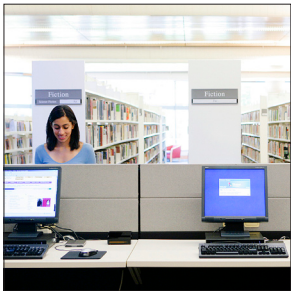




# 2005 YEAR IN REVIEW

## Delivering Value

*Vision. Commitment. Results.*





# 2005 YEAR IN REVIEW

## DELIVERING VALUE

Vision. Commitment. Results.

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# INTRODUCTION

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This year, the King County Library System (KCLS) focused on the elements that bring value to its patrons and taxpayers. Value is the product of a strong vision that sets the stage for a corresponding commitment to those elements of the Library System that produces results. This "Year in Review" is a detailed report about how well value was delivered in 2005.

***"I am so very thankful for the great dedication and conscientiousness demonstrated by all those who make the institute and experience of KCLS so wonderful. If there is anything that I would want more of, it's just more of the great services that are already being offered. Otherwise, kudos to all of you. Thank you."***

KCLS worked hard meet the schedule laid out in KCLS' Capital Plan (made possible by passage of the September 14, 2004 bond measure). Most of the sites needed for new or expanded libraries have been acquired. The System has also aligned operations so that new and expanded libraries can function well.

At the same time, KCLS has made major strides around the Early Literacy initiative. Not the least of which included partnerships with United Way of King County, Comcast Cable, Talaris Research Institute, a number of school districts, among others.

Last year major progress was made to improve to operation of KCLS' Integrated Library System (ILS), Millennium. Installation of the Automated Materials Handling (AMH) system also aided the System's operation. All of this makes it more possible for KCLS to flourish in the next decade.

Vision without commitment is an empty promise. Last year, KCLS began a project to research and assess future opportunities for greater patron satisfaction. Staffing levels were maintained and KCLS employees continued to have one of the best compensation packages of any U.S. public library.

KCLS' extensive program to maintain, clean, repair and renovate libraries accomplished its goals for the year and more. Renovations of the Library Connection @ Crossroads, Bothell Regional and Kirkland libraries have set the standard for contemporary public library facilities.

KCLS also had unprecedented success in supporting students in 17 schools districts, many private schools and thousands of homeschoolers and preschoolers. The highlight of this activity was the most successful Summer Reading Program (SRP) in the history of KCLS.

The results of 2005 speak volumes. Collections grew in usefulness and currency. Circulation increased 7% for a total 18.3 million items. Visitors to KCLS libraries exceeded 10 million people. KCLS' programs attendance grew, including twice as many participants in the Summer Reading Program (SRP) as 2004. Visibility and media exposure continued at a high level through many key partnerships that significantly leveraged KCLS' promotional budget.

On the financial front KCLS operated within its 1% limitation on property tax revenue and ended with a fund balance that is 63.7% better than projected, which means that KCLS will not have to go back to the voters for additional support.

On all accounts value was delivered. Patrons have responded strongly to all that KCLS has accomplished. KCLS is in a position to remain a relevant and important part of the community for the foreseeable future.

***"I have always felt that you guys really do care and try to do the very best with the resources you have...and asking lots more questions like you're asking on this survey is a great idea..."***

# PUBLIC SERVICES

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## COMMUNITY LIBRARY SERVICES & OPERATIONS

### ***Patron Experience Transformation Project***

In pursuit of continuous service improvements, KCLS conducted an extensive survey of 5,404 individuals. Findings indicate that high satisfaction runs broad and deep among KCLS patrons. Staff interactions are a key strength and KCLS sets the gold standard of service. Opportunities for improvement comes in two major areas: building **awareness** of KCLS products and services and providing better **functionality** of access, which includes improving computer systems, the variety of perceived and/or actual collection, holds, expanding open hours and enhancing the physical space and clarifying patron policies to help lower noise levels. A team of about 75 KCLS employees met for a two-day retreat to draft a Vision and Action Plan based on the results of the patron survey. Then more than 400 staff members participated in refining and strengthening the plans for improving patron experiences. This Vision will be translated into a strategic blueprint for 2006.

***“King County Libraries have treated me with more respect and greater customer service than ANY establishment that I have ever been to...”***

### ***Libraries Reorganized into Clusters***

KCLS’ 43 libraries are now organized into 16 clusters. Completing a process that began three years ago, the remaining libraries were organized into groups of two to four libraries led by a single manager. Clusters are intended to achieve management goals for better public service, including improved service and policy implementation, improved use of staff resources to address constantly increasing business levels and the needs of expanded services from the 2004 bond measure.

### ***Community Connections***

Each year, KCLS studies four community libraries in depth. In 2005, KCLS focused its studies on four communities slated for construction of new libraries as a result of the passage of a bond issue in September 2004. These include Snoqualmie, Kenmore, Newcastle and Duvall library service areas. Recommendations were made for both the existing facility and the new building. To facilitate more community input, a patron survey was incorporated into the study process in late 2005.

Local Library Advisory Boards and Friends’ Groups have been key players in assisting KCLS identify sites for new libraries that meet community needs and preferences. KCLS staff worked with these groups and their city officials in Burien, Black Diamond, Snoqualmie, Duvall and Kenmore. A community involvement process was conducted for input on the Covington Library expansion to help determine space allocation for added square footage.

### ***People Counters***

Circulation has been a traditional measure of library activity, but not everyone who uses libraries checks out material. In May, systems were installed to count the number of people entering and exiting KCLS libraries. Based on a six month average, three quarters of a million people are using our facilities each month.

### ***Circulation***

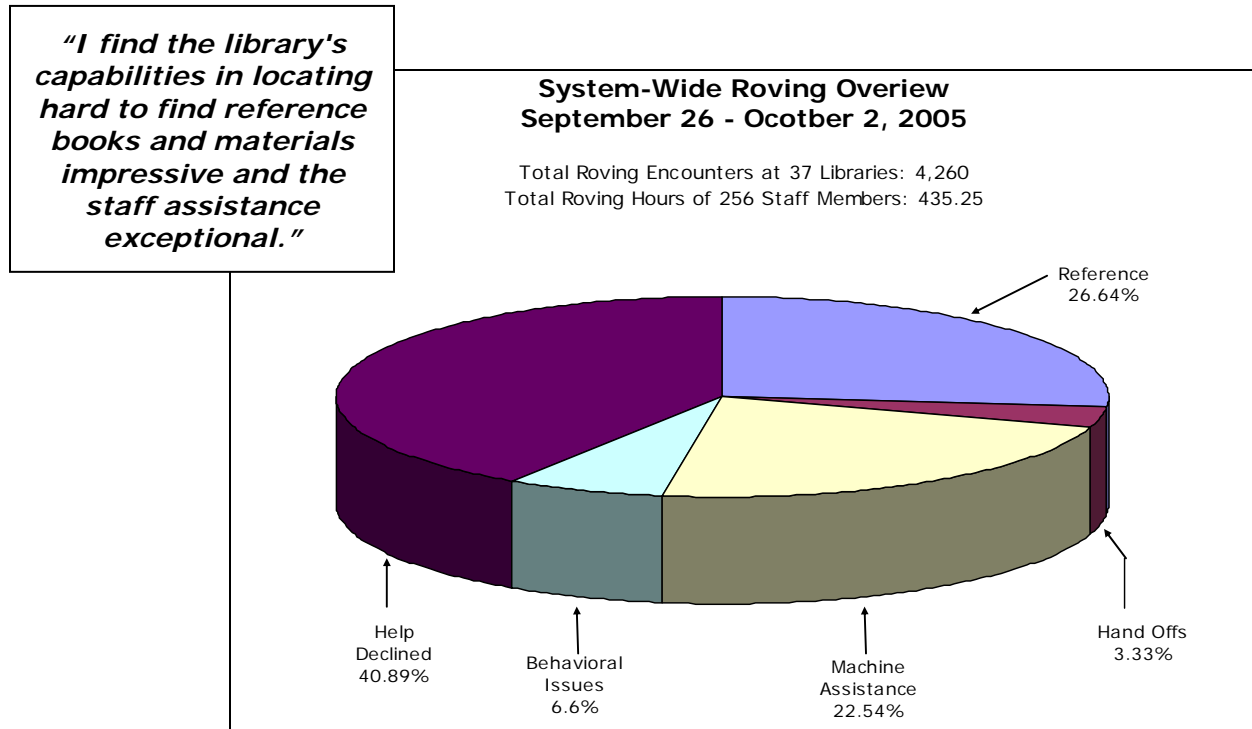
October 2005 marked the one year anniversary of KCLS’ conversion to Millennium. Stabilized software and a full year of statistics provided a true measure of activity. Circulation maintained a steady 7% increase for a year-end total of 18.3 million items.

***“Community libraries are extremely important to our family. My wife & I have always been big readers and have been able to successfully pass that on to our children...”***

## REFERENCE SERVICES AND ELECTRONIC RESOURCES

### ***Roving Reference***

In 2005, KCLS implemented a roving reference model in 38 of its libraries that enables staff to proactively ask patrons if they need assistance at their point of need. Results from the Patron Experience Transformation Project showed that patrons want staff to be available at their point of "puzzlement." The roving model helps address that need. In addition, live reference assistance is available online 24 hours a day, seven days a week for patrons who find it more convenient to reach staff from their home or work computer.



### ***Desk Reference***

Traditional reference reflects patrons that ask questions at a fixed service point. Three week-long reference surveys were conducted in 2005. An average of 20,393 ready reference questions were asked (1,060,436 annually) at our reference desks. Those questions that required more in-depth staff help averaged 3,766 (195,832 annually). In addition, staff answered an average of 1,625 reader's advisory questions (84,500 annually).

Total traditional desk reference activity for KCLS in 2005 was approximately 1,340,770. KCLS staff was involved in answering 1,477,730 reference questions in 2005:

- 1,340,770 traditional reference desk
- 480 blue slips
- 13,800 live chat
- 44,700 Answer Line
- 72,280 roving reference
- 5,700 email reference

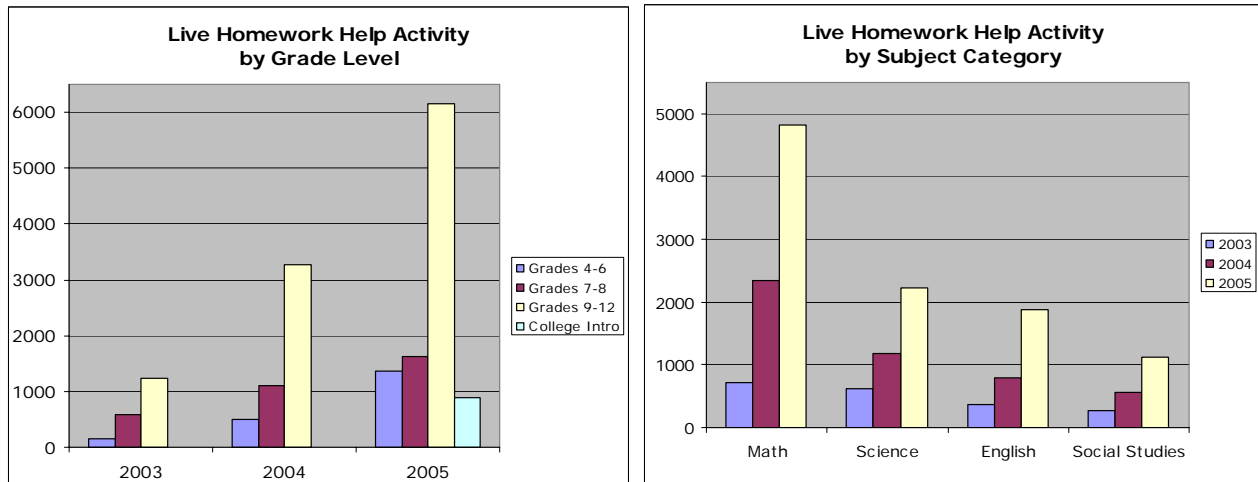
### ***Answer Line***

Answer Line, KCLS' quick telephone reference service, specializes in quick reference, finding information on most topics within five minutes. Answer Line is available 7 days a week. The service stayed about the same as in 2004 when they answered 118,394 calls.

***"The Answer Line is also very helpful they are willing to assist and they do the very best that they can."***

### Live Homework Help

This service provides students in grades 4 through 12 with 20 minutes of professional online tutoring help (available 7 days a week from 2-10pm). In 2005, students initiated more than 10,300 sessions, which resulted in a service increase of 229% over 2004 and 507% over 2003. Students in grades 4 through 6 accounted for 13.6% of all sessions. Students in grades 7 and 8 accounted for 16.2% of all sessions. Students in grades 9 through 12 accounted for 61.3% of all sessions.



### Live Chat

This service became authenticated in 2005 and is now limited to KCLS cardholders. In 2005, the service averaged 270 contacts per week (about 14,000 for the year compared to 15,784 inquiries answered in 2004). About 37% of Ask a Librarian users are students in grades 6 through 12.

### Email Reference

QuestionPoint is available 24/7 from KCLS' website. Patrons can expect a response within 24 hours, excluding weekends and holidays. In 2005, email activity averaged 833 questions per month, about 60% of which were reference related.

### Databases

Subscriptions to eight new databases were initiated: American National Biography, America's Obituaries and Death Notices, ChiltonLibrary.com, Columbia Granger's World of Poetry, CultureGrams, Gale Virtual Reference Library, P4A.com Antiques Reference and Smithsonian Global Sound.

### Aquabrowser

Groundwork was laid for a 2006 launch of Aquabrowser, which will provide a keyword-driven, visually-oriented alternative to the current catalog. Aquabrowser should improve searching for KCLS patrons more comfortable with keyword-driven search engines or merchant websites.

## KIDS, SCHOOLS AND READING INITIATIVES

### Children's Services

Early Literacy became a System-wide focus in 2005, as it was recognized that the learning children

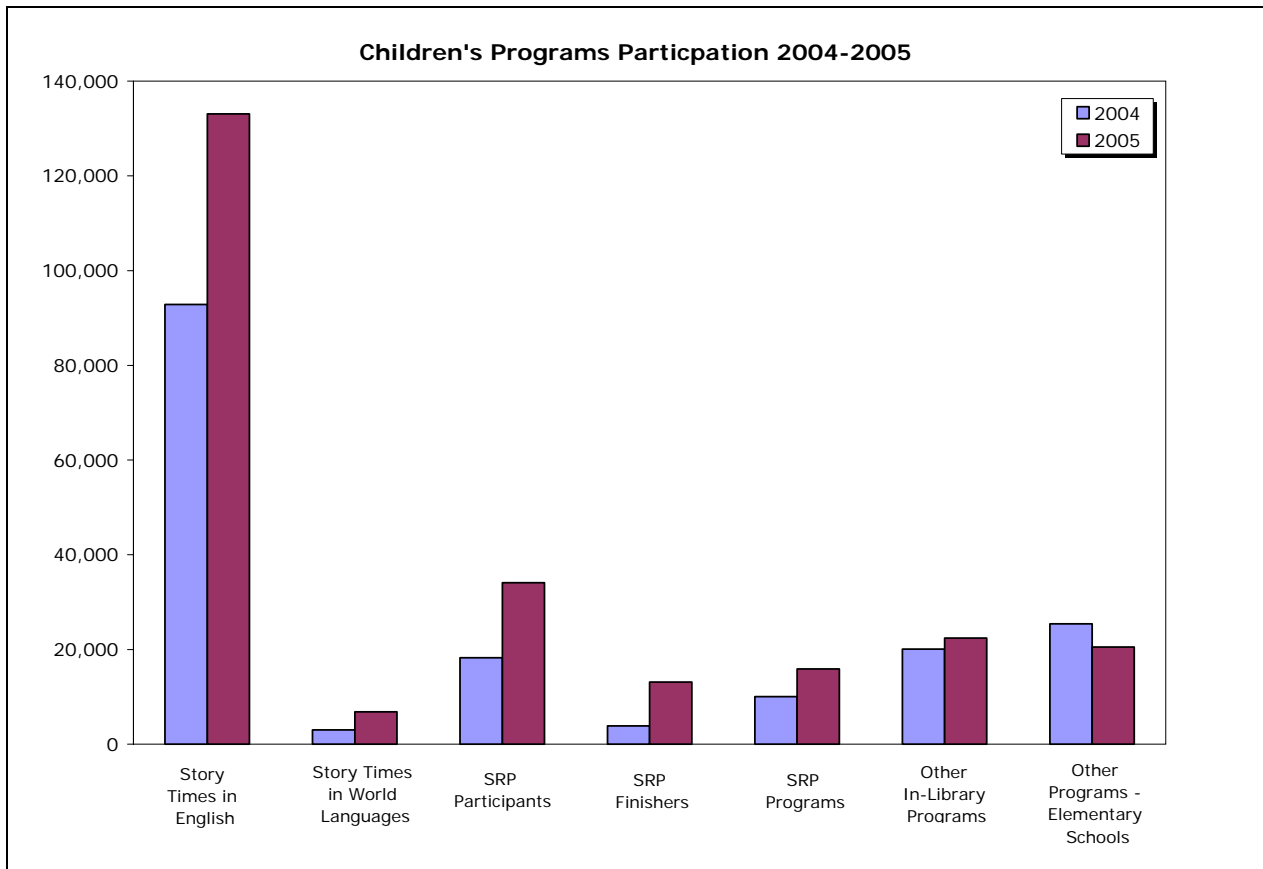
***"I think the library does wonderful with Story Times, summer reading program."***

do in the early years of life shapes their ability to be successful in school. Promotional pieces were developed, support materials purchased, staff training provided and workshops launched in the community. In addition, Public Service Announcements (PSAs) ran extensively on Comcast Cable (see Administration: Community Relations). The primary component of the initiative is the Ready to

Read guidebook, which explains the basics of Early Literacy skills and provides guidance and strategies for using 15 specific picture books with young children.

The 2005 Summer Reading Program (SRP) - Dragons, Dreams and Daring Deeds – appealed to an unprecedented number of children. Participation rose by 87% and the number of children who completed the program rose by 239%. Attendance at programs during the summer rose 50%. KCLS partnered with three school districts to bus children from summer schools to five community libraries to participate in SRP.

- 133,098 people attended 5,281 Story Times in English (a 43% increase)
- 6,840 people attended 403 Story Times in seven languages (a 129% increase)
- Story Train volunteers provided Story Times to 2,315 children at childcare centers and 69 childcare workers received Story Time training
- 1,076 people attended 48 Early Literacy presentations in community locations
- 3,000 people received Ready to Read guidebooks
- 906 people attended 34 Early Literacy workshops in our libraries
- 22,429 people attended children’s programs in our libraries
- 20,491 people attended elementary school programs celebrating Black History Month, Children’s Book Month and our Playing with Words series.
- 15,884 people attended centrally funded Summer Reading programs in our libraries
- 34,115 children registered for SRP (an 87% increase), including 2,153 online registrations
- 13,153 children completed SRP, which represents 11,837,700 minutes read
- 432 children were bused from summer school programs to a libraries to participate in SRP
- 226 people attended our Breakfast of Champions to celebrate SRP
- 3,828 holds were filled for Books to Grow On (an average of 348 per month)
- 464 KidReach boxes were borrowed by 65 organizations



## **Teen and Education Services**

Teen Services launched new programs and updated services in 2005. Read Three, Get One Free began in February and was funded by the Foundation. A committee of Teen Librarians selected books and an entry form was designed by Graphics. A teen video game program was tested in October at the Issaquah Library and in December at Maple Valley Library as the program, called Game On! prepared to launch in various libraries in 2006. The teen web page, Teen Zone, was redesigned with a focus on library services and resources for teens. A committee of Teen Librarians produced six new teen booklists, which are highlighted at Teen Zone.

***"The staff here is the best! Whenever I'm stuck on a school project they are there to help right away and always give the best suggestions."***

- Teen Librarians gave in-school online database demonstrations, book talks and held in-school programs for 41,298 secondary students
- Children's Librarians held in-school programs and presentations, including SRP and Ready Set Read (RSR) promotions, to 139,297 students
- 3,615 prize books were claimed by teens that read and reviewed 10,845 books in the first ten months of the Read Three, Get One Free program
- The Teen Booklist Committee produced four new booklists, as well as two genre lists and five new online booklists
- A new Teen Zone web page was launched December 14, 2005 with 4,000 clicks on the new teen booklists in the first six days
- Game On! was launched with four programs at Issaquah and Maple Valley
- The Global Reading Challenge involved 1,113 students in 42 schools and 9 school districts. Peg Kehret, whose book was one of the Global Reading Challenge titles, attended the Grand Challenge and autographed a book for each student.
- A total of 424 students and their parents attended programs designed for homeschoolers
- Children's Librarians distributed 19,350 library cards to second graders
- Elementary school students claimed 8,627 RSR prize books by reading 3,450,800 minutes
- 157 schools added Accelerated Reader lists to KCLS' database
- 2,056 students took advantage of free tutoring through 63 weekly sessions of the Study Zone in 26 branches.

***"I find the communication and teaming with the children's librarian very valuable in my teaching role..."***

## **OUTREACH SERVICES**

### ***Traveling Library Center (TLC)***

The Traveling Library Center (TLC) was reorganized this summer, consolidating literacy-related functions under a Literacy Outreach Manager, in charge of Early Literacy outreach (ABC Express), adult literacy (Talk Time, ESL, and Citizenship) and computer literacy (NetMasters and TechLab). Outreach Technician/Driver hours and a new Library Assistant Trainee (a graduate of the Page Fellowship program) were added.

***"It's really wonderful that KCLS has extensive sections of Large Print books and books on tape because I know it makes it easier for a lot of people to connect with everyone else."***

- TLC hosted visitors from Pierce County Library System and Puyallup Public Library wanting an overview of TLC services and procedures. In addition, Library Consultant Bob Smith visited TLC as part of a consulting project for Seattle Public Library's Mobile Services. Bob was impressed with the wide array of Outreach Services offered and commented that KCLS' staff was very "lean" in comparison with other libraries, meaning that we offer more services and operate more vehicles with fewer staff.

- TLC added two new senior living facilities for a total of 148 locations visited and 158 actual stops (10 are visited twice/month due to popularity).
- More than 400 shut-in patrons receive books, magazines, music and movies delivered by TLC staff and volunteers monthly. Volunteers were recruited on the web sites of United Way of King County, RSVP and Volunteer Match. Volunteer recruitment was expanded to utilize volunteers from KCLS community libraries (except the Library Connections @ Crossroads and Southcenter) this year. Despite these efforts, volunteer recruitment remained steady while number of patrons requesting service continues to rise at a rate of 7% per year.
- TLC's annual Senior Advocate Training was held August 30 at the Washington Talking Book and Braille Library. After an informative tour of the library, two speakers from Recorded Books entertained the group. Jim Peterson, Vice-President of Library Marketing and Johnny Heller, a popular audio book reader, spoke. Thirty-three community library Senior Advocates and TLC staff members attended the half-day session.

### **ABC Express**

In fall 2005, following the success of the first ABC Express, a second, larger bus, designed in-house and manufactured by Matthews Specialty Vehicles of Greensboro, NC, was added to the fleet. Many Early Literacy elements were incorporated into the vehicle, including interactive wall panels, a magnetic wall for letters and manipulatives and primary colors in the carpeting and fabrics. With funding from Verizon and the KCLS Foundation, the new ABC2 vehicle was stocked with a collection of books and media focused on Early Literacy for preschool through primary grades. The vendor displayed the bus at the annual conference of the Association of Bookmobile and Outreach Services in September.



Known as ABC1 and ABC2, the combined service has expanded to provide visits to 59 childcare sites (26 of which are new). For the first time, KCLS is able to serve smaller family daycares. During the summer of 2005, ABC1 made weekly stops at 10 low-income housing sites where there were organized activity programs for children. This popular service resumed in December on a limited basis, using the new ABC2 bus. The goal is to reach 24 community stops on a rotating two-week basis, including evening times when families can come aboard to learn about the library and borrow materials.

***"My children and I love to visit the library; it is one of our favorite places!"***



### **Literacy**

- 26 libraries hosted 2,638 literacy events in 2005 (an increase of 13% from 2004) with program attendance totaling 23,648
- Volunteer hours increased 21% over last year (3,156 Talk Time hours and 302 Citizenship hours for a total of 3,458 volunteer hours)
- Dia de los Ninos, or Day of the Children, celebration on May 30 was a huge success. The bilingual performance by the Seattle-based Rooster Puppet Theater included Spanish songs, music, folk tales, puppet stories, etc.

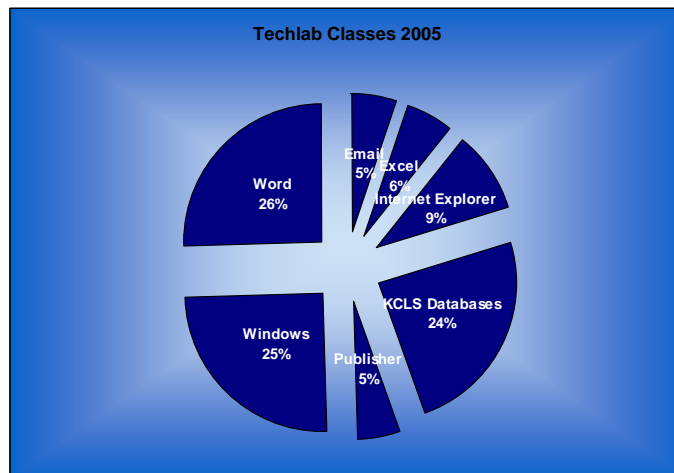
- A new series of Talk Time fliers and a campaign to target employers was designed and mailed to 650 employers in the KCLS service area resulting in calls for information and requests for individual classes
- KCLS began a partnership with Bellevue Community College's Service Learning Program, in which students perform community service as part of their degree
- World Language Story Times are currently being offered in 24 libraries in nine languages: Spanish, French, Hindi, Korean, Russian, Chinese, Ukrainian, Japanese and Vietnamese. In 2005, 644 World Language Story Times were offered

**Public Computer Instruction**

- Attendance at computer classes in libraries increased 4% over last year despite slightly fewer class offerings
- NetMaster volunteers and KCLS staff taught more 1,700 computer classes with 55% of classes being taught by volunteers

ADULT SERVICES	YTD 2005	YTD 2004	% GAIN/LOSS
Total Public Technology Instruction	1,778	1,800	(1%)
Attendance	9,202	8,832	4%
Taught by Library Staff	805	868	(7%)
Attendance	5,195	5,022	3%
Taught by NetMaster Volunteers	973	932	4%
Attendance	4,007	3,810	5%

- The NetMaster volunteer manual and class curriculum manuals were updated, and a new staff handbook was produced
- The TechLab taught 400 classes to more than 2,400 students throughout King County



**INSTITUTIONS**

**Youth Service Center (YSC) Library**

- Staff conducted 351 library literacy classes with more than 4,300 youth in detention
- Teens checked out more than 37,000 items and asked nearly 2,400 reference questions
- Staff provided 350 hours of recreational programming for the facility
- In October, YSC hosted Darren Shan, author of the *Cirque du Freak* and *Lord Loss* series

***King County Correctional Facility Jail Library***

- Processed nearly 132,000 reading materials to inmates (9.4% more than 2004) and circulated more than 170,000 items
- Answered nearly 300 reference questions per week, including more than 33,000 legal reference questions
- Provided more than 400 hours of individualized legal library service to pro-se inmates
- Assisted the Department of Adult and Juvenile Detention with a planned transition to computerized pro se legal materials services
- Raised \$1,100 for materials at "Book 'Em," a show featuring Seattle comedians at the Comedy Underground (an annual fundraiser organized by the Friends of the Jail Library)

***Regional Justice Center Library***

- Processed more than 148,000 reading materials to inmates (5.5% more than 2004) and circulated more than 165,000 items
- Answered 22,700 reference questions, including nearly 11,000 legal reference questions
- Provided more than 600 hours of individualized legal library service to pro-se inmates

# COLLECTION MANAGEMENT SERVICES

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## COLLECTION DEVELOPMENT

KCLS continues to build and maintain a collection of information resources that reflect a wide range of viewpoints. CMS staff is constantly looking for new materials in a variety of convenient formats. The KCLS Vision Statement guides the selection team as it seeks current, reliable information, a broad range of titles of lasting value and appealing choices for recreational reading, listening and viewing for all ages.

*I view the KCLS as the bargain of the century. I can check out movies for free. I may have to wait a few months to get a popular movie on hold, but it sure beats the cost of a theatre. The selection of books available on cassette or CD is great.*

In 2005, the materials budget focused on System-wide collection refreshment and investment in targeted subjects based on age of collection, turnover data and input from our patrons. CMS targeted the following areas for extra spending in 2005: Dewey 500s and 600s, Technology and Science, Paranormal, English Language, Computers, Interior Design, Drawing and Landscaping. Additional funds were spent in these areas to decrease the age and increase the turnover rate.

The collection evaluation and replacement process maintains the integrity of the System collection. The goal is to improve browsing and access for patrons and build staff knowledge of the collection.

In 2005, there were 33 team weeds, bringing together staff from throughout the System, to effectively and efficiently share skills and experience related to the collection. In conjunction with regular, ongoing collection building activities, team weeds are conducted in an effort to lower the average age of the collection and increase the turnover rate of materials. In 2005, the overall size of the collection increase 3.6% and a 15.5% increase in the collection turnover rate (from 4.32 in September 2004 to 4.99 in September 2005).

Number of Items Weeded	2004	Actual As of 9/05	Projected 2005
		592,717	304,466

System Turnover	Annualized 9/04	Annualized 9/05	% Change
		4.32	4.99

### Children's Selection

CMS staff worked with members of Public Services to create a plan for Children's Selection that will shape the direction of that collection for years to come. The group revised the Vision Statement for children's collections, collection goals and the scope of collection for easy fiction and easy nonfiction. The plan outlines changes in picture book selection, by which each library will receive multiple copies of popular classics and popular new titles.

*"Great choices in children's literature..."*

### CMS Selects

The electronic newsletter, *CMS Selects*, was launched to offer insights into CMS processes, such as the Purchase Alert and Selection List reports, using the online library subject and title request forms, Team Weeds Best Practices and includes features such as new fiction and nonfiction titles. Feedback from staff members on the first two issues was very positive.

### **ABC Express**

CMS staff worked with the Traveling Library Center to build a collection for a second ABC Express. Staff ordered about 3,000 items for this “library on wheels,” which offers a wide variety of books, music and movies for children from birth to age 5. ABC Express also provides an opportunity for toddlers and preschoolers to develop essential skills necessary for future school success.

### **Choice Reads**

The budget for the popular program was increased to meet ongoing patron demand. The service was expanded, with collections offered in all community libraries. Choice Reads provides patrons with the latest paperback titles in a variety of genres with a large selection of literacy fiction. In 2005, staff devised a plan to “float” the Choice Reads collections in order to streamline internal operations and allow for collection refreshment. The new process involves changes to the process for generic records, barcodes and location codes with advantages for staff and patrons, including:

- Not putting the books through the Automated Materials Handling will prolong shelf life
- More accurate circulation statistics
- Easier tracking of barcodes with the vendor
- Less work for community library staff, as they will not be required to change item locations in order to move books from one library to another
- Refreshed collection resulting from books “floating” from one location to another

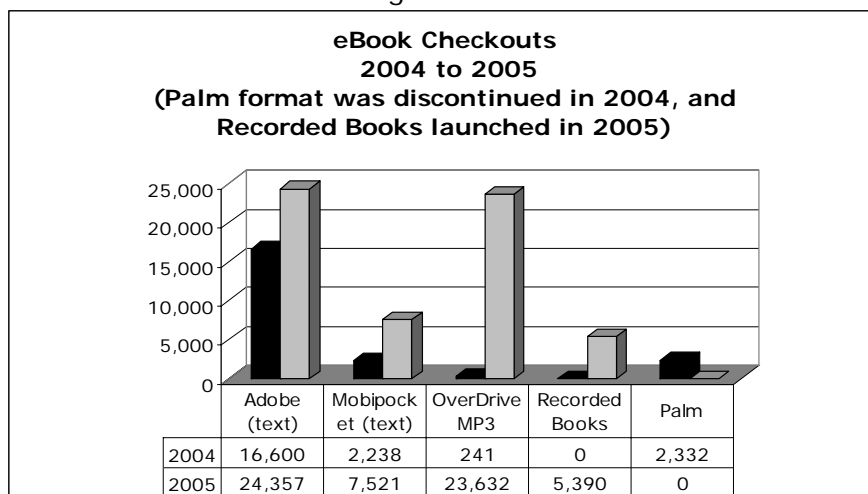
## **CENTRAL STORAGE**

Central Storage, launched in 2002, is a collection of worthy, but low-circulating materials which still may be of historical interest to patrons. The materials remain available to supplement library browsing collections without taking up shelf space. Storing these little-used items centrally improves the response time for meeting patron holds and allows KCLS to increase the visibility of more popular items. In 2004, there were 44,714 patron requests for Central Storage materials. As of November 2005, there were 30,304 requests of the 55,302 items in Central Storage.

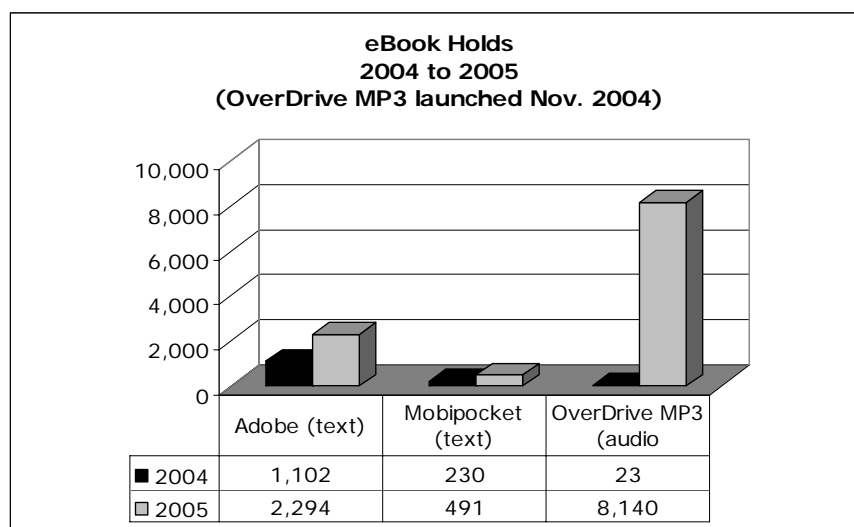
## **ELECTRONIC SERVICES**

### **Electronic Books**

This was the third full year for the eBook program, which allows patrons to download eBooks onto their computers or PDAs, in Adobe or Mobipocket format. In conjunction with ITS, CMS staff worked with Recorded Books to launch a downloadable audio product accessible to patrons online. The service offers unlimited downloads from more than 1,000 audio book titles. In its first month of use, there were 225 checkouts. That number grew to 680 checkouts in October.



**Note:** The Palm format was discontinued in 2004 and Recorded Books launched in 2005.



### **Electronic Databases**

Projected usage of KCLS' 82 databases is about 588,040 (2.5% higher than actual usage in 2004), which includes about 250,000 uses of homework-related electronic databases. The Vendor Relations manager negotiated site license agreements for the following Electronic Resources: Antiques Reference Prices 4 Antiques, Chilton's Library of Auto Repair Information, Columbia Granger's World of Poetry, Morningstar.com Library Edition, NewsBank America's Obituaries and Death Notices, OCLC FirstSearch, Oxford American National Biography, Rosetta Stone Online Language Courses and Smithsonian Global Sound. **Note:** A number of online database subscriptions were cancelled in 2005 due to high cost per use, low usage and better alternatives, including: Gale LitFinder, AccessScience, AccuNet AP Photo Archive, NewsBank National Newspaper Package.

### **Washington Statewide Database Licensing Project**

The Vendor Relations manager continued to represent public library interests on the Statewide Database Licensing Project Administrative Committee and participated in RFP draft and evaluation of submitted proposals for a new multi-year contract with ProQuest, which went into effect in mid-2005. The cost for participating libraries was reduced by half and new content was added at no charge, including Alternative Press Watch, Ethnic News Watch and Culturegrams.

***"I have started to use the excellent online databases that are not available on the Internet. I am so pleased that they are available."***

### **eMusic**

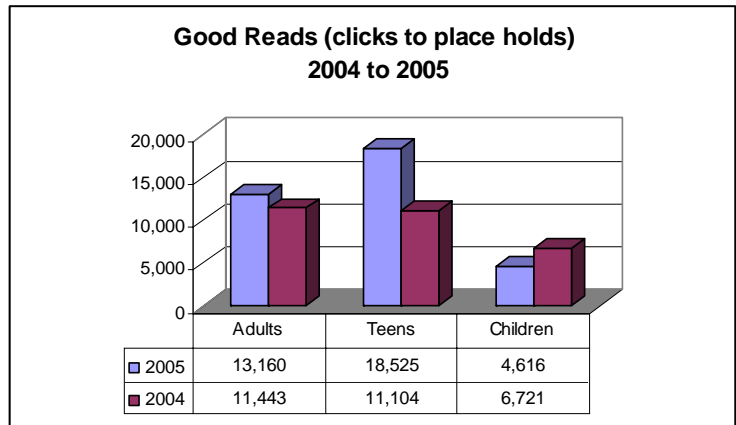
In conjunction with ITS, CMS launched eMusic, which allows patrons to download music to a PC, pocket PC, or MP3 audio player. The start-up collection includes more than 200 titles and will be expanded as more titles are made available by the vendor, OverDrive. In the first month of use, there were more than 250 checkouts.

### **Gale Virtual Reference Library (GVRL)**

KCLS launched the Gale Virtual Reference Library (GVRL), a collection of 315 electronic reference books. The Vendor Relations Manager assisted with negotiation for the start-up collection, which is cross-searchable across all the reference book titles or by sub-collections broken out by subject categories. It is also cross-searchable via the new Gale PowerSearch, in conjunction with various Gale online databases. MARC records are provided so staff and patrons can access the individual eBook titles from the catalog. The GVRL is accessible from any library or via remote access and includes popular homework support resources.

### **Collection Awareness Services**

To make KCLS patrons aware of new titles and to heighten patron awareness of the breadth of the System collection, CMS staff, in partnership with Information Technology Services, continued to contribute titles to the *New Reads*, *Good Reads* and *New Music* web sites. The *New Reads* and *Good Reads* readers' advisory services feature titles selected by staff for children, teens and adults. Selections are based on reviews, recommendations and with the objective of making our patrons aware of titles that they might not otherwise have heard about. The *New Music* site features titles new to the KCLS collection and is divided into Classical, World and Pop categories. In 2005, there were 61,409 *New Reads* hits and 8,979 *New Music* hits (as of November).



### **Best Books of 2005**

For the second year, CMS Selection Librarians offered their choices for the Best Books from 2005 for adults, teens and children, in fiction and nonfiction. The annotated selections were featured on the KCLS home page, with links to the catalog.

### **Visual Search Engine**

CMS initiated the search for a visual browser, as an alternate way of viewing and presenting catalog results. An RFP was initiated by ITS and based on the response, AquaBrowser was selected. AquaBrowser allows library patrons to search the catalog and receive results displayed in the standard format, as well as in a visual map. AquaBrowser does not require a user to enter an exact search term, but finds items using associations. It helps users who are unsure how to approach a search and allows refinement of a search that is more intuitive than the standard catalog. The visual browser will be an alternative to, not a replacement for, the standard catalog.

## **CATALOGING AND PROCESSING SERVICES**

Cataloging and Processing Services (CAPS) provides access to and about the KCLS collection through Millennium and prepares materials for circulation with speed, efficiency and accuracy.

*"You seem to have 'specialists' in every season of my life... children, teen homework, knowledge on various age appropriate books, CDs and videos."*

### **Catalog Enhancements**

CAPS librarians loaded bibliographic (catalog) records for more than 1,300 audio book titles. This enhancement allows users to link directly from the catalog record to the title entry on the web page where the user may download or place a hold on a copy.

Bibliographic records for titles in the [Books24x7.com](http://Books24x7.com) book database and records for new electronic serials titles were also loaded.

### **Children's and Teen Series Call Number Procedure**

A new call number procedure for children's and teen series was implemented. Past treatment of these series resulted in shelving inconsistencies, presenting challenges for patrons searching for specific series and for Pages pulling the items. The new process will bring all titles in a series together in the fiction section and incorporate creation of spine labels derived from the series title.

### **Graphic Novels Catalog Access**

Established and documented cataloging standards for graphic novels, providing more consistent and accurate access for the popular genre. Specific changes include the standardization of the form of the title, facilitating catalog and shelf browsing, detailed the physical descriptions and language attributes, provided authority control for graphic novels translated into English, implemented non-Roman alphabets for increased cultural sensitivity and provided more form-specific genre headings.

***"KCLS is a tremendous enrichment to my life. I would never be able to afford all the materials I use in the library nor would it be environmentally sound to do so."***

### **Media Processing Streamlining**

Staff achieved an average 10-day turnaround time (a 29% reduction) from the point of receipt of media to arrival in the library.

### **Standardization of Genre Subject Headings for DVDs, Videos and Music**

This catalog enhancement allows patrons to search the catalog by genre, including mystery, documentary, foreign language films, video recordings for the hearing impaired and other form-specific descriptions. Patrons searching for a specific genre find more titles with fewer searches.

### **New Titles/Copies**

As of November 2005 staff added 275,926 print copies, 32,619 print titles, 87,769 non-print copies, 7,526 non-print titles, 132,381 periodical copies and 13,049 periodical titles to the catalog.

## **SELECTION AND ORDER**

Selection and Order staff selects print and non-print materials, create orders, budget for and assign materials in all formats for all ages to existing and new collections, and plan and participate in weeding activities. Selection Librarians act as liaisons to libraries for all collection management activities. As of November 2005 staff placed orders for 45,655 print and 16,587 non-print items. In 2004, staff handled 18,450 patron requests (an average of 1,538 per month) versus 20,413 patron requests (an average of 1,856 per month) as of November 2005.

### **Building Future Community Libraries**

CMS staff worked with representatives from other departments to plan new collections for the libraries that will be built as a result of the 2004 bond measure. Issues included space planning and shelving requirements. CMS staff interviewed prospective vendors for delivery of Opening Day Collection services.

### **Central Selection**

In 2005, all adult materials were centrally-selected, which freed time for library staff to provide direct service to library patrons. The Selection Team launched two online library request forms: one for specific title requests and one for subject requests.

***"I appreciate the library system more than I can express. It provides me with a constant stream of music, opera, top notch video/DVD, biography, books, etc. The library is one of the greatest institutions of our civilization and our nation. Thank you!"***

### **Centralized Serials**

Centralized Serials, launched in 2004, brought together services related to receiving and processing periodicals, creating greater efficiencies and freeing Public Services staff to spend more time providing direct service to patrons. In 2005, the Serials Team achieved 99% central processing of the periodicals collection. Periodicals are received at the Service Center, processed and sent to the libraries the same day (with the exception of newspapers and investment newsletters, which are mailed directly to the libraries). In 2004, 70% of periodicals were centrally-processed, saving the community libraries 140 hours per week in processing efforts. With

the transition to central processing complete in 2005, library staff saved an additional 57 hours per week in processing efforts. **Note:** *the conversion from Dynix to Millennium took place in late 2004 and processing in Millennium requires more keystrokes than in Dynix.*

In 2005, the Serials Team created check-in cards for magazine subscriptions processed in the Millennium Serials Module. Check-in cards, linked to the catalog entries, allow patrons to place a hold on an item-specific issue of a magazine. Check-in cards are suppressed in OPAC (only available for staff view), which enables claiming (alerting the publishers to missed, damaged or partial orders) and lets libraries know when to expect the next issue.

### ***Periodicals***

The Serials Team updated the information available on the Intranet to include the complete KCLS Serials Titles list with ISBNs (for easy searching), the list of periodicals on Microfilm or Microfiche, holding statements for newspapers and newsletters and a list of large print periodicals. Updated information includes a list of Newspaper Direct titles and a list of world languages and multicultural periodicals.

### ***NewspaperDirect***

KCLS launched NewspaperDirect, the print-on-demand newspaper service that features same day printouts of newspapers from around the world. The service was launched at the Library Connections @ Crossroads and Southcenter. NewspaperDirect augments KCLS' current offerings for World Language and newspapers with the added advantage of providing same day news from a wide array of international papers (72 titles are available). The service also offers the flexibility to quickly respond to different title and language needs, since KCLS need not commit to individual overseas subscriptions, but can change and add titles to meet demand. The newspapers are printed on 11"x17" paper and include the content found in the original edition.

### ***Interlibrary Loan (ILL)***

Interlibrary Loan assists KCLS patrons in obtaining copies of materials that are not part of KCLS' collections. Staff locates desired materials in library systems of all types nationally and in a variety of formats, including books, periodical articles and microfilm. As of November 2005, ILL staff requested 21,259 items from other libraries for KCLS patrons (18,604 of these requests were filled). Other library systems requested 34,037 items (ILL filled 12,777 of these requests). ILL upgraded from OCLC's "Passport" product to WorldCat Resource Sharing for ILL operations.

***"I appreciate the interlibrary loan program."***

## **MILLENNIUM CONVERSION**

In-depth training increased the ability of CMS staff to run complicated and detailed statistical reports. CAPS librarians and Library Technician IIIs participated in Millennium Reports Training and a CAPS librarian received advanced training in Load Profiles, all of which have resulted in the ability for staff to use Millennium more efficiently and powerfully. A CAPS librarian and the Library Technical Assistant trained themselves in the creation and use of software macros (which eliminate the repetitive steps of frequently-used functions), streamlining time-consuming processes for the entire department. This directly impacted productivity and translated to faster processing time.

CAPS, Selection and Order and Web Services worked to design and implement more powerful features in OPAC. The Web Services librarian initiates/cleans up existing services and CAPS advises on how the programming interacts with Millennium and the catalog.

The Order Department evolved from sending paper purchase orders to using electronic ordering functions in the Millennium Acquisitions system. A Purchase Alert report was developed to identify

titles that have too many holds per copy in all formats and a report to identify titles on Selection Lists that are gathering holds was also developed.

## SHIPPING DEPARTMENT

The Shipping Department transports and distributes materials System-wide, including items from the collection, interdepartmental mail, bulk mailings and a variety of KCLS publications. The department also fills orders for processing and bulk supplies and forms, and oversees the System-wide surplus of books whose proceeds go to the KCLS Foundation.

Preston houses all Shipping operations, notably the Automated Materials Handling (AMH) system. The AMH system, which launched in March, enhanced the production and service level of Shipping Department operations. Internal efficiencies and the level of service provided to KCLS patrons have both improved. Prior to utilizing the AMH system, sorting was a slow and labor-intensive operation. It involved a single conveyor monitored by 17 Pages and supplemented by a staff of seven Library Technicians throughout a 7 to 8 hour sorting operation. The sorting was accomplished by staff visually looking for libraries, removing those items manually and placing them into totes for transport. In order to load their trucks, route Drivers then needed to walk distances, as well as handle the totes (weighing 25-30 pounds).

The transition process between the old sorting operation and AMH operations was accomplished during a two-week period, during which both operations ran simultaneously. Minimizing service disruptions to the community libraries and patrons was a high priority. All staff members participated in systems training, which totaled 8-10 hours per person. The management staff received additional training, both formal and practical, as they learned all AMH systems and the interactions between them.

The AMH is comprised of inbound/outbound conveyors, including automated stacking equipment, a

***"I'm thankful that I can return material to any King County library, and I appreciate the ease and speed involved in obtaining material from other branches."***

"crane," which picks up, puts away and organizes loaded totes for sorting, storing and delivery, and a sorter conveyor, which identifies items and delivers them to their proper branch tote for loading. During a normal five hour AMH shift, an average of 165 totes (6,500 items) is processed per hour. From June through November 2005, the AMH system processed 5,831,444 items. As of November 2005, an additional 25,119 totes are being handled compared to 2004 (a 5% increase). From May through November 2005, the AMH processed an average of 833,063 items per month.

Shipping utilizes a staff of 12 Pages without requiring additional manning from the Library Technicians. The AMH also allowed the Shipping Department drivers to realize greater efficiencies, as the amount of time and energy required to handle stacks of loaded totes was reduced. The process of loading and unloading at Preston and the community libraries takes less time.

In addition to AMH operations, Shipping is taking steps internally to further cross train personnel, which ultimately will provide few service interruptions. In November, the Shipping Department Manager began to schedule visits to Branches with the goal of creating a further "one-on-one" understanding between their operations and Shipping.

In 2005, Shipping sent out eight truckloads of surplus books to the resale vendors.

## **VENDOR RELATIONS**

### ***Vendor Services***

Staff negotiated with vendors for supplies needed to process new book and non-book materials, reprocessing of worn items and the mending of materials, as well as supplies for System use (i.e. barcodes, branch ID labels, shipping totes, theft detection strips and shipping supplies. In addition, new patron library cards were obtained to support the continuing demand generated by school visits and keep libraries stocked.

In 2005, vendor supplied processing has been received for more than 95% of purchased book materials (about 298,640 cataloged book items and 55,835 Choice Reads paperbacks), 90% of videos and DVDs (about 21,970 items) and 75% of spoken audio materials (about 17,245 items).

### ***Request for Proposals for Materials and Vendor Services***

A RFP was drafted and issued in August 2005 with goal of selecting the vendors who best match KCLS needs, while obtaining the most advantageous discounts and levels of service. On site discussions were held with major bidding vendors and negotiations continue for ongoing services, as well as Opening Day Collection projects for the new KCLS capital bond issue.

### ***Service Issues***

Staff helped resolve a number of service issues involving Baker & Taylor and BWI, including claiming and order cancellation clean-up following KCLS' migration to Millennium and children's paperbacks received from BWI with defective plastic covers that BWI replaced at no charge.

### ***Alternative to the "Jewel Box" Music CD Case***

Staff researched and obtained samples of sturdy clear vinyl CD music cases to test with the AMH system and book drops as an alternative for jewel cases that tend to break.

### ***eAudio and Audiocassette Packaging***

Staff worked with supplies vendor to add Velcro strap closures for eAudio and 15 upright audio cassette cases that were prone to open and dump contents on the new AMH system.

### ***Multicultural and World Languages Magazine and Newspapers***

Staff prepared annual list of suggested new title offerings of multicultural and world languages magazine and newspapers. They also responded to patron requests for world language periodicals including Somali, Pakistani, Hindi and Chinese newspapers, health and/or sports magazine. Staff located new vendors for Somali, Persian and Portuguese (Brazilian) language materials.

### ***New Magazine ID labels***

Staff worked with supplier to print new magazine ID labels sets that include bright red "USE IN LIBRARY" label and larger white "CIRCULATING" label when the next issue is received.

***Selected and Ordered Start-up Hebrew language collection*** including adult and children's books, spoken audio cassettes, music CD's and DVD.

### ***Washington Public Libraries Cooperative***

Assisted with successful negotiation of Washington Public Libraries Cooperative group renewals for Gale online databases packages and [ReferenceUSA Online](#) for 2006.

## **PROFESSIONAL ACTIVITIES**

### ***Patron Experience Transformation Project (PETP)***

The Manager of Selection and Order was involved in the process since June from the initial research, patron surveying, analysis of survey results, to the retreat to discuss the findings and

presentation of those findings to the Administration. An Order Department Library Technician II was also a PETP Discovery Team member.

### ***World Languages Materials Regional Meeting***

KCLS hosted a regional meeting to discuss World Languages materials vendors, selection and cataloging issues. Pierce County, Seattle Public and Sno-Isle library systems were represented.

### ***Other Professional Activities***

- ◆ The Manager of Selection and Order was a discussion leader at the YALSA (Young Adult Library Services Association) "Best of the Best" pre-conference, and finished her term as the Chair of the 2005 YALSA Best Books for Young Adults Committee. She participated in a panel discussion on New Collections at the Book Expo "Librarian's Day of Dialog."
- ◆ The Children's Selection Librarian served on the 2005 Association for Library Services to Children (ALSC) Sibert Book Award Committee, and led a breakout session at the American Library Association-ALSC pre-conference, "Teacher, Parents and Librarians: Working Together So Children Can Learn to Read." She presented a program at the Washington Library Association Conference on Children's Collections and Weeding.
- ◆ The Associate Director led the effort to conduct a survey of public libraries on staffing practices, for the Public Library Association's Workload Measures and Staffing Patterns committee. He also chaired the PLA Program Planning Committee for the 2006 conference.
- ◆ The Music Selection Librarian was cited in two publications, *Careers in Music Librarianship II* (Scarecrow Press) and *Library Acquisition of Music* (MLA Technical Reports Series).
- ◆ CMS staff members participated in other statewide and national conferences and meetings (including ALA, WLA, PNW/Music Librarians Association, Northwest Innovative Users Group, and the Book Expo America Conference), contributed journal articles, and were interviewed by the national (and international) media on topics such as the audio book service.

# FACILITIES MANAGEMENT SERVICES

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## LIBRARY TRANSFORMATION

### *Bothell Regional Library*

The library was remodeled to alter the feeling of the space. Shelving heights were reduced to increase visibility and lighting was added to accent the collection and provide visibility at night. Computer stations were replaced with tables with modules providing power, data connections and USB ports to support use of laptops. New lighting and a fabric canopy was added to enhance the light quality through the center of the building. New display shelving and accent lighting was installed for magazines and Choice Reads. A Food for Thought Café was created. The children's area was reorganized to improve visibility and access. New furniture was installed and the circulation and information desks were replaced with ergonomic desks. The staff workroom was reorganized and new adjustable height worktables installed. New carpet was installed throughout the building and the walls were painted. The landscaping on the west side of the building was reworked to incorporate the new outdoor reading pavilion and improve drainage.



Before construction



During construction



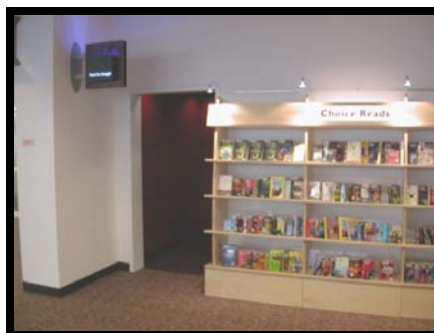
After construction



Children's area before construction



Children's area after construction



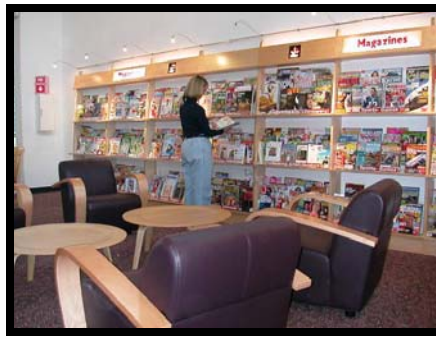
New Choice Reads and Café



New lighted reference shelving



New furniture



New magazine shelving



New Reference/Circulation Desks



Behind the scenes in the newly re-arranged workroom

***Kirkland Library***

Renovation included replacement of the traditional circulation and reference desks with smaller, adjustable-height desks. New Self-Checkout furniture and terminals were added. Some shelf heights were lowered to improve sight lines. Two cyber-bars were added and lighting improvements installed. Additional acoustic wall panels were added to the children's area, as well as Early Literacy components and new seating. Additional computers were installed and reorganized for better sight lines.



Self-Checkout, Info Desk and improved sight lines



Custom magazine shelving lighting

***Library Connection @ Crossroads***

By leasing a vacated adjacent space, the size of the library was increased by about 703-square-feet for a total of 2,989-square-feet. The additional space yields a better configuration with improved traffic flow and access to the mall, as well as a quieter reading and computer area. As part of the expansion, the existing space was refreshed with new carpet, paint, counter tops,

circulation desks, additional Self-Checkout terminals and more public computers. A small, but much needed increase in the size of staff workroom was accomplished.



## TECHNOLOGICAL PRODUCTIVITY IMPROVEMENTS

### *People Counter*

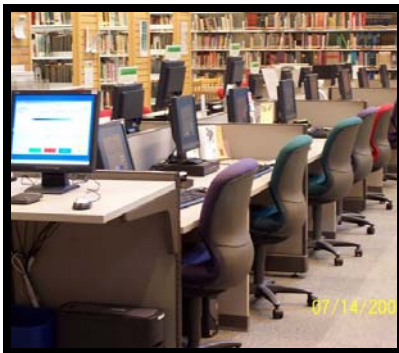
People Counters were installed at the entrance of each library. The vendor, Trafsys, together with Holmes Electric, installed the units in May.

### *Patron Return Systems*

Patron book return units will be installed at the Shoreline, Bellevue, Redmond and Federal Way Regional libraries. Engineering and design of the building modifications required for installation was completed and placed out to bid in anticipation of installing the systems in early 2006.

### *WAVES*

Installation of new computer equipment was completed Bellevue Regional, Black Diamond, Carnation, Duvall, Fall City, Issaquah, Shoreline, Snoqualmie, Tukwila and Vashon libraries. This included new computers, chairs and associated furniture, and additional data cabling runs.



Issaquah post-WAVE



Snoqualmie post –WAVE



Vashon post-WAVE

## OTHER PROJECTS

### *Building Envelope Exterior Repairs*

Following up on 2004's Condition Assessment work, specific repairs were identified, designed and implemented at: Bellevue Regional, Bothell Regional, Fairwood, Federal Way Regional, Issaquah, Redmond Regional, Service Center, Shoreline and Woodinville. The scope of work was to repair deficiencies in the weather tightness of the building envelopes which consisted primarily of patching weak areas in the roof, improve flashing, replacing failed caulk and sealants, repair failed glazing and repair siding materials. Work was suspended due to fowl weather.



**Adjustable Work Room Tables**

Adjustable workroom tables were installed at the Auburn, Carnation, Crossroads, Des Moines, Duvall, Fairwood, Fall City, Foster, Issaquah, Kingsgate, Maple Valley, Mercer Island, Muckleshoot, North Bend, Richmond Beach, Sammamish, Snoqualmie, Valley View and White Center libraries, as well as the Traveling Library Center and Children’s Services department allowing for more ergonomic check-in. Each site required extensive review of electrical and data requirements and rearrangement of existing furniture. The Kingsgate, Sammamish, Valley View and White Center libraries required substantial remodels to accommodate the new staff work flow.

**Burglar Systems Deactivations**

Security systems were deactivated at most library locations due to the fact that false alarms had been occurring which were unnecessarily dispatching police and fire units. The maintenance of the systems did not justify their value to the library. In addition, security cameras were installed at White Center, Woodmont, Foster and Kirkland to monitor and report any illegal activities that might occur in and around the buildings.

**Library Hour Signs**

Large signs were produced and installed at the libraries that listed library hours. These signs could be seen from the street so patrons could read them from their car.

**HIGHLIGHTS OF WORK BY FACILITY**

**Algona Pacific Library**

- Open Hours sign was installed
- Parking lot was re-sealed and re-stripped
- Slot wall displays were installed at the circulation desk and in the Teen Zone
- Large portions of the concrete walkways were removed and replaced for safety

**Auburn**

- Open Hours sign was installed
- Ten diagonal display shelves and new newspaper display shelves were installed
- Slot wall end panels were installed
- The roof soffit was repaired and painted, sealants were replaced and gutters repaired
- Bird deterrents were installed

**Bellevue Regional**

- The data closet was re-cabled to allow easy access to all of the equipment



**Before**

**After**

- Children’s area shelving end panels and tops were installed and the area was re-painted

- The door to the Story Time area was replaced by KCLS staff member Ed Leren
- An emergency repair to the roof was completed
- New exterior benches were ordered and installed
- An ADA van accessible stall was created in the parking lot
- The public restroom partitions were replaced
- New meeting room chairs were ordered
- A quiet study area was created by installing 26 new carrels



*Before*

*After*

#### ***Black Diamond***

- Open Hours sign was installed

#### ***Bothell Regional (See Library Transformations)***

#### ***Boulevard Park***

- Circulation desk was replaced with a smaller desk and supporting storage units
- Shelving was revised and lowered for improved sightlines
- Lighting was revised to improve illumination in all areas
- The parking lot was re-sealed and re-striped for patron safety
- Restroom floors were replaced and the walls were striped and re-sealed
- Rear stair enclosure was repainted

#### ***Burien***

- Open Hours sign was installed
- Managing Librarian's office was reconfigured to accommodate three people

#### ***Carnation***

- Data lines were run in the staff workroom for the Helper II printer
- New children's area chairs were ordered and delivered
- New carpet and a new walk-off mat with the KCLS logo was installed

#### ***Covington***

- Open Hours sign was installed
- A new electrical line and outlet was installed for the Teen Sign
- Shelving was added and the teen area was relocated
- Adult furniture for the children's computers was replaced with child-sized tables. The adult furniture was used to replace folding tables that had been used for computers.
- The lights and HVAC system were placed on computer control systems
- The water heater was replaced
- Landscape was upgraded

### **Des Moines**

- Open Hours sign was installed
- Media shelves and slot wall end panels were installed
- The wood slats of an exterior bench were replaced with ones made of recycled materials
- A voice paging system was installed
- The parking lot was re-sealed and re-stripped

### **Duvall**

- A children's table was supplied allowing a second terminal
- New benches were located by Self-Checkout stations
- Children's area was revised with shelving salvaged from the Bothell remodel
- The circulation desk was revised to accommodate new tote processing methods

### **Fairwood**

- Open Hours sign was installed
- Replaced all exit signs with LED-style Exit Signs
- HVAC was placed on computer control system
- Landscape was updated

### **Fall City**

- Provided additional outlets in the living room area so patrons could plug in laptops

### **Federal Way 320<sup>th</sup>**

- The damaged meeting room divider was replaced with one that is easier to open and provides better acoustics
- New interior book bin carts were installed in order to evaluate their ease of use. After adding an additional fold-down flap and changing the casters, these new bins are being installed in locations where lifting injuries are prevalent
- Open Hours sign was installed

### **Federal Way Regional**

- Open Hours sign was installed
- The information desk was relocated and updated with the new adjustable height desks
- The children's area was reorganized to accommodate Early Literacy elements and the children's carpeting was updated to standards
- Landscaping was re-worked to eliminate bare and unplanted sections, improve site visibility and staff safety
- Parking lot stripped and re-ramped to accommodate new ADA access requirements
- Office was created for new cluster manager

### **Foster**

- Open Hours sign was installed
- Shelving was rearranged and lowered for improved sightlines in the teen area
- Reading area furniture was rearranged for better use of the space
- The HVAC controls for the meeting room were upgraded
- The parking lot was re-sealed and re-stripped for patron safety
- Lighting was placed on computer control system
- New security cameras were installed

### **Issaquah**

- ♦ Metal end caps were installed on the exterior glu-lam beams and the beams were painted to prevent rot

*"I am very impressed and have enjoyed my visits thus far. It is aesthetically pleasing. I am looking for some nice 'nooks' for people like me who like to curl up with their books."*

*"The libraries in the KCLS system are so colorful, clean, and the staff is friendly and has developed a friendship with me."*

### ***Kenmore***

- Task chairs were ordered and delivered to the library

### ***Kent Regional***

- Open Hours sign was installed
- The balloon gondola for the children's area and the "graffiti" murals were installed
- New tables and storage bins for the copier area were installed
- Panel heights of two staff cubicles were revised
- The library interior was re-painted
- The exterior trellis was repaired and re-stained, graffiti was removed from the brick and moss growth was pressure washed from the north side
- HVAC system was altered to accommodate installation of an office in former closet
- Interior signage was upgraded

### ***Kingsgate***

- Installed new outside lighting to help curtail vandalism

### ***Kirkland (See Library Transformations)***

### ***Lake Forest Park***

- New Public Access Computer station furniture was ordered and installed
- Installed new light fixture in the back work room area to improve lighting
- Installed several outlets in the main area for public access

### ***Lake Hills***

- Old wooden shelving was replaced with metal shelving
- Furniture was rearranged to accommodate the new shelving
- Workroom lighting was upgraded to save energy
- Installed motion sensor lighting on the outside of building near the Teen Zone

### ***Library Connection @ Crossroads (See Library Transformations)***

### ***Library Connection @ Southcenter***

- Problems with the Public Access Computer station panels was addressed

### ***Maple Valley***

- Open Hours signs were installed
- Gutters were fixed and now drain properly
- Holds shelving was reorganized
- Self-Checkout terminals were relocated
- Parking lot lights were placed on computer control system
- A few trees were removed for safety

### ***Mercer Island***

- Lighting over the reference area was replaced for better illumination
- Installed an additional shoe box fixture to a pole in the back of the parking lot
- Replaced outdated exit signs with LED styled signs
- Capped and painted exterior glu-lams to prevent deterioration of the beams

### ***Muckleshoot***

- Open Hours sign was installed
- Circulation desk was modified for better access to library

### ***Newport Way***

- New drapes were ordered and installed for the meeting room
- A mural was installed in the children's area
- Gutters were replaced and now drain properly
- Bird deterrents were installed on the column tops
- Staff door to the patio was replaced and new kick plates added to other doors
- Replaced old, single-pane glass panels in staff workroom with double pane, low E type windows to save energy
- Emergency repairs were done to the HVAC units

### ***North Bend***

- A metal grating was designed and installed around the HVAC to prevent vandalism
- Window film was installed on the window wall reducing the glare within the building
- The height of the systems furniture used as Public Access Computer stations was reduced

### ***Preston***

- Installed ADA upgrades including strobes and fire safety equipment
- Roof mounted evaporative cooling units were installed
- Automated Material Handling (AMH) system was installed and is being maintained
- Office and lunch room areas refurbished with new carpet and vinyl, paint, reconfigured work stations and an additional staff computer/telephone access location



*New Preston office and lunch room areas*

### ***Redmond Regional***

- The parking lot was re-sloped for better drainage, then re-sealed and re-stripped
- Exterior benches were re-painted
- Minor cracks in the concrete by the bollards were repaired
- Air pressure problem in the library was been fixed
- Skateboard stops were installed on the outside benches to stop damage to them
- Installed ADA door operators to the public restrooms

### ***Richmond Beach***

- Open Hours signs installed
- Front landscaping was upgraded by KCLS and the Friends of the Library
- A roof extension was added over the staff entrance



### **Sammamish**

- Installed Teen and Open Hours signs
- 20 recessed monitor kits were installed as part of the re-WAVE
- Exterior slate wall tile was removed and replaced, then tile was sealed

### **Service Center**

- Surplus computer equipment was advertised, bids received and equipment sold
- Proposals for surplus furniture was received and the furniture was removed
- A canopy was installed on the south entrance
- System furniture in CMS was reconfigured for better use
- East parking/loading area was altered, including installation of an electrical "shoreline" to accommodate an additional TLC vehicle
- Several furniture reconfigurations took place in various departments
- Installed new HVAC equipment to support data room
- Installed new offices and conference room on the 3<sup>rd</sup> floor

***"I think the libraries are very spacious and have several computers for our business and personal use. There are many convenient locations."***

### **Shoreline**

- Recessed monitors were installed
- Task chairs and task stools were ordered and delivered
- Gutters were replaced and now drain properly
- Parking lot was re-sealed and re-striped
- Two additional children's computer stations were provided
- Upgraded old HVAC system in the staff workroom and manager's office

### **Skykomish**

- Installed a new heat pump unit on the outside of the building
- New lease successfully negotiated for 400-square-foot expansion

### **Skyway**

- Open Hours signs were installed
- Three new slot walls were installed on three shelving units
- Task chairs were ordered and delivered
- Shelving in the children's area was reorganized to improve sightlines
- New exterior lighting was installed
- Parking lot was remodeled and repaved to remove center island

### **Snoqualmie**

- Installed new table for print management

### **Tukwila**

- Open Hours sign was installed
- Installed all new computer tables

### **Valley View**

- Open Hours sign was installed
- The work room, restrooms and interior book drop area were re-painted
- New case goods were installed and the old ones removed and disposed of
- Drainage problem was addressed by installing drain lines and routing around building
- The staff workroom was reorganized and additional lighting installed to support the workroom table installation
- Planters beside the building were altered to drain away from the building interior
- Building was repaired where vehicle crashed into it in 2004

### ***Vashon***

- Restrooms were refurbished with new flooring and were painted
- Lobby casework was replaced with new casework
- Signage for the Friend's Book Sale was ordered and installed
- Installed furniture and a data line for an additional Self-Checkout terminal
- New CD shelving was installed
- The parking lot was re-sealed and re-striped
- Two computer tables were installed
- Lighting was placed on computer control system

### ***White Center***

- Open Hours sign was installed
- New carpet was installed in the entry and circulation desk area
- A new entry mat with the KCLS logo was installed
- Staff workroom was remodeled to accommodate adjustable work room tables

### ***Woodinville***

- Recessed monitors were installed
- Curbs that had been damaged by vehicles have been repaired
- Replaced leaking gutters at main entrance
- Landscape was upgraded
- Facility was re-carpeted

### ***Woodmont***

- The full height windows in the northeast corner of the library were leaking. Weatherholt and Associates developed details for waterproofing the windows. During the course of the construction, repairs were made to some of the structural components of the building as well as the window frames, flashing, glazing and the interior drywall and window sills.



*During construction*



*Repaired windows from the inside*

### ***Vehicle Purchasing***

- FMS acquired vehicles to replace and upgrade the fleet including another ABC Express
- KCLS has leased trucks from Husky International as a cost savings maneuver
- FMS outsourced the repair of the shipping trucks

### ***Maintenance Requests***

- 3,171 MAPCON work requests were received and dispatched to 13 staff members for completion
- 2,937 work orders completed, 21 canceled and 213 open (93% completion rate)

### ***Emergency Calls***

- Received 718 emergency calls, resulting in 135 hours in site visits by five on-call staff and 168 hours for the new Automated Materials Handling (AMH) system

**Public Meeting Room**

*"I am most grateful to have been using the library meeting rooms for more than 10 years!"*

	<b># Of Internal Groups</b>	<b># Of External Groups</b>	<b># Of Internal Individuals</b>	<b># Of External Individuals</b>
January	10	30	220	857
February	12	24	497	628
March	10	34	340	1127
April	11	32	350	1201
May	12	38	285	1485
June	4	30	122	1218
July	12	23	266	805
August	4	27	102	1021
September	20	25	607	1020
October	21	36	518	1542
November	14	33	350	993
December	19	22	344	970
<b>Totals:</b>	<b>149</b>	<b>354</b>	<b>4001</b>	<b>12867</b>

The large public meeting room was again heavily used during 2005. Just over 4,000 people attended the 149 KCLS sponsored meetings like WASHYARG and Public Services. A 20% increase generated over 12,000 individuals attending just over 350 public meetings.

**Miscellaneous**

- Landscape services were outsourced to provide better quality care to the facilities and to allow more attention to building details KCLS staff
- HVAC contract went out to bid resulting in selection of a new vendor saving the library \$98,772 in the first year and \$234,192 over the next three years
- RFP was initiated for artwork resulting in the documentation of art in all libraries, including cataloged pictures and details about the pieces and artists
- Established relationship with Urban League of Seattle to increase outreach to WMBE contractors and increase bidding on KCLS work

# FACILITIES DEVELOPMENT

## VENDOR SOLICITATIONS/SELECTION/MANAGEMENT

### *Architects*

Involved in the solicitation, interview and selection process for Donald King Associates, Ruffcorn, Mott, Hinthorne, Stine and Bohlin Cywinski Jackson

### *Appraisers*

Conducted appraisals, surveys and/or parking demands studies for activities related to projects in Newcastle, Carnation, Duvall, Fall City, Burien and Redmond Regional libraries, as well as for the sale of a vacant lot in Juanita

## ALTERNATIVE PUBLIC WORKS

Led effort to employee new procedures, documents and contracts governing the General Contractor/Construction Management (GC/CM) and Design Build processes, including:

- Preparation of a Procurement Waiver with public notice, public meeting and Board approval
- Drafting Request for Proposals
- Evaluating submittals
- Conducting Interview process, including community involvement

## CONTRACTS AND INTERLOCAL AGREEMENTS

- Burien Interlocal Agreement
- Burien Lead Agency Agreement
- Keller CMS Project Management for Burien
- Architects Agreement for Interim - Overall Project
- Black Diamond - Bassetti Architects, PACE, AHBL
- Covington Architect - Engineers Agreement
- Covington Community Facilitator (Pomegranate Center)

## REAL PROPERTY LOCATION/ACQUISITION/DEVELOPMENT

Analyzed more than 50 sites with property purchases in 2005 totaled nearly \$5.0 million.

- **Bellevue:** Discussions with City staff on process to expand parking at Ashwood Park
- **Black Diamond:** Site Use Permit approved with conditions; Short Plat pending with public improvement conditions for four parcels
- **Burien:** Extensive negotiations and coordination with City of Burien and Puget Sound Educational Services District (PSESD)
- **Duvall:** Three alternative sites
- **Kent-East Hill:** Alternative locations at 116 & SE 240 (Panther Lake area)
- **Federal Way:** Possible relocation the Federal Way 320<sup>th</sup> Library to Sound Transit site
- **Kenmore:** Pursuit of Shell Station and Kenmore Camera parcels
- **Kent:** City planning and development for west 2 to 4 blocks, street closures and extra access from into library parking
- **Lake Hills:** Worked with City and Cosmos Development to get rezone to allow residential development at the Lake Hills Shopping Center
- **Muckleshoot:** Drafted lease for site on SE 400<sup>th</sup> and a survey was prepared by MIT

- **Newcastle:** Discussions with Dulcich, Seelig, Donner, Denton/Bales, warehouses, shopping centers and YWCA about site acquisition and/or shared development
- **Redmond:** Addenda for the Interlocal Agreement for the parking and boundary line adjustment alterations requested. City to build new surface parking totaling 89 stalls (57 on City property and 32 on KCLS property).
- **Sammamish:** Followed-up on site possibilities with Lake Washington School District and suggestions from the City.
- **Shoreline:** Purchased three residences (20,000-square-foot) for parking expansion
- **Snoqualmie:** Compared three parcels at public meeting, then purchased optimum site
- **Vashon:** Negotiations with Parks District after visits to two other vacant parcels

## PROJECT MANAGEMENT

- **Black Diamond:** Short Plat Application and negotiations with neighbor and City for conditions (reduce urban quality of development proposal from an arterial to a drive way for the library and the remaining parcel access). Negotiate with seller of parcel to extend contract for another year and to reduce the extent of development for a road on their parcel. Necessitated new site plan, new property descriptions and survey revision.
- **Burien:** Architect selection, contracts and fees, Request for Art Proposals (100 + submittals), building design (Conceptual and Schematic), maintain relationship with the City, Project Oversight Committee (5 meetings), Project Development Committee (22 meetings), two Public Meetings.
- **Covington:** Conducted three public meetings and coordinated KCLS staff reviews
- **Federal Way 320<sup>th</sup>:** Held public meeting and coordinated with City officials and Sound Transit
- **Snoqualmie:** Developed purchase and sale agreement and negotiated parking reservation and signage for library. Held public meetings and maintained relationship with the City. Worked with Davido and NWCC on site plan design and development for selected site.
- **Tukwila:** Explored possibilities for development of new Foster Library at the Tukwila Village Development

## OTHER ACTIVITIES:

- KCLS Art Oversight Committee
- Burien Art Selection Committee
- Synergy Selection Committee
- KCLS Affirmative Action Plans and Implementation Requests for Proposals (RFP)
- Information provided prior to sale of bonds
- Orientation and start-up for new employees Adrienne Ralph and Greg Smith
- Web page updates
- Revisions to bond-related construction schedule
- ALA/LAMA BES Building Awards Committee

# INFORMATION TECHNOLOGY SERVICES

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In 2005, ITS continued a push toward long-range KCLS technology goals established in 2004 including the mission to find automated ways to minimize material handling by staff, so a fairly fixed pool of staff will be able to spend more time helping patrons.

Progress toward these goals included:

- The Automated Material Handling (AMH) system, which automatically sorts materials that are being shipped throughout the System-wide. The AMH system reduces the manual labor involved in the sorting process and creates a healthier ergonomic environment for the aspects of the sort that remain manual. It also allows items to be checked in at the libraries en masse by box versus one-by-one manual checking as it was previously done.
- Preparations were made to complete four Patron Return Systems (PRS) to be installed in 2006 at the Shoreline, Bellevue, Federal Way and Redmond Regional libraries. These systems will automatically receive and check-in returned items from patrons, and automatically sort the items onto carts for easier re-shelving in the libraries.
- The new Integrated Library System (ILS), Millennium, has largely stabilized during its first year of operation. The transition to Millennium was challenging for both patrons and staff. The move to Millennium, however, has provided software necessary to integrate with the new automated materials handling systems.

In addition to the major objectives above, ITS provided many new services for the libraries and patrons along with regular maintenance of existing systems.

## NETWORK AND SYSTEMS

This business unit, which maintains KCLS' central computers and communications network, contributed the following projects and services:

- Installed new upgraded wireless access points in all libraries and Service Center, implemented Central Wireless management and extended wireless range
- Installed a central server, central database and remote network connectivity for "People Counters" for use in all the libraries
- Expanded the centralized power backup system providing additional security and operating time during power failures
- Integrated the financial system servers into the main KCLS network
- Installed new telephone systems several libraries
- Installed public storage servers so patrons in the libraries can save files to KCLS' network
- Begun work on network storage and roaming desktops for KCLS staff to accommodate clustering of libraries
- Installed additional data lines for libraries to provide additional network capacity
- Upgraded KCLS Internet connections and added address space for KCLS computer numbers
- Improved anti-spam and anti-virus systems
- Added I-NET voice circuits to the libraries to provide least cost routing and additional telephone cost savings.

*"I am in town for the summer and have used the library for its wireless internet while I am here. I am impressed that you would have such a feature. Thank you for that!"*

- Eliminated additional local long distance telephone charges by efficient use of the new phone notification system using least cost routing features of I-NET
- I appreciate your online system. I can find a book, put it on hold and then you notify me when it is ready to pick up. I appreciate that whether a book is almost due or is ready for pick up, you give me enough notice that I can come in at my leisure instead of rushing. You make it easy for me to read for pleasure!***
- Installed additional network capacity and telephone services for Shipping Department
  - Installed and upgraded new server hardware and software to provide additional high speed filtering to library computers
  - Implemented new firewall equipment for system virus, SPAM and spyware protection
  - Installed and configured an Oracle report server to help produce statistical reports from the catalog
  - Installed a new computer server to provide virtual servers for services not requiring dedicated hardware
  - Replaced network equipment at Skykomish, Library Connection @ Southcenter and Preston
  - Implemented Server and Network connectivity to support the AMH system in Preston
  - Moved the Vashon Library to high speed I-NET data and telephone system
  - Implemented Voice Over IP (VOIP) technology in Service Center, Preston and some libraries. VOIP offers more flexible features than traditional telephone systems

## PC SERVICES

This business unit is responsible for providing workstation services, software and equipment to the libraries and the Service Center:

- Completed 2005 WAVES (workstation and printing upgrades in libraries), including replacement, upgrade and/or addition of 530 workstations at the Bellevue Regional, Black Diamond, Carnation, Crossroads, Duvall, Fall City, Issaquah, Shoreline, Snoqualmie, Tukwila, and Vashon libraries
- Supported Public Services Team and FMS with technology for library remodels at the Bothell Regional, Kirkland and Crossroads libraries
- Implemented a new Public Storage feature to support the public as they use Thin Clients
- Supported preparation for Video Gaming for Teens program
- Changed schedules in order to provide more hours of service to the libraries
- Acquired licensing and began updating all machines to Office 2003
- Revised WAVE schedules so all libraries in a cluster will be working with the same technology
- Supported Public Services in the testing of public laptop service models
- Supported Public Services and FMS in the testing of stack-mounted workstations that will allow patrons and staff to search the catalog while in the stacks
- Researched and provided a large deployment of privacy screens to offer an alternative to recessed monitors which are being discontinued
- Supported the new AMH system with new staffing models that offer the necessary off-hours and weekend coverage
- Reinforced the Thin Client system with additional servers
- Researched ways to provide more resources and services on Thin Clients with the goal of unifying the Internet Explorer access

## INFORMATION SYSTEMS

This business unit supports the online library catalog via the Integrated Library System (ILS) and supports the Enterprise Resource system used by the Business Office and Human Resources.

- Supported more than 1,000 trouble tickets received from staff since May 2005, which are now reported through a centralized trouble report tracking system
- Successfully ran the Collection Agency module on Millennium
- Successfully converted the ILS test and production systems in a database change needed to improve performance
- Implemented Millennium Release 2005LE and Release 2005
- Implemented a Millennium Report Server for better access to statistics and reports
- Identified and resolved many telephone notification issues affecting patrons
- Successfully switched from Item to Title Level paging for circulation, improving the performance of Holds
- Provided data for the Seattle Public Library cross-use study
- Implemented Web Access Management to provide statistics for KCLS Database access
- Identified a major issue between AMH and Branch Identification with Millennium check-ins
- Established ongoing method for resolving Millennium issues with the vendor
- Advised the Business Office for enhancements to the Monthly Financial Encumbrance Report
- Led the project to evaluate and implement new check writing software to replace an outdated and somewhat error prone system that was increasingly difficult to support
- Provided technical leadership for the FMS Project Accounting evaluation project
- Managed enhancements to the Online Requisitioning system with customizations to better handle approval processing for KCLS' business model
- Advised the Payroll and HR department for enhancing and creating new reports to enable them to do their jobs with fewer manual adjustments, and to provide more information for managers to manage their employees
- Monitored the many changes that the Peoplesoft and then Oracle purchases of the JD Edwards software has brought and will bring in the future for our JDE Enterprise Resource system
- Planning the upgrade to Release 8.11 in 2006
- Led the automation of the Shipping Department by coordinating work among KCLS departments and with System vendor and all component companies and local agencies
- Planned training and maintenance support and provided support and continuing direct vendor contact
- Provided Mobile Millennium Workstations (rolling carts with wireless laptops, scanners, and printers that provide flexible workstations for KCLS staff in the libraries)
- Provided "Tote Kings" (Wheeled personal hand trucks that offer ergonomic support to staff when processing returned materials in library back rooms)
- Visited libraries regularly to communicate changes and upcoming technology developments
- Provided scores of tours of the new AMH shipping system to visiting libraries
- Provided support and administrative coordination between KCLS and our vendor for PC Booking, Print management, and Filtering management
- Finished planning and began implementation of the new Patron Return Systems
- Provided ITS leadership for the Staff Scheduling software project, preparing a consistent software system to help KCLS schedule staff consistently as a system via clusters

***"The online reserve system is incredibly convenient and online access to email is appreciated."***

## WEB SERVICES

This business unit supports [www.kcls.org](http://www.kcls.org), the library web catalog (OPAC), and the Intranet:

- Supported CMS with eMusic files service, which allows patrons to download classical and other licensed music from the web site
- Launched SSL (Secure Socket Layering), which provided the necessary security to support online credit-card payment
- Launched eCommerce allowing patrons to pay their fines via VISA and MasterCard
- Launched ten new enhancements on the catalog and lead two re-indexes to help patrons find materials more easily in the new catalog
- Refined the Accelerated Reader (AR) application, which allows students to search their school book lists by author, title and point level
- Supported the online needs of the KCLS internal Workplace Giving Campaign
- Brought back a new and improved Book Alert service
- Worked on a Google searching appliance for the Intranet
- Updated The Weekly Memo in order for it to be emailed in a graphical format to staff
- Supported the Pacific Northwest Convergence Consortium online magazine
- Launched the new Teen Zone and a new Book list application which will allow users to easily place titles on holds
- Provided technology to support the Patron Experience Transformation Project

***"I think KCLS is an awesome service. I love coming to the library, accessing it on my home computer, and encourage my grandchildren to come often with me."***

# ADMINISTRATION

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## BUSINESS & FINANCE OFFICE

### ***Operations and Statistics***

- Issued \$63.6 million par value in general obligation debt in support of KCLS capital plan utilizing competitive sale process
- Issued about 2,200 purchase orders and eleven Requests for Proposals (RFP)
- Processed about 36,000 invoices and about 13,300 accounts payable warrants
- Processed 5,167 payroll checks, 25,761 payroll advice records and 1,570 W-2 statements
- Monitored cash balances and managed interfund borrowing as necessary
- Managed insurance coverage, including annual review of policies, managing renewals and claims processes
- Provided contract negotiation and compliance support for all new and renewing contracts

### ***Complying with Regulations***

- Prepared annual financial statements for KCLS for 2004 calendar year including the implementation of new regulations for GASB 39 and GASB 41
- Prepared 2004 financial statements for Redmond and Issaquah Library Capital Facilities Areas, and the King County Library System Facilities Foundation
- Performed review of existing debt to ensure compliance with continuing disclosure regulations and federal arbitrage laws
- Performed accounting, tracking, reimbursements processing and special reporting for AmeriCorps Literacy federal grant and Nextbook grant

### ***Improvement Initiatives***

- Launched acceptance of credit/debit cards online for fines and fees payments
- Implemented CreateForms software for improved reliability of check writing process and enhanced employee information on pay stubs
- Explored options for increasing diversity of vendor base resulting in outreach program in partnership with the Urban League of Metropolitan Seattle
- Expanded usage of online purchasing system to several additional departments
- Selected new benefits insurance brokerage for enhanced service and performance, resulting in lowered benefits rates for 2006 budget
- Began offering payroll deduction for Washington State Guaranteed Education Tuition (GET) program
- Developed new monthly departmental financial reports incorporating encumbrance reporting and subtotals in response to user requests
- Streamlined business unit structure in support of clustering initiative
- Conducted needs analysis, software evaluation and vendor RFP to select new system for tracking and reporting facilities-related expenditures (to be implemented in early 2006)

### ***Planning & Analysis***

- Conducted streamlined budgeting process using two-year planning targets
- Prepared expenditures-by-library report, including cost per circulated item and additional analytical or financial reports as required
- Supported ten-year capital plan implementation with financial and regulatory analysis
- Provided financial analysis support to KCLS and Seattle Public Library cross-use study; led cross-organizational committee
- Supported Patron Experience Transformation Project with representation on the Oversight Committee and the Discovery Team

# HUMAN RESOURCES

## **Employee Relations**

- Recognized 150 staff members with service awards for five years (100), ten years (33), twenty years (11) and thirty years (6)
- Presented the program "The Library, A Physiological Study" by Stokley Towles at the Service Awards luncheon honoring our 20 and 30 year recipients

## **Benefits**

- In addition to 35 individual site visits, KCLS offered 11 Great West educational seminars
- More than 300 Flu-shots were given to staff members
- New-Employee benefits package was revised into a much more readable format
- Open Enrollment materials revised into a better format and delivered completely online

## **Employment Services**

- Completed more than 35 non-pool job postings with more than 916 applicants
- Through implementation of a competency-based selection process and employment pools for Library Assistants and Librarians, simplified and aligned the selection process with KCLS' Vision. The initial posting/announcement time for all pool openings has been reduced to seven calendar days, which offers hiring managers a quicker turnaround time and pre-selected and screened top candidates for openings.
- Trained 43 management level staff in competency-based employment processes and interviewing techniques bringing the total number trained selectors to 81.
- Interviewers conducted selection activities producing:

<b>SELECTION PROCESS</b>	<b>LIBRARIAN</b>	<b>LIBRARY ASSISTANT</b>
Telephone Interviews (current KCLS staff exempted)	161	410
In-Person Interviews	185	323
Assessments	120	192
Qualified to the Pool for Regular Employment/Transfer	87	150
Hired into Regular Positions beginning 1/05	19	21

- Hired two student librarian interns who began with KCLS in June; the KCLS Foundation hired two student Librarian interns who will begin in January 2006.
- With a recruiting team of librarians supported by Human Resources staff, participated in the University of Texas, Austin Career Fair. Nine applicants were interviewed, six were successful in the process and two went through KCLS' skill assessment process.
- Staffed booths at two locations at ALA in Chicago (in the Placement Center and the Communities of Color exhibit area). This was the first time interviews were conducted during ALA. Nineteen applicants were interviewed.

## **Page Fellowship Program**

- Total of 50 Positions: 35 External Positions and 15 Internal Positions
- Provided more than 60 hours of training
- 24 participants completed the 20 to 24-month Program out of 40 who began in 2003

<b>CATEGORIES</b>	<b>FY 2004</b>	<b>FY 2005</b>
Program Completion	-	24 = 60%
Placement After Completion	-	7
Placement Prior to Completion	4	3
Enrollment	14	35
Diversity	7 = 50%	23 = 66%

\*Program Completion = Completion of a 20 to 24-month Program

\*Placement = Hire into KCLS regular employment

\*Enrollment = New hires using the competency-based selection process

### Training

- Provided/supported 305 classes and 8,137 hours in-house instruction
- 718 participants completed online training programs

<b>CLASS HIGHLIGHTS</b>	<b># OF PARTICIPANTS</b>	<b># OF CLASSES</b>
Automated Materials Handling	40	40
Cascade Center (Management Training)	9	5 courses
Competency Interviewing & Effective Interviewing Online	91	2 classroom sessions; individual online classes
Early Literacy	134	4
Millennium	177	21
New Horizons & In-House (Computer Training)	65	65
Orientation (New Hires)	65	6
Prepare (Workplace Safety)	347	24
Reference@www.kcls.org	192	20
Respectful Workplace (Communications & Diversity)	278	16
SMART Customer Service	64	5
<b>TOTAL CLASSES</b>		<b>305</b>

### Conferences

<b>CONFERENCE HIGHLIGHTS</b>	<b># OF PARTICIPANTS</b>
ALA Annual (American Library Association)	25
ALA Midwinter (American Library Association)	24
CAYAS Workshop (Children's Librarians)	5
PNLA	6
WLMA	2
<b>TOTAL CONFERENCE PARTICIPANTS (INCLUDES ALL OTHER):</b>	<b>72</b>

### Tuition Assistance (\$110,880)

<b>EDUCATIONAL PROGRAM</b>	<b># OF PARTICIPANTS</b>	<b>PARTICIPANT POSITIONS</b>	<b>PARTICIPANTS GRADUATED</b>
A+ Technical Certificate	1	CR Assistant	0
HR Generalist Certificate	1	HR Tech II	0
Associate of Arts	4	2 Pages/1 Page Fellow 1 Tech II	0
Bachelor of Arts	7	2 Library Assistants 2 Pages 1 Lead LA/1 LTA 1 Tech II	2
Master of Library and Information Science	9	4 LTA 3 Library Assistants 1 Page/1 Page Fellow	2
Master of Communications & Leadership	1	CR Specialist	0
Masters of Public Administration	1	Managing Librarian	0
<b>Total Number of Participants</b>	<b>24</b>		<b>4</b>

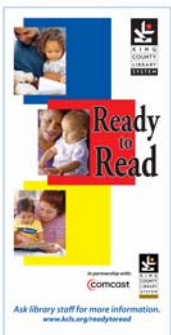
## **Safety & Health**

- Produced two training pieces in conjunction with Staff Development to assist staff with basic understanding of height-adjustable tables and equipment
- Created Safety Online Staff Training (S.O.S.) booklet for staff
- Continued installation of adjustable height work tables at libraries
- Developed ergonomics coaching piece for managers and supervisors on the ten most common risk factors in the KCLS work environment
- In conjunction with ITS, launched CyberStretch
- Preston safety hazard reviews after installation of AMH
- Performed 27 ergonomics assessments through Injury Investigators program
- Safety Committee reviewed 64 accident reports and tracked ten items of which five were resolved
- Implemented two AED (defibrillators) programs at Service Center and Bellevue Regional
- Implemented Vehicle Safety Practices program
- Presented Safety Online Staff (S.O.S.) training information 2005 ALA CLENE's Training Showcase
- Participated in regional disaster planning training workshops –Continuity of Operations for emergency planning; National Incident Management System; Bird Pandemic Flu workshops

## **COMMUNITY RELATIONS/GRAPHICS**

### **ADVERTISING**

The bulk of 2005 advertising was “narrowed” to specifically focus on target audiences for KCLS’ Early Literacy initiative and males ages 30 to45. Partnerships were emphasized to leverage KCLS’ advertising budget, with the following results:



#### **Early Literacy**

Three 30 second PSAs (for broadcast, radio and online) were produced in early 2005, targeted towards educating parents and caregivers of the importance of Early Literacy and the role the library plays in their child’s development.

- ♦ *Comcast Cable:* A total of 9,361:30 PSAs were aired between 12/27/04 and 12/15/05 on a broad variety of cable channels, including CNN, Food Network, MSNBC, TNT, TLC, Life, CNBC, A&E, MTV, VH-1, among many others. Total estimated market value: \$1 million+.
- ♦ *Tribune Broadcasting:* In early 2005 a coalition of libraries (KCLS, Sno-Isle, SPL, Kitsap, Pierce and Tacoma) developed, in partnership with Q13 Fox, a campaign to support our Early Literacy efforts. The campaign included television PSAs, on-air programming and Q13’s accompanying Web site. A total of 1,240 PSAs were aired for a gross impression of 8 million (total number of times it was seen). The exposure on Q13.com and WB.com totaled 2.5 million gross impressions. Total estimated market value: \$290,000.
- ♦ *King5.com:* More than 100,000 adults opted-in and received “Myspecialsdirect” emails about Early Literacy on April 6 and 13, September 27 and October 4. An average of 20% (20,000) clicked and linked directly to [www.kcls.org](http://www.kcls.org) to learn more about the Initiative.

#### **Campaign Geared to Men**

A humorous, award-winning (2005 Tellys) campaign was produced with three film commercials featuring “Super Guy” who suddenly becomes amazingly knowledgeable about things important to him and his family (fixing his motorcycle, helping his son play baseball and romancing his wife)—all because of the information he accessed at the library. The campaign ran across TV and radio (KIRO, KBSG).

- ◆ *Comcast Cable*: A total of 88 spots ran on male-oriented programming during July-September, reaching 496,088 households across three zones (East King, Seattle and South King), totaling 800,688 gross impressions (number of times the ad was seen).
- ◆ *Q13/WB22*: A total of 125 spots ran from May-July reaching 996,000 households with a total of 2.85 million gross impressions.
- ◆ *King5.com*: A quarterly campaign ran for a total of four months, primarily focused on male-oriented programming (10pm King5 News, Meet the Press, Cops, NW Sports Tonight), resulting in 2.5+ million gross impressions.

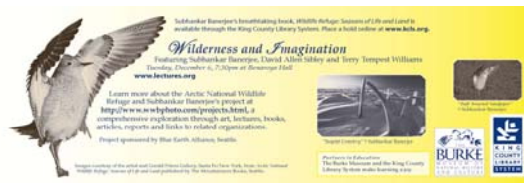
## PUBLIC RELATIONS

### Partnerships

The 2005 strategic public relations focus was to initiate and strengthen selected partnerships to increase visibility and public awareness of KCLS, with an emphasis on collaborative cross-promotion.

#### 2005 Highlights include:

- ◆ A new partnership with Comcast Cable to broaden the awareness and reach of KCLS' Early Literacy initiative, leveraging more than \$1 million worth of air-time for Early Literacy PSAs across Comcast Cable's extensive programming (more detail under 'Advertising').
- ◆ A new partnership with Tribune Broadcast, resulting in an Early Literacy campaign with a coalition of area libraries, leveraging more than \$250,000 worth of air-time and promotional value (more detail under 'Advertising').
- ◆ KCLS worked with the Burke Museum on a collaborative promotion of a joint exhibit of photography, native arts and crafts from the Arctic regions. Prepared eye-catching bookmarks including KCLS reading lists which were distributed through libraries, on site at the museum, and through the Burke Museum's school and community outreach presentations, including distribution by Seattle Arts and Lectures at a sold-out author appearance at Benaroya Hall in Seattle. Our collaboration took an exciting new direction with reciprocal links on the Burke Web site and KCLS' Online NewsRoom.
- ◆ As a Community Partner, KCLS' logo was included in more than a dozen public performances, printed programs, direct mail and reciprocal Web site links with Foolproof Performing Arts, resulting in more than 60,000 exposures to regional audiences.
- ◆ KCLS began hosting a "Notable Events" calendar and "Community Connections" section of the Online NewsRoom for cross-promotional partners, resulting in increased requests for calendar postings.



## MEDIA

### 2005 Coverage

Through December 13, 2005, KCLS experienced a 17% overall increase in print/online media coverage with: 84 news articles/features, 105 news briefs, 127 mentions, 2272 calendar listings, 45 photos, 17 editorials, and 34 "others." In 2004, the bond related media coverage was unprecedented, making it difficult to compare 2004 to 2005. Not taking into account the total number of bond coverage, the overall increase was 23% for 2005. While there was a 60% decline in the number of news/features published about KCLS (primarily because of bond coverage in 2004), there was a 63% increase in the number of mentions published about KCLS this year.

The continued delivery of calendar releases to media contacts via email and traditional mail led to a 30% increase in the number of published calendar listings. Factors in this dramatic increase may include more libraries are sending in their calendars through Community Relations than in the past;

releases are reaching the media contacts with more lead time than previously; and an emphasis on online calendar listings.

### ***Online NewsRoom for Journalists***

KCLS Community Relations designed, prepared and launched the Online NewsRoom as a groundbreaking new service targeting media professionals. Based on our 2004 needs assessment and planning, the NewsRoom takes an innovative approach to media relations by offering our information services to media professionals rather than just asking for coverage of library events.

Since the NewsRoom went online in early September 2005, more than 4,000 visits to the site have been logged, for an average of 41 visits per day, every day of the week. There have been nearly 16,000 page views, downloading of 161 information files, and visitors from 21 nations beyond USA borders, including every continent except Antarctica.

An unanticipated boost to our broader PR efforts came when the NewsRoom vendor, PR Newswire, asked our NewsRoom coordinator to be a faculty member for a November MediaRoom Webinar, reaching more than 1,000 participants from around the world to explain the strategic communication uses of the KCLS NewsRoom.

## **OTHER**

### ***Awards & National Visibility***

A highly effective and successful public relations program gave the King County Library System the edge over its challengers in this year's prestigious **Silver Anvil Award of Excellence** competition, sponsored by the Public Relations Society of America (PRSA). The Award of Excellence, which recognizes outstanding strategic public relations planning and implementation, was presented to KCLS during the Silver Anvil Celebration Event held June 9 in New York City. KCLS received the award for its Library Capital Replacement Bond information program in the Public Affairs/Government category. "It is our privilege to present this award to the King County Library System" said David M. Imre, APR, 2005 PRSA Silver Anvil chair and president, Imre Communications, LLC. "We offer our congratulations to them for having demonstrated the highest standards of performance in the public relations profession."



The Winners and Finalists for the 25<sup>th</sup> Annual Telly Awards were announced in July 2005. KCLS was noted amongst the winners for its "Super Guy" and "Super Dad" broadcast campaign. The 25<sup>th</sup> Annual Telly Awards received more than 10,000 entries from all 50 states and numerous countries. Founded in 1979, the Telly Awards is the premier award honoring outstanding local, regional and cable TV commercials and programs, as well as the finest video and film productions. Winners and Finalists represent the best work of the most respected advertising agencies, production companies, television stations, cable operators and corporate video departments in the world. With a 25 year history of

recognizing creative excellence, the Telly Awards is a widely known and highly respected international competition.

Staff developed program proposals for strategic communication workshops to be held during the 2006 ALA Annual Conference, and will be presenting two sessions in New Orleans: a full-day pre-conference workshop for LAMA and a half-day presentation and workshop for PLA.

A Community Relations staff member was elected to chair the LAMA Public Relations and Marketing Section in 2006-2007 and became the section's Chair-Elect July 1, 2005.

## COMMUNITY INVOLVEMENT & VISIBILITY

### ***Community Studies***

Staff enhanced the Community Study process to improve production of packet and to raise awareness of the presentation of the study by notifying local residents, public officials, etc. Studies were also made available online. In addition, a component was developed for soliciting feedback from Library Advisory Boards and Friends of the Library groups.

### ***Workplace Giving Campaign***

KCLS' annual Workplace Giving Campaign once again demonstrated the commitment and caring of staff despite their generosity to other causes throughout the year (Tsunami, Hurricane Katrina and Hurricane Rita). In fact, just prior to the campaign, KCLS employees contributed more than \$15,000 in vacation to hurricane relief efforts. KCLS' *All the ways.....to show you care* campaign raised \$36,487 for United Way of King County and \$11,043 for the KCLS Foundation. Additional campaign activities such as candy grams and the annual online auction raised another \$3,536 making an overall combined total of \$51,066 for the 2005 Workplace Giving Campaign.

### ***State-Wide Collaboration: WLA***



Two community relations staff members served in 2005 as the Communication Co-Chairs for the 2006 Washington Library Association (WLA) Conference to be held April 19-22 in Tacoma. Their role included coordinating the design and production of all conference materials, aiding the Conference Committee in developing an engaging agenda to aid in publicizing the program and to benefit those attending the conference.

This provided to be an opportunity to develop external library relationships, build awareness of KCLS and enhance conference coordination skills.

### ***Library Legislative Day***

A community relations staff member began serving as Co-Planner for the Washington Library Association's Library Legislative Day in Olympia on February 9, 2006. Role included the oversight of the design and production of all event materials, event promotion, participant recruitment and coordination of event speakers, agenda and logistics.

### ***Community Relations Internships***

CR continues to build a successful internship program. In 2005, three interns were employed for terms ranging from 3 to 8 months. These interns have gone on to careers at other non-profits, agency PR and in-house marketing departments after building a valuable, professional portfolio and necessary business skills with KCLS.

### ***Nonprofit Material Distribution***

Community Relations, in coordination with the Shipping Department, continued handling the distribution of non-profit materials to local libraries, with an average of 43 drop-off deliveries per month by non-profit publications.

### ***Displays & Giveaways***

Community Relations handled the distribution of displays, for use by local libraries and other KCLS departments. 57 requests were fulfilled in 2005—primarily during the summer months (parade kits). Nearly 6,300 giveaways were distributed to local libraries for volunteer recognition and program incentives (pencils, bookmarks, magnets, water bottles, mugs and other).

## STRATEGIC COMMUNICATIONS

- ◆ Community Relations expanded the frequency of communications to five key audiences: Burien, Newcastle, Snoqualmie, Duvall and Kenmore. These locations were selected to correspond to 2005 Community Studies, as well as potential bond-related activity pertaining to new and expanded libraries in those areas. Information regarding KCLS activities was sent to more than 100 non-traditional media and other organizational outlets (i.e. PTA, civic groups, churches, etc.).
- ◆ Facilitated effective communications between KCLS and its local Library Advisory Boards by creating a directory of Library Advisory Board members, as well as a listserv for networking and communication amongst Advisory Board members. In addition, a centralized process was developed for distributing informational packets to current and future Library Advisory Board members.
- ◆ **Inside KCLS** continued to be a resource for patrons to get the latest news and information on monthly programs, events and system-wide activities. A total of eight issues of the newsletter were delivered bi-monthly to over 32,000 patrons (not including distribution within the libraries). Requests for the online delivery increased from 1,780 in 2004 to 3,160 in 2005.



- ◆ Published nearly weekly, **The Weekly Memo** kept staff members up-to-date on issues, events and pertinent activities going on System-wide. This internal newsletter continued to provide information regarding meeting minutes, comments and suggestions from staff, patron comments, employment opportunities and System-wide changes.

## GRAPHIC DESIGN/PRINTING

**Print Orders:** In 2005, a total of 1,181 print orders were processed and completed (not including forms or quick copy orders), a decrease from 2004 (1,350) primarily due to online capabilities (downloading PDFs, etc.) and emphasis on minimizing paper use and display.

**Online Form Ordering:** 1,252 forms were ordered and fulfilled through the Intranet order page, with an average three day turnaround.

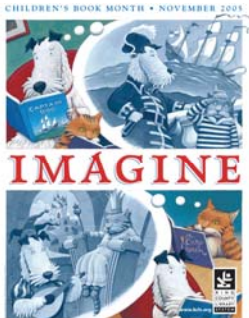
**Quick Copies:** 2,213,185 copies were reproduced in the print shop, including program flyers, bookmarks, book lists, calendars, forms, administrative publications, training materials, the Weekly Memo and other internal publications.

**Other highlights include:**



- ◆ **Summer Reading Program:** 45,000 activity books and over 125,000 library program schedules.
- ◆ **Monthly Program Calendars:** 10,000 library calendars per month designed and distributed.
- ◆ **Early Literacy:** New materials designed and printed include a 72 page full color guide for parents and caregivers, bookmarks, counter mats, posters, book lists and workshop materials.

- ◆ **Workplace Giving Campaign:** Designed campaign informational and promotional materials, including a QuickTime video promoting the campaign to staff and as a thank you gift to participants.
- ◆ **Teen Read Month:** 7,500 program promotional schedules and 50 full color posters distributed to libraries.
- ◆ **Children's Book Month:** 7,500 full color program schedules were designed and printed.



- ◆ **Friends Groups:** Printed newsletters for four Friends groups, provided flyers and posters for numerous Friends book sales, and regularly produced special items on request (invitations, paper banners, application forms, etc.).
- ◆ **Web Services:** Designed graphics in support of KCLS programming, collaborated with Web Services to ensure timely posting of program information and schedules, calendar events, the Weekly Memo and internal forms.

## DIVERSITY

Community Relations continued its role on the KCLS Diversity Committee, overseeing the translation of print materials into six languages and implementing ideas and plans developed by the committee.

## FOUNDATION

The KCLS Foundation provided nearly \$235,000 in support for library programs, including Summer Reading Program (SRP), Global Reading Challenge, Ready-Set-Read, Read Three, Get One Free and Study Zones. In addition to funding, the Foundation secured nearly 50,000 incentive prizes for SRP participants, valued at a total of \$150,000.

The Foundation provided scholarships for six KCLS staff members to attain their Master's degrees in Library Science.

*"I love the concept of the Library located at Southcenter Mall. It is the friendliest place. I like the concept of always having the types of books I like on hand at all times."*

The Foundation awarded \$12,575 in six grants to Friends of the Library groups for programs that will take place in 2006. Twenty-one Friends of the Library groups are involved in these local programs, including Books for Babies, Shake Rattle & Roll, Read to Me and Encouraging Your Emerging Reader.

The KCLS Foundation provided \$26,500 through memorial and honor gifts and other gifts designated for use in community libraries or departments.

The KCLS Foundation received about \$120,000 for the sale of books weeded from the collection.

The Literary Lions Dinner, held at the Bellevue Regional Library, included 300 guests, featured 30 prominent Northwest authors and showcased keynote speaker/storyteller Bill Harley. The Literary Lions Award for outstanding contributions to literacy and lifelong learning was presented to Gloria and Ted Rand.



The KCLS Foundation hosted more than 100 guests at the Spring Friends Day and presented the *Friend of the Year Award* to Sandra Brownrigg, Snoqualmie Friends of the Library, and *Lifetime Achievement Award* to John Thielke, Friends of the Richmond Beach Library. The Foundation also honored outstanding support by inducting nine members into the Friends of the Library Hall of Fame.

The KCLS Foundation Board of Directors launched its support of the Ready to Read program by pledging \$25,000 for this Early Literacy program, which will occur in 2006. The Foundation is seeking to raise \$200,000 for this extensive outreach program with the vision that all children in our community will be ready to read by their first day of school. Additional gifts secured for this activity include \$25,000 from Verizon Yellow Pages, \$15,000 from Puget Sound Energy, and \$10,000 in numerous individual gifts.

*PICTURED ABOVE: Scholarship recipient Karin Green (right) and KCLS Trustee Charlotte Spitzer. Karin received the Jack Spitzer Scholarship from the KCLS Foundation in 2005*