthly program was added in August. The new Technology Club for Seniors provided classes on digital conversion, photography, iMovie editing, and Spheros. Other new technology classes included Python programming and Raspberry Pi minicomputers.

Our mainstay programs continue to be successful. While there was a 9% increase in total number of Summer Reading participants, there was an amazing 25% increase in participation for ages 4-12. This is due to the children's services outreach initiatives with the YMCA's Safe n Sound program and District 203's summer schools. The Winter Reading Program (for ages 12 and under only) saw an increase of 28% participants over last year. Over 8,500 enjoyed the Harry Potter celebration and over 2,400 people took part in the Star Wars Reads Day. NaperLaunch hosted the 6<sup>th</sup> annual Small Business Week and added two new events: the Small Business Showcase, featuring 21 businesses displaying promotional information in an exhibition hall format, and a business plan and pitch competition. Judges and the general public selected a winner, who was awarded a \$4,050.00 prize. The prize money was raised by donations from six local Naperville businesses and organizations.

## **SERVICES**

With the completion of all our building renovations, NPL was able to offer several new services. 95<sup>th</sup> Street Library saw the opening of the new Green Screen Room in April, followed by the Sound Recording Studio in May. The Green Screen Room, which was reserved 81 times in 2018, was used by customers for projects such as business and training videos, headshots, family portraits, and school projects. The Sound Recording

Studio, which was reserved 366 times last year, was used by customers for music production, professional voiceovers, music and voice lessons, and school projects. New programs were added to teach customers how to use these spaces. New conference rooms opened for rental at Naper Blvd. and 95<sup>th</sup> Street libraries in May. The spaces provide an excellent meeting room option for small groups. Since opening, 251 rentals generated \$6,135. A new meeting room reservation system was initiated, allowing customers to directly reserve rooms online.

Staff collaborated with the City of Naperville's IT department to create online methods that enabled library staff to verify addresses for residents and nonresidents applying for library cards, simplifying the registration process and bringing us one step closer to providing an online library card registration option.

Technology services available to the public expanded in 2018. Although the number of 3D print requests was down overall, the total printing time continued to rise as customers printed larger and more complicated items. More 3D printers have been purchased to help satisfy the need. Customer feedback and statistics were analyzed, resulting in the addition of new technology items such as kid-friendly 3D pens, Lego WeDo and Spheros robotics, embroidery machines, and an increased number of projectors.

## **COLLECTION**

While overall circulation was down about 3%, downloadable and streaming circulation increased this year on the library's two most popular platforms. The number of Hoopla users almost doubled, from 2,558 users to 5,400 users in 2018. Hoopla circulation increased 26%, with 47,519 items checked out in 2018, compared to 37,666 items in 2017. Overdrive usage also increased 12%, with a total circulation of 277,555 items in 2018, compared to 246,991 items in 2017.

Two new databases were added this year, Press Reader and Kanopy. PressReader offers a selection of over 2,000 newspapers and over 3,000 magazines from over 120 countries in over 60 languages. Kanopy, a pay-per-use streaming video service, offers 30,000 movies, focusing mostly on documentaries and educational material.

Three other major collection projects were completed this year: addition of front-facing labels to DVD and Blu-ray collections to make the face-out collections easier to browse; reclassification of 3,920 holiday picture book titles into the Kid Favorite collection; and addition of Russian and Polish language materials to the world language collection.

## **PERSONNEL**

All staff had the opportunity to participate in an Employee Engagement Survey. Results of the survey show staff to be highly satisfied (90%) with and engaged (99%) in their

work environment. Changes from the 2015 survey indicate fewer partially engaged or disengaged and more engaged employees. Members of the executive team examined the suggested opportunities for improvement and other recommendations and prepared a plan to address concerns and suggestions. In addition to departmental meetings to address issues specific to each department, this organizational response was shared with all staff. The Employee Reward Program was developed to recognize exceptional effort by staff. This program was developed in direct response to employee feedback on the survey.

All staff received ALICE training conducted by the Naperville Police Department. We continued to partner with the Naperville Police Department and offered other related topics at Staff Day including “Self Defense” and “Frauds and Scams”. “Build Your Skills”, “Soup Group”, and “Learn from Leaders” are programs developed to offer staff and management team members opportunities for improvement in their current roles, additional skill set training, and leadership building. All staff received Novatime Employee Portal training, allowing them access to their own timekeeping records, PTO accruals, and the ability to request time off through the portal, which is available at every work station, as opposed to just the two time clocks in each building.

The Emergency Manual was updated, with simplified language, maps of each location reflecting changes from the recent renovations, and an ALICE overview. The entire HR Policy Handbook was revised, again, simplifying language and layout. It was reduced from over 200 pages to 22 pages. It provides easy access for staff and various search options.

A total of 44 vacancies were filled, including four positions on the management team. The overall turnover rate of 18% is consistent with our industry (non-profit/service). 67 postings resulted in 1,406 applicants which generated 229 interviews, and 44 hires! Fortunately, our internal applicant tracking system was enhanced to provide easier viewing, weeding, and internal candidate recognition. Repeat applicants and interviewing history are now captured at initial viewing. We had 649 volunteers who provided over 10,000 hours of assistance – the equivalent of over 250 FTE!

### **PARTNERSHIPS & OUTREACH**

NPL has a long history of partnering with our community. Several new partnerships opportunities were pursued in 2018. For the first time, the library partnered with community native language speakers to provide Spanish and Chinese language storytimes, which attracted close to 400 participants. The children’s departments continue to collaborate with the Ann Reid Early Childhood Center and other community organizations to provide early childhood development activities. This year, a new screening service was offered and served 49 customers. Staff worked with the Naperville Park District to offer a farmers’ market for the southwest section of the city. It premiered in the 95<sup>th</sup> Street Library parking lot in June and ran through September. The library had a promotion/information table at the market each week.

At the request of City Council, the library, the city, and Naper Settlement participated in a shared services study. The goal of the review was to evaluate possible opportunities for the three organizations to share internal services (i.e. finance, HR, IT). While there were no recommendations for operational changes, the final report indicated possible areas to expand existing cooperation.

The marketing dept. continues to help maintain many of the library's community partnerships through program development and cross promotions where possible, such as helping to promote intergovernmental partnerships and offering mutually beneficial programs with local presenters. Show Us Your Library Card continues to grow with the business community. We received 42 new business partners in 2018, bringing the total of Show Us partners to 149. The Summer Reading Program received \$235,491 in in-kind donations, an increase of \$40,000 from 2017. The Winter Reading Program received \$20,247, an increase of over \$5,000 from 2017.

In addition to the summer outreach mentioned in Programs, above, the Emerging Technology Services department presented at outreach events such as BP Technology, IMSA - Girls IN2STEM, Jr. Achievement Career Day, NAACP, Reaching Forward, SCORE Women's Round table, Women in Cable Telecommunications, and school STEM nights.

## **TECHNOLOGY**

In 2018, the library succeeded in some new initiatives, and also fine-tuned existing services. Early in the year, the library's self-checkout process was switched to MK Solutions. New Dell all-in-one touchscreen workstations were utilized as checkout stations, creating a smooth customer checkout option. In May, a new IT Manager was hired to fill the role of the previous manager after retirement.

IT staff worked to assess wireless network coverage in all three buildings and found select areas to install new access points and reconfigure existing access points. This has had a positive impact with customers and staff and is part of an ongoing effort to maximize wireless signal for all public devices.

Library IT staff engaged with vendors providing existing service contracts to review services and strategize cost effective ways to maintain a high level of infrastructure support. Steps were taken to improve account security and to update security configuration of the staff wireless network. This was an important move with the increased rise of mobile devices in the workplace for productivity.

Another focus was collaboration with technology staff across departments. Work request and scheduling workflows were improved with web-based forms. Custom web applications were reviewed and expanded to improve statistics reporting and even replace some vendor supplied resources, streamlining support and maintenance.

## **BUILDINGS**

2018 was the first year where no major renovations took place. A few punch list items from the 95<sup>th</sup> Street Library renovation were completed, some additional furniture was ordered for each location to help fill in some gaps, and the main staircase at the Nichols Library was finished. Other major projects completed in 2018 include the complete replacement of the Naper Blvd. Library parking lot, the replacement of the rear portion of the 95<sup>th</sup> Street Library parking lot, replacement of the water heater at 95<sup>th</sup> Street Library, and repairs to the Nichols Library elevator. Staff and the landscaping vendor also worked together to revamp the look of the front entrance and book drop lane of Naper Blvd. Library. Facilities staff completed 2,454 room set-up requests across three sites.

## **BUDGET**

Overall, revenues grew 4.9% in 2018, thanks to an increase in the levy (the first in several years), increases in library revenues (fines and fees), and the full funding of the Per Capita Grant. Expenditures decreased, mostly due to fewer equipment purchases, a reflection of the improvements made in the renovations and the change in the IT manager. Additionally, wages decreased as 15 staff with over 10 years of experience retired in the past year.

Implementation of a new software system at the city (MUNIS) resulted in some changes in accounts payable and financial reporting. A new chart of accounts was developed to streamline the number of accounts.

## **PROMOTIONS**

In an effort to reach non-users, and in celebration of National Library Card Sign-up Month, a promotional contest encouraged library users to invite a friend to get a library card. There was a 4% increase in new library cards over the same time last year.

Four seasonal program guides were produced, with a distribution of 42,000 to the community. 1,350 electronic and print designs were produced to promote over 2,700 library programs and over 48 services. There were sixty-nine media placements, in the Chicago Tribune, Daily Herald, and Naperville Sun, and with NCTV17. Social media outlets show increased use over last year: Facebook has 5,222 followers, a 26% increase; Instagram has 1078 followers, a 72% increase; and Twitter has 4,733 followers, total reach of 346,900 people. Constant Contact (our newsletter) has 1,925 subscribers with an open rate of 44%; the average open rate for libraries is 24%.

**NAPERVILLE PUBLIC LIBRARY  
ANNUAL REPORT  
STATISTICS  
2018 & 2017 Calendar**

|                                      |                                  | <u>Calendar</u><br><u>2018</u> | <u>%</u><br><u>change</u> | <u>Calendar</u><br><u>2017</u> | <u>%</u><br><u>change</u> |
|--------------------------------------|----------------------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|
| <b><u>CIRCULATION STATISTICS</u></b> |                                  |                                |                           |                                |                           |
| ADULT:                               | Books                            | 1,091,784                      | 0%                        | 1,095,929                      | 1%                        |
|                                      | Periodicals                      | 66,002                         | -4%                       | 68,489                         | 6%                        |
|                                      | Audio Recordings                 | 324,004                        | -17%                      | 389,240                        | -16%                      |
|                                      | Video/DVD Recordings             | 769,911                        | 0%                        | 768,449                        | -2%                       |
|                                      | Other                            | <u>7,139</u>                   | -28%                      | <u>9,944</u>                   | 542%                      |
|                                      | Total Adult Circulation          | 2,258,840                      | -3%                       | 2,332,051                      | -3%                       |
| JUVENILE:                            | Books                            | 1,317,048                      | 4%                        | 1,271,953                      | -1%                       |
|                                      | Periodicals                      | 4,411                          | -4%                       | 4,615                          | -59%                      |
|                                      | Audio Recordings                 | 38,973                         | -60%                      | 96,976                         | 8%                        |
|                                      | Video/DVD Recordings             | 295,303                        | -5%                       | 312,107                        | -14%                      |
|                                      | Kits/Other Media                 | <u>10,591</u>                  | -27%                      | <u>14,519</u>                  | -19%                      |
|                                      | Total Juvenile Circulation       | 1,666,326                      | -2%                       | 1,700,170                      | -4%                       |
|                                      | Grand Total Circulation          | <u>3,925,166</u>               | -3%                       | <u>4,032,221</u>               | -3%                       |
|                                      | Digital (Virtual-in total above) | <u>412,421</u>                 | -13%                      | <u>476,175</u>                 | -2%                       |
|                                      | % of total                       | 10.5%                          |                           | 11.8%                          |                           |
| RECIPROCAL BORROWING (INCLUDED)      |                                  | 258,798                        | -5%                       | 272,238                        | -5%                       |
| BOOKS:                               | Adult Books                      | 1,091,784                      | 0%                        | 1,095,929                      | 1%                        |
|                                      | Juvenile Books                   | <u>1,317,048</u>               | 4%                        | <u>1,271,953</u>               | -1%                       |
|                                      | Total Book Circulation           | 2,408,832                      | 2%                        | 2,367,882                      | 0%                        |
| NON-BOOKS:                           | Adult Non-Books                  | 1,167,056                      | -6%                       | 1,236,122                      | -6%                       |
|                                      | Juvenile Non-Books               | <u>349,278</u>                 | -18%                      | <u>428,217</u>                 | -12%                      |
|                                      | Total Non-Book Circulation       | 1,516,334                      | -9%                       | 1,664,339                      | -8%                       |
|                                      | Grand Total Circulation          | <u>3,925,166</u>               | -3%                       | <u>4,032,221</u>               | -3%                       |
| ANNUAL CIRCULATION PER CAPITA        |                                  | 26.62                          | -6%                       | 28.43                          | -3%                       |
| <b><u>INTERLIBRARY LOANS</u></b>     |                                  |                                |                           |                                |                           |
| LENT TO:                             |                                  |                                |                           |                                |                           |
|                                      | Other systems from NPL           | <u>147</u>                     | -12%                      | <u>167</u>                     | -2%                       |
|                                      | Total Lent from NPL              | 147                            | -12%                      | 167                            | -2%                       |
| BORROWED:                            | Total Borrowed by NPL            | <u>2,486</u>                   | 1%                        | <u>2,470</u>                   | -16%                      |
|                                      | Total Interlibrary Loans         | <u>2,633</u>                   | 0%                        | <u>2,637</u>                   | -15%                      |
| <b><u>LINKin</u></b>                 |                                  |                                |                           |                                |                           |
|                                      | Lent by NPL to Other Systems     | 19,221                         | 10%                       | 17,415                         | 0%                        |
|                                      | Lent to NPL from Other Systems   | <u>17,774</u>                  | 6%                        | <u>16,834</u>                  | 5%                        |
|                                      |                                  | <u>36,995</u>                  | 8%                        | <u>34,249</u>                  | 2%                        |

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|   | <b>Calendar<br/>2018</b> | <b>%<br/>change</b> | <b>Calendar<br/>2017</b> | <b>%<br/>change</b> |
|---|--------------------------|---------------------|--------------------------|---------------------|
| <b><u>REFERENCE STATISTICS</u></b>      |                          |                     |                          |                     |
| Adult Research                          | 118,563                  | -7%                 | 127,506                  | -12%                |
| Juvenile Research                       | 35,234                   | 0%                  | 35,185                   | -7%                 |
| Total Research Statistics               | <u>153,797</u>           | -5%                 | <u>162,691</u>           | -11%                |
| <b>POPULATION</b>                       |                          |                     |                          |                     |
|   | 147,449                  | 4%                  | 141,853                  | 0%                  |
| <b><u>LIBRARY VISITS</u></b>            |                          |                     |                          |                     |
| Nichols                                 | 792,755                  | 12%                 | 707,372                  | 28%                 |
| Naper Blvd.                             | 256,364                  | -1%                 | 258,926                  | -13%                |
| 95th Street                             | 505,093                  | 4%                  | 484,358                  | -24%                |
| Total Library Visits                    | <u>1,554,212</u>         | 7%                  | <u>1,450,656</u>         | -2%                 |
| <b><u>BORROWER REGISTRATION</u></b>     |                          |                     |                          |                     |
| Residents (3 yr reg.)                   | 66,236                   | 0%                  | 66,008                   | -1%                 |
| Non-Residents (1 yr reg.)               | 822                      | 8%                  | 760                      | -2%                 |
| Total Registration                      | <u>67,058</u>            | 0%                  | <u>66,768</u>            | -1%                 |
| <b>LIBRARY USERS AS % OF POPULATION</b> |                          |                     |                          |                     |
|   | 45%                      | -3%                 | 47%                      | -1%                 |
| <b><u>ACQUISITIONS</u></b>              |                          |                     |                          |                     |
| <b>BOOKS:</b>                           |                          |                     |                          |                     |
| Adult                                   | 40,791                   | -1%                 | 41,019                   | -4%                 |
| Juvenile                                | 28,393                   | 2%                  | 27,739                   | -4%                 |
| Total Books Added                       | <u>69,184</u>            | 1%                  | <u>68,758</u>            | -4%                 |
| <b>NON-BOOKS:</b>                       |                          |                     |                          |                     |
| Adult                                   | 22,628                   | -10%                | 25,215                   | -6%                 |
| Juvenile                                | 6,049                    | 10%                 | 5,516                    | -19%                |
| Total Non-books Added                   | <u>28,677</u>            | -7%                 | <u>30,731</u>            | -8%                 |
| <b>SUBSCRIPTIONS:</b>                   |                          |                     |                          |                     |
| Adult                                   | 5,408                    | -18%                | 6,560                    | -14%                |
| Juvenile                                | 653                      | -8%                 | 709                      | 1%                  |
| Total Non-books Added                   | <u>6,061</u>             | -17%                | <u>7,269</u>             | -13%                |
| Grand Total Added                       | <u>103,922</u>           | -3%                 | <u>106,758</u>           | -6%                 |

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| <u><b>HOLDINGS</b></u> |                      | <u><b>Calendar<br/>2018</b></u> | <u><b>%<br/>change</b></u> | <u><b>Calendar<br/>2017</b></u> | <u><b>%<br/>change</b></u> |
|------------------------|----------------------|---------------------------------|----------------------------|---------------------------------|----------------------------|
| BOOKS:                 | Adult                | 211,497                         | -1%                        | 213,784                         | 1%                         |
|                        | Juvenile             | 192,000                         | -5%                        | 202,513                         | -4%                        |
|                        | Total Books          | <u>403,497</u>                  | -3%                        | <u>416,297</u>                  | -1%                        |
| NON-BOOKS:             | Audio Recordings     | 64,421                          | -9%                        | 71,097                          | -5%                        |
|                        | Video Recordings     | 117,097                         | 6%                         | 110,561                         | 2%                         |
|                        | Other                | 10,527                          | -6%                        | 11,149                          | 0%                         |
|                        | Total Non-books      | <u>192,045</u>                  | 0%                         | <u>192,807</u>                  | -1%                        |
|                        | Grand Total Holdings | <u><u>595,542</u></u>           | -2%                        | <u><u>609,104</u></u>           | -1%                        |

(OTHER HOLDINGS includes, periodicals, magazines and newspapers on microfilm and databases on the Library network, some of which provide full text information.)

**eHoldings** (1)

|            |                |     |                |     |
|------------|----------------|-----|----------------|-----|
| eBooks     | 81,404         | 31% | 61,920         | 9%  |
| eAudiobook | 53,246         | 16% | 45,999         | 9%  |
| eMusic     | 7,664          | 20% | 6,402          | 31% |
| eVideo     | 33,060         | 98% | 16,715         | 7%  |
| Total      | <u>175,374</u> | 34% | <u>131,036</u> | 10% |

(1) On-line services, (Zinio and Frugal), offer magazines and music also

**HOURS PER WEEK**

|                     |    |             |    |             |
|---------------------|----|-------------|----|-------------|
| Nichols Library     | 76 | school year | 76 | school year |
| Naper Blvd. Library | 72 |             | 72 |             |
| 95th Street Library | 76 | school year | 76 | school year |

**DAYS PER WEEK**

|                     |   |  |   |  |
|---------------------|---|--|---|--|
| Nichols Library     | 7 |  | 7 |  |
| Naper Blvd. Library | 7 |  | 7 |  |
| 95th Street Library | 7 |  | 7 |  |

**NON-RESIDENT FEES**

No Minimum  
Tax Bill Method

No Minimum  
Tax Bill Method

**STAFF**

|                       |        |    |        |     |
|-----------------------|--------|----|--------|-----|
| Number of Employees   | 245    | 0% | 245    | -4% |
| Full-time Equivalents | 170.00 | 0% | 169.55 | -3% |