

2006

Year in Review

Continuing the Tradition of Excellence



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Through its 43 local libraries and strong web presence, the King County Library System (KCLS) offers an intellectual adventure at the heart of each community it serves. Leveraging its size and scope as a system, KCLS provides a level of service that exceeds what any individual library can provide.

As evident in the following pages, achievements were made in 2006 in all of the areas encompassed by the organization's budget priorities. Implementing the recommendations of the Patron Experience Transformation Project set the stage for KCLS' patron-focused programs and services. Support in 2004 for a Capital Bond measure positioned the Library System to meet growing demands for service, which have made KCLS one of the busiest libraries in the United States. A wonderful staff, extensive collection, accessible technology, engaging programs and welcoming buildings combine to make KCLS a vital asset to the community.



Bill Ptacek
Director

Continuing to implement recommendations from the Patron Experience Transformation Project...



Based on the survey results, KCLS has continued its efforts to maintain or improve the level and quality of service and resources our patrons rely upon. Improving the reliability and usefulness of KCLS' technology was a key objective in 2006.

Efforts focused on increasing the performance and stability of KCLS' Integrated Library System (*Millennium*). Great strides were made through changes to the data, hardware and software. The usefulness of the online catalog was enhanced through new features including: better search tools, clearer organization of "My Account" displays and an easier process for placing holds. KCLS also increased the overall capacity of the network to accommodate the growing number of wireless users in the library.

Patron workstations were also improved during 2006. To more closely match home-use technology environments, while ensuring safe, secure and stable technology for many different users each day, KCLS launched the installation of new public **PC workstations** in the libraries, gradually replacing "Thin-Client" workstations. The new PCs make saving work to floppy and flash drives more reliable, provide the ability to read and save work to CDs, improve the speed of printing large jobs and allow patrons to download and play eBooks, music and movies.



KCLS also continued to expand automation solutions to address increased workload and customer service. **Self-Check In** was installed at the Bellevue Regional Library in mid-October. Self-Check In conveys books from the building-mounted book drops, automatically checks them in and sorts them. The system provides patrons with a new self-service option, while eliminating manual check-in and sorting work for staff to the greatest extent possible; achieving ergonomic gains and enabling staff to keep pace with ever-increasing circulation. Currently 20% of all books placed in the drops at the Bellevue Regional Library are being handled by the system. Assessment of this technology will continue in terms of its impact on the public, as well as on staff workload.

(Federal Way Regional, Redmond Regional and Shoreline libraries will receive Self-Check In in 2007.)



Did you know...

- Close to 10 million people visited KCLS libraries
- Nearly 90,000 new library cards were issued
- Meeting rooms were used more than 40,000 times
- Patrons visited [kcls.org](http://www.kcls.org) 23.6 million times

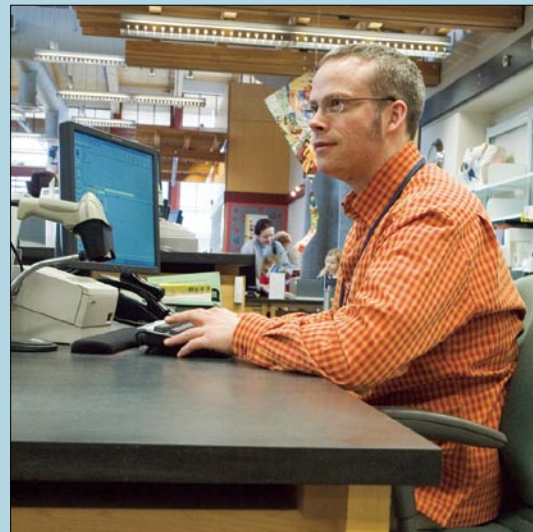


The purchase and integration of the **Presstek DI 2634** digital offset press into KCLS' workflow in 2006 dramatically altered production and enabled KCLS to produce materials with the most efficient method for time and cost. The new press allows larger print runs, faster production time (reducing the average turnaround time for a standard brochure run of 5,000 pieces from five to three days) and higher print quality. KCLS is now capable of producing all print materials in-house, eliminating the need for outsource printing with the exception of a few special projects. The new waterless printing system is also more environmentally friendly.

Continuing to recruit and develop staff to support KCLS' Vision today and into the future...

In 2006, KCLS continued to support staff competency, worked to develop future KCLS leaders and retained staff by making a significant investment in training, conference attendance and tuition assistance. In total, staff was involved in 7,622 hours of **skill building training** related to changing service priorities. A number of KCLS staff members also engaged in long-term strategic planning for the organization through the Urban Library Council's **Executive Leadership Institute (ELI)**, a program designed to build the skills of library leaders and **Leadership Eastside**, a regional leadership development program. Additional **leadership training** was provided for all levels of management staff on topics such as Integrating Conflict, Managing for Performance, Communicating Skillfully, Leading High Performance Teams and more. A total of 84 staff members received funding to attend library conferences throughout the state, regionally and nationally.

Fulfilling its mission to provide funding for staff to reach educational goals and advance their careers, KCLS provided **tuition assistance** to 29 staff members totaling \$112,913.58. In support of lifelong learning and to encourage KCLS staff members to acquire Master's of Library and Information Science (MLIS), the KCLS Foundation also awarded **seven scholarships** to staff members attending the University of Washington and distance learning programs.



Staff Training 2006

Number of Hours:	7,622
Number of Staff:	2,408



Workplace Safety

As a result of KCLS' safety program, which includes a comprehensive ergonomics program, as well as facility upgrades, the use of height-adjustable workstations and emerging technologies for materials handling, the number of workplace injuries has decreased since 2001, resulting in a 13.6% drop in compensable claims (according to the Washington State Department of Labor & Industries).

Continuing to expand outreach for procurement, employment and all library activities to encourage participation by diverse populations...

KCLS expanded outreach for employment by focusing on entry-level Librarians, as well as the Page Fellowship Program. During 2006, **recruiting efforts** for librarians were focused by working with Spectrum Schools identified by the American Library Association (ALA) as universities with a diverse community of students. KCLS librarians attended career fairs and established relationships at the University of Texas at Austin and Knowledge River at the University of Arizona. Due to these efforts, numerous candidates have been added to the Employment Pool and two new hires were made. KCLS also participated in the Joint Conference of Librarians of Color (JCLC), the first-ever national conference to be held and sponsored by the five caucus associations of color. Additions to the Employment Pool were also made due to this effort.

Most **Page Fellowship** participants are interested in exploring careers in the library, but have multiple barriers to employment including: minimal or no work experience, speak English as a Second Language (ESL) or lack work maturity and self-confidence. Participating in this two-year program provides work experience, job shadowing opportunities and ongoing training. It is an accomplishment for the individual and for the program when a Page Fellow gains regular employment, especially as a Library Assistant, by successfully completing KCLS' competitive selection process.

To aid in expanding outreach for procurement, KCLS partnered with the Urban League of Seattle's **Contractor Development & Competitiveness Center (CDCC)**, which along with minority media publications, advertised KCLS' Capital Bond opportunities for contractors. The Urban League monitored KCLS' vendor link daily, describing it as "a vital tool for our membership." In 2006, KCLS awarded 21 contracts to Women/Minority Business Enterprise firms totaling \$855,438 in 2006 (versus only 12 contracts in 2005).

Continuing to keep facilities in good repair...

As part of the ongoing condition assessment program, KCLS performed work on the infrastructure of 10 community libraries, while general maintenance and repairs remained an important priority throughout the year. Through **interior renovations** KCLS libraries became more welcoming places to spend time. The extensively remodeled Fairwood Library features new carpet and paint, circulation and reference desks, shelving revisions, a "Food for Thought" café and Ready to Read stations for children. The Friends of the Fairwood Library provided donations for the children's mobile artwork and the book display. Other remodels also occurred at Auburn, Des Moines and Kingsgate libraries, as well as the Library Connection @ Crossroads.

To better track expenditures in this area, staff prepared for the launch of a **Facilities Expenditure Tracking System**, which will be used to track and report facilities-related expenditures, both operational and capital. This new software system, Microsoft Dynamics SL (DSL), will provide a deeper set of tracking tools than KCLS' current accounting system and will provide operational project tracking and financial reporting.



Continuing to implement projects outlined in the 2004 Capital Bond Measure for new library construction...

The 200-square-foot expansion of the Skykomish Library was the first project completed from **2004 Capital Bond funds**.

Property was also acquired during 2006 for the new and expanded Kenmore, Newcastle and Sammamish libraries. KCLS staff spent the year securing consultants, designing new and expanded buildings, hosting public meetings and working with local jurisdictions to permit the library projects. Significant progress was made on a number of these fronts, culminating the year with the well-attended Snoqualmie Library groundbreaking event on December 8. The site reverberated with music by the Mt. Si High School Jazz Combo Band as library staff, Advisory Board members, elected officials, architects, builders and library fans gathered to celebrate the beginning of site preparation for the new library. The Friends of the Snoqualmie Library provided hot cocoa, cider and goodies for the event and children got into the “dig” with their own hard hats and pail-sized shovels!

Active Bond Projects in 2006

Black Diamond
 Burien
 Carnation
 Covington
 Duvall
 Fall City
 Kenmore
 Lake Hills
 Muckleshoot
 Newcastle
 Sammamish
 Shoreline (parking)
 Snoqualmie
 Vashon



Continuing to work with schools and support student achievement...

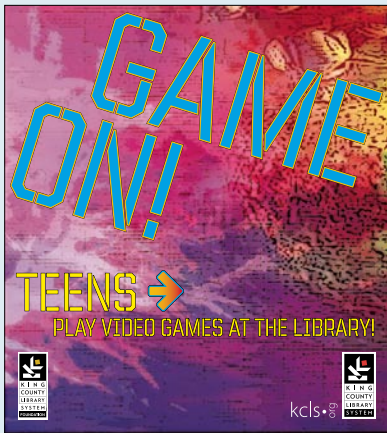
Along with many popular programs* for children, KCLS' annual **Summer Reading Program (SRP)** continued its tradition of engaging children in reading during the summer months and was once again a resounding success, with close to 16,000 children finishing this year's program. One significant enhancement in 2006 involved busing summer school students, many of whom are performing below grade level, to the library. Children from summer school programs in nine school districts, varying in age from kindergarten through 6th grade, were bused to the library in groups of 40 to 85 children. A total of 1,142 children were able to participate in SRP at 14 community libraries because of this partnership with the schools.



**The KCLS Foundation supported reading and education programs for students, including Ready-Set-Read! Global Reading Challenge, Study Zone tutors, Read Three, Get One Free and Summer Reading Program (SRP).*



	Programs	Attendees
Children & Story Times	6,667	203,435
Teens	958	17,819
Adults	868	13,560



The teen-oriented *Game On!* program grew rapidly from three libraries in 2005 to 21 libraries in 2006. This program successfully attracted teens to the library and provided social interaction in a safe setting. It also gave Teen Librarians a new way to connect teens to the library. Tournaments and special gaming events were particularly popular during the summer months, often filling meeting rooms to capacity with energetic and interested teens.

Use of KCLS' online *Live Homework Help* service grew significantly with a 120% increase in usage over 2005. A total of 13,271 sessions were conducted with students of all ages. This service, powered by Tutor.com for students in grades 4 through 12 and entry-level college students, is actively promoted by Teen and Children's librarians through school visits.

Continuing to support issues and interests of local communities through programming...

Along with thousands of informative and entertaining programs held throughout the year at all 43 KCLS libraries, 2006 hallmarked the arrival of a compelling, multi-media exhibit entitled *The Children Left Behind: AIDS Orphans around the World*. This exhibit provided an opportunity for KCLS to partner with numerous local and national organizations interested in bringing greater awareness to this issue and significant media mentions were generated nationwide.

Other programming related activities included: a second-year promotional partnership with the *Burke Museum* which connected KCLS with international photography exhibits and broadened the awareness of KCLS through their audiences. KCLS also supported the issues and interests of local communities by providing local non-profit community information in the lobbies and vestibules of its libraries. In 2006, KCLS provided space to more than 175 organizations to highlight activities and information of interest to local patrons.

KCLS also reached the County's diverse populations through a variety of literacy classes including *Talk Time*, *Citizenship* and *English as a Second Language (ESL)*. 2,700 literacy classes were offered to 24,500 adults and families. Partnerships were formed in 2006 with eight community colleges resulting in ESL classes for an additional 800 individuals. KCLS also worked to offer ESL classes to employees of area businesses, such as Bellevue's *Giuliacchi Pizza*.

The KCLS Foundation was instrumental in encouraging the development of community-based pilot programs and partnered with *Friends of the Library* groups in funding these activities. In 2006, they provided funding for Books for Babies, Read Three, Get One Free Book Bucks Auction for teens, English for Spanish Speakers, and other local programming.



Community Contacts

- KCLS participated in 1,600 community parades or events
- KCLS made 1,600 school visits and book talks
- Volunteers contributed more than 30,000 hours of time to KCLS libraries

Continuing to support the development of Early Literacy in children, newborn to age five...

In 2006, along with local, State and national government and organizations, KCLS continued its emphasis on **Early Literacy**. By actively disseminating information and providing valuable training for parents and caregivers. KCLS also heightened the awareness of Early Literacy by celebrating **Ready to Read Day** on November 4. On this one day, KCLS hosted programs and activities that engaged and informed patrons at 40 community libraries. Believing in the vision that all children should be ready to read by their first day of school, the KCLS Foundation garnered support from foundations, corporations and individuals to underwrite major program components, including publication of the Ready to Read guide.

Partnerships with local media and other organizations also played a pivotal role in the promotion of KCLS' Early Literacy efforts. Season One of **Story Times with Dewey and Sketch**, KCLS' Early Literacy "spokespuppets," generated enthusiasm and excitement with KCLS' youngest patrons and their parents. Informative Early Literacy materials (in English and Spanish) and promotional items were produced and a comprehensive promotional campaign helped bring more than 8,000 patrons into KCLS libraries for Ready to Read Day.



Early in 2006, six Ready to Read stations were installed throughout the Library System. These two or three-panel structures feature a variety of interactive learning components for young children based on their learning development and age. Opposite the learning components is a sitting area for parents and caregivers to read with their children. An educational video unit was also installed adjacent to the stations.

In late 2005, the **ABC Express** began a service to provide library materials to children and families in low-income housing communities, very few of whom use traditional library services. Late in the afternoons and evenings, the ABC Express parks in a central, visible spot to invite children and parents to hop on and borrow, return and request materials. A total of 24 apartment complexes and mobile home parks received twice-monthly visits in 2006. By year's end, items checked out rose from 64 to 1,500 per month. This new service has fostered a bond between the library and the members of these communities and has provided a welcoming space where neighbors and siblings congregate.



Continuing to improve collections...

In 2006, KCLS began work on the **Opening Day Collections** for the new and remodeled libraries authorized by the 2004 Capital Bond issue. Numerous departments were involved in the process, which included development of shelving plans and budgets; vendor negotiations; working out details of ordering, receiving and entering items into the catalog; and finally, selection of materials for the first Opening Day Collection—scheduled for 2007.

One of KCLS' most popular collections, **Choice Reads**, became the first "floating" collection in the Library System in 2006. When a collection "floats" it means materials stay in the library where they are returned. This reduces wear on the collection, returns materials to the shelf faster and refreshes the browsing collection among libraries. As a result, the collection is easier to maintain and transfer of materials between clustered libraries is improved. Statistics indicate that the Choice Reads collection is responsible for 5.0% of all KCLS book circulation.



KCLS continued to expand **Downloadable Collections**, which allow 24/7 access to materials through KCLS' website. The eBook, eAudiobook and eMusic collections were expanded to meet increased patron demand. KCLS also expanded the digital collection by launching eVideo, Playaway (MP3 players with pre-downloaded content) and Overdrive Digital Download Stations, which offer patrons the option of downloading digital content to their own devices on computer workstations in the libraries.

KCLS' offerings of **World Language materials** were also expanded in magazine and newspaper format via the Newspaper Direct print-on-demand service (offering 55 papers in 2006; up from 39 in 2005) and new print periodical subscriptions from India, Pakistan and a number of other countries. World language collections for children were also expanded with the purchase of language book sets in Chinese, Japanese, Korean, Hindi, Punjabi and Russian, as well as a collection of bilingual Vietnamese/English picture books. In addition, KCLS added the PressDisplay.com online collection of international newspapers. Coverage includes 400+ international daily newspapers in full facsimile from 50+ different countries in 30 different languages.

Collection Services 2006

Items Added–Book	261,597
Items Added–Non-book	75,937
Magazines & Newspapers Processed	153,224
Digital Media Downloads	89,663
Patron Requests for Materials	20,048



2006 Circulation Statistics

Library	Checkouts	Library	Checkouts	Library	Checkouts
Bothell	843,914	Fall City	77,280	Issaquah	641,701
Kenmore	118,265	North Bend	265,081	Sammamish	601,683
Lake Forest Park	273,420	Snoqualmie	59,932	Cluster Total	1,243,384
Cluster Total	1,235,599	Cluster Total	402,293		
				Richmond Beach	223,760
Black Diamond	69,938	Algona-Pacific	158,734	Shoreline	822,921
Covington	616,849	Auburn	479,320	Cluster Total	1,046,681
Maple Valley	344,769	Muckleshoot	11,436		
Cluster Total	1,031,556	Cluster Total	649,490	Connection @ Crossroads	434,739
				Lake Hills	316,173
Fairwood	586,325	Kingsgate	357,439	Mercer Island	393,302
Connection @ Southcenter	193,196	Kirkland	589,994	Newport Way	515,408
Valley View	146,957	Redmond	994,729	Cluster Total	1,659,622
Cluster Total	926,478	Cluster Total	1,942,162		
				All Branch Clusters	15,395,845
Carnation	73,148	Boulevard Park	96,430	ABC Express	39,992
Duvall	123,207	Burien	499,769	Jail	133,109
Skykomish	13,770	Vashon	270,204	RJC	156,182
Woodinville	475,410	White Center	199,547	TLC	152,013
Cluster Total	685,535	Cluster Total	1,065,950	YSC	37,678
				Central Storage	1,301
Answer Line	51,330	Federal Way 320th	247,356	Ebooks	79,440
Bellevue	1,219,118	Federal Way Reg.	673,525	ILL	18,263
Cluster Total	1,270,448	Cluster Total	920,881	Professional	29,243
				Web Activity/Phone Renewal	3,078,847
Des Moines	248,466	Foster	106,935	Total Of Non-Branches	3,726,068
Kent	617,839	Skyway	139,426		
Woodmont	182,437	Tukwila	20,663	System Total	19,121,913
Cluster Total	1,048,742	Cluster Total	267,024		

Continuing to increase awareness and use of KCLS programs and services...

In 2006, the strategic direction for significantly increasing the awareness of KCLS programs and services was multi-faceted and targeted towards many different audiences. With an in-house graphics team and high speed digital press that runs up to 20,000 pieces per day, KCLS produced and generated 1.5 million pieces of information (including production of key information in seven languages) at nearly two-thirds the cost if outsourced. This included materials for the Summer Reading Program (136,000 program schedules, posters, certificates and the eight-page SRP activity booklets), Early Literacy and Ready to Read Day (50,000 direct mail postcards, posters, bookmarks and materials for young children), monthly program calendars, booklists, bookmarks, flyers, and *Inside KCLS*—the bi-monthly newsletter distributed to more than 40,000 patrons, highlighting the latest news and information on programs, events and System-wide activities.

KCLS' 2006 *public relations* emphasis was on initiating and strengthening partnerships and relationships with media. As a result, media coverage increased by 101% with 192 news articles/features, 211 news briefs, 170 mentions, 4,591 calendar listings, 94 editorials and 106 other miscellaneous mentions. In 2006, KCLS continued the Online NewsRoom service targeting media professionals (averaging 40 hits per day, or 14,600 contacts in 2006). Visitors logged in from more than 50 nations, from China to Tuvalu and were instrumental in garnering national/global coverage for AIDS exhibit.

Modified Cross-Use Agreement

In late 2005, a study analyzing the cost of providing cross-use services between KCLS and Seattle Public Library (SPL) was completed, revealing an imbalance valued at nearly \$1 million, with the heavier costs being borne by KCLS. In October 2006, after much discussion by all involved parties, a revised Cross-Use Agreement was implemented under which SPL patrons can no longer place holds on KCLS materials.

Cross-use of library services under this interim agreement will be monitored through 2007 with a formal study to be completed by March 31, 2008. The study results will allow us to examine the financial and service impacts of this revised agreement, as well as the impact of potential annexations of unincorporated areas before a permanent arrangement is negotiated. Based on the study results, KCLS and SPL will reconsider the reciprocal borrowing agreement in early 2008 and work to reach a satisfactory long-term solution.



A partnership with the King County Journal enabled KCLS to relay the Early Literacy messages throughout the County with special features and cover art in "Parenting." The second-year partnership with Comcast Cable continued to broaden the awareness and reach of KCLS' Early Literacy initiative, and helped to leverage more than \$1 million worth of air-time for KCLS programs and initiatives across Comcast Cable and other local media.

Advertising supplemented our promotional efforts with an average of more than five million impressions per month through campaigns on transit, billboards, truck signs, radio and online advertising. The 2006 annual advertising budget (\$138,000) leveraged more than **\$500,000** of advertising value.



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