



# annual report 2014

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Dear Library supporters,

We are proud of the bold steps we are taking to enhance our role as the center of community life.

Helping our friends and neighbors achieve their hopes and dreams is our mission. It's why the work of The Seattle Public Library is so essential. Whether it is through our Homework Help program, Job Resource Center, or free Wi-Fi, our libraries are changing lives.

Our quality services drew **13.8 million** visits to the Library this year. More than **11.7 million books** and materials were checked out. In fact, an international survey of public libraries ranked The Seattle Public Library first in circulation per capita among systems of similar size.

Your ongoing support is instrumental to our success. Thanks to a voter-approved levy, everyone in our city has improved access to the Library's important educational resources. Every day we see crowds outside our doors before opening - families, teens and adults - all waiting to use the computers, explore our vast resources or get help from our staff. These are all services the levy is helping sustain.

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# letter to patrons

# Letter from the City Librarian and Library Board President

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We had a wonderful year in 2014 but several highlights stand out. We were happy to see so many familiar faces at our wonderful Library anniversary events. Our historic Queen Anne and Douglass-Truth libraries each celebrated 100-year anniversaries.

In addition, thousands of you joined us for the Central Library's 10th anniversary activities in May. The week-long festivities featured key individuals involved in the design and construction of the world-renowned building. We hope you were lucky enough to enjoy one of the anniversary cupcakes we distributed – Mayor Ed Murray and City Councilwoman Jean Godden were among our celebrity servers!

Thanks to a special grant, we introduced pilot projects designed to engage with a hard-to-reach population – Library patrons between the ages

of 18 and 35 – better known as millennials. The programs included cooking workshops, a pop-up library and a self-publishing contest. We are happy to report that these efforts proved so successful, we plan to build on them for next year.

In addition, we launched a staff team dedicated to implementing programs with Seattle's LGBTQ community, including the overwhelmingly popular Banned Books in Drag, which is being replicated at other libraries.

And we, along with the rest of the city, were swept up with Seahawks fever! The Central Library and several of our branches hosted viewing parties, giving friends and neighbors a shared community experience around the playoffs and Super Bowl.

We're pleased to provide you with more 2014 highlights in the following pages of this report. You will also learn more about our exciting work on

five Service Priorities: Youth and Family Learning, Reimagined Spaces, Community Engagement, Seattle Culture and History and Technology and Access. Developing programs of service in these five areas is our foundation to successfully serve the next generation of Library users.

Thank you for your support. We'd also like to thank the hard work and dedication of our staff, the leadership of the board of trustees and the continued support from The Seattle Public Library Foundation, the Friends of The Seattle Public Library and our elected officials.



Marcellus Turner  
City Librarian



Dan Dixon  
Library Board president

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

2014 Library board of trustees  
Dan Dixon, president; Theresa Fujiwara, vice president  
Kristi England, Tré Maxie, Marie McCaffrey

# year in review

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## Library anniversaries

Many of our libraries marked significant anniversaries this year. The Queen Anne and Douglass-Truth libraries celebrated 100 years of service with music, exhibits and historic memorabilia. Residents were invited to contribute to a commemorative scrapbook. We also celebrated the 50-year anniversary of the landmark Magnolia Library and the 10-year anniversaries of the beautiful High Point and Beacon Hill libraries.

May 23 marked the 10th anniversary of the world-renowned Central Library. A week-long community celebration included a panel discussion with the co-architect, events for children and teens, an Author's Gone Wild program, an exhibit and the distribution of 5,000 free cupcakes on the actual anniversary date.

## New Visitors Center

We installed a new interactive Visitors Center near the Fifth Avenue entrance of the Central Library to help orient visitors to the internationally known building, which continues to attract tourists from across the globe. This permanent exhibit features content from the Library's Special Collections, StoryCorps interviews completed during the building's 10th anniversary and social media feeds.

## Library levy service improvements

The Library is in the second year of implementing a seven-year, \$123 million Library levy. The levy supplements city tax dollars that pay for basic Library services. The levy has helped restore essential services cut during the down economy.

Residents are benefiting from improved operating hours - all our libraries are now open on Sunday. The busy Columbia and Northgate libraries are open every day of the week. In addition, we have:

- Eliminated the annual week-long budget closure of the entire Library system
  - Increased security staff to help ensure libraries are safe and comfortable
  - Restored reference staff at all libraries
  - Added variety and depth to the physical collection
  - Purchased more copies of popular materials to shorten wait times
  - Increased our collection of digital books, movies and music
  - Upgraded our computers and printers
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## Seattle Reads

Our 16th annual Seattle Reads program featured Richard Blanco and his memoir, "For All of Us, One Today: An Inaugural Poet's Journey." Blanco visited Seattle in April to discuss his life-changing experiences as the United States' inaugural poet in 2013.

## Seattle Writes

The Library launched a pilot program called "Seattle Writes: Self-Publishing," presented in conjunction with Smashwords, an independent publisher and distributor of e-books. The program allows patrons to self-publish through the Library. To launch Seattle Writes, we held an e-book self-publishing contest. Three winners were named and their entries were added to the e-book collection.

## Seattle's Favorite Poems

The Library hosted former U.S. Poet Laureate Robert Pinsky for a special event sponsored by the Library, Poetry Northwest, Hugo House, Seattle Arts & Lectures and Town Hall. The event featured readings by local residents and celebrities.

## Money Smart Week

The Seattle Public Library participated in a national initiative to provide financial literacy programs to help Seattle residents improve management of their finances. Classes included learning how to set financial goals, tackling debt, investing and more. Programs for children, teens and adults were offered.

## Seahawks frenzy

The Library hosted well-attended Seahawks viewing parties at the Central Library and several branches during the playoff games and the Super Bowl. Patrons were thrilled that we offered free, family-friendly spaces for them to watch the games in the company of fellow fans.

## World Cup fever

Building off the successful Seahawks viewing parties, the Library showed World Cup matches featuring Team USA, as well as the semi-finals and championship match.

## Pop-up library

The Library joined the pop-up retail trend with a new mobile library, branded Open Air, which began appearing at community events and festivals over the summer. We purchased a structure that can be set up and stocked with Library materials. The pop-up also provides free Wi-Fi, a cellphone charging station and seating.

## Museum Pass program

The Library added the Museum of History & Industry and the Museum of Flight to our popular Museum Pass program - where patrons receive free entry to museums with their Library cards. This brings the total number of participating museums to 13.

## Out@the Library

A new project team was launched to implement programs with the LGBTQ community in Seattle. The team's first event, Banned Books in Drag at Neighbours Nightclub, was a huge success. More than 500 people attended, with people lined up around the block waiting to get in.



## year in review

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### Sketchbook mobile library

The Library hosted the Sketchbook Project's Mobile Library in July at the Central Library's Fourth Avenue entrance. The Sketchbook Project is a collection of artist sketchbooks from more than 130 countries that is doing a national tour. We hosted sketchers meet-ups and offered a workshop by a professional sketch artist in conjunction with the visit.

### Supporting young readers through city and agency partnerships

The Library continued our partnership with the city to promote literacy in underserved communities through Raising a Reader, a national program that each week provides bags of books for children to take home and enjoy with their families. This program is implemented in partnership with local agencies providing parent home visits, as well as through city-subsidized preschool classrooms supported by the Families and Education Levy.

### Health care assistance through collaboration with King County

In partnership with Public Health–Seattle & King County as well as with agencies such as Lifelong AIDS Alliance, the Library offered support for patrons seeking health care enrollment and health screening services at Library locations.

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## Seattle Cooks

The Library kicked off a Seattle Cooks series, which featured cooking demonstrations and techniques from culinary students and cookbooks from the Library's collection. The series was the outgrowth of a grant-funded project to provide targeted programs to millennials.

## Collaboration with Municipal Court

The Library has partnered with Seattle Municipal Court to begin offering an orientation to the Library for Community Court clients – low-level, non-violent offenders who are sometimes homeless. Prior to the visit, Community Court clients fill out a questionnaire to help Library staff focus the presentations to better meet their needs and interests. The tour covers Library services such as Library card registration, self-checkout stations, computer classes and the Job Resource Center.

## Five-star rating

The Seattle Public Library was awarded the top rating of five stars among large libraries for the fifth consecutive year in the Library Journal Index of Public Library Service. Libraries were ranked by circulation per capita, library visits, program attendance, public Internet/computer use and other usage statistics.

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# service priorities

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## The Seattle Public Library's Five Service Priorities

The Seattle Public Library is currently focused on five key Services Priorities, the “action plan” to the Library’s forward-looking Strategic Plan.

They are: Youth and Family Learning, Technology and Access, Reimagined Spaces, Community Engagement and Seattle Culture and History.

The Service Priorities represent the foundation for our future and how we will effectively serve the next generation of users. We are integrating the Service Priorities into our decision-making and planning for all services.

In 2014, Advisory Committees were established around each Service Priority. Each Advisory Committee included representatives from the Library, Friends and Foundation boards, as well as key staff members from across the system. Each committee also had expert advisers from the community who provided input.

Our efforts in each Service Priority area reflect intentional work in how we are meeting the needs and expectations of Library patrons and evolving the role of the Library.

*“Thanks for providing access to the BrainFuse tutoring site! My daughters use the writing center service and it has prevented many arguments over parental editing ‘help.’”*

-Christa Prince

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## Youth and Family Learning:

**Provide Library services that support youth and families in academic success, career readiness and life.**

To achieve these goals, the Library will increase partnerships with teen organizations, expand our youth mentoring program, redesign Library spaces and remove barriers that prevent young people from using Library services.

We transformed our traditional summer reading program into a Summer of Learning model in keeping with the new vision. In addition to encouraging reading, the program includes activities around science, technology, engineering, arts and math. Summer of Learning was coordinated in partnership with Pacific Science Center, which included training for staff on science activities for youth.

Thanks to a grant from The Seattle Public Library Foundation, we will add more schools to the very popular Global Reading Challenge competition. Forty-eight schools currently participate. The goal is to give all interested fourth- and fifth-grade students at all Seattle Public Schools the opportunity to participate starting in 2016. Global Reading Challenge is a “quiz bowl” competition where students answer questions about a specific set of books. Next year marks the 20th year of the Library program.

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**service priorities**



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## Technology and Access:

Serve as Seattle's primary point of access to information, lifelong learning, economic development and creative expression through innovative use of technology and digital resources.

A Technology and Access Service Priority Advisory Committee recommended initiatives and outcomes in areas such as entrepreneurship and workforce development, creativity and expression, digital equity and literacy and patron engagement.

A number of projects were completed this year as part of the Technology and Access Service Priority.

- All public Internet workstations now offer the Adobe Creative Cloud suite of software
- All locations now offer color printing and copying
- Patrons now have access to more high demand e-books
- Small businesses and startups are benefiting from new Library outreach

*"I'm falling in love with the Library all over again. I just discovered downloadable e-books for my iPad."*

- Eden Bonilla

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## Community Engagement:

Offer Library programs, services and collections that reflect community needs and interests, feature community voices, and create meaningful experiences.

An Advisory Committee was created in October to begin establishing the framework for the Community Engagement Service Priority. The committee invited representatives from a variety of arts and civic organizations to talk about how they successfully engage with the community in their work.

The speakers offered compelling insights into new and important ways to engage with our communities. As a result of these conversations, we will focus our community engagement around listening and learning, relationship-building, showcasing community voices, prioritizing equity, bringing people together and reaching people where they are.

*“No shushing at The Seattle Public Library Saturday, it’s showing the Seahawks game!”*

- Laura Fonda

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**service priorities**





# listen to our spl voice mosaic



The Seattle Public Library

Listen  
www.spl.org/  
splvoices1  
Or call 206.237.2955,  
ext. 14

## What does the Library mean to you?

**democracy** cozy **possibility**  
experience inspiring essential  
place of knowledge exhilarating  
**hope** serendipity **freedom**  
**opportunity** life-changing love  
collections access **community**  
help **sanctuary** transformative  
learning collaboration **equal**  
**innovation** home exploration

<p><b>Speak for Yourself</b></p> <p>Celebrate the role of the Library in Seattle's past and future by sharing one word that describes what the Library means to you and why.</p>	<p><b>Record</b></p> <p>Use the SoundCloud app and record your response, share it on our blog, or use our <b>Share</b> button.</p> <p>Using iPod/iPhone, print, tweet @SPLvoices, or pin.</p>	<p><b>StoryCorps</b></p> <p>Interview someone in your area, create a story, and share it on our blog. For more information, visit <a href="http://www.storycorps.org">www.storycorps.org</a>.</p>
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## Seattle Culture and History:

Connect our community with our diverse local culture and history through compelling collections, expert assistance, innovative partnerships and engaging programs.

The Seattle Public Library is committed to capturing and cultivating a rich recorded history of Seattle, and helping make our unique heritage available to our communities. To help us with this Service Priority, we launched a survey to better understand the demands and needs in this resource area. More than 400 patrons and individuals from 35 local culture and history organizations responded.

The survey results, together with information culled from focus groups, cultural experts and an advisory committee, supports the Library's new direction as a:

- Convener of cultural groups
- Collector and protector of local history
- Venue for diverse exhibits and programs

We recognize that working closely with the community and digitizing collections will be important in building Seattle's story and ensuring it is accessible to all.

*"On an additional note, the (digital) images in the library collection are incredible and wonderful. As an urban historian, I have found them tremendously interesting and so very valuable."*

- Marie Wong

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## Reimagined Spaces:

Adapt and energize Library spaces for new uses in keeping with changing services, programs, interests and needs of Library users and the changing ways that they use Library spaces.

An Advisory Committee developed specific objectives for reimagined Library spaces, including creating easy-to-navigate areas that support a variety of work, study and collaboration styles.

On Feb. 8 we celebrated a reimagined children's area at the Northeast Branch. The improvements were based on circulation, demographics and program attendance. The children's area has expanded by 50 percent, new furniture allows families to read together and there are more catalog computers and self-service checkout stations.

*"We love the new space at Northeast Library! We have a lot of patrons here and the extra room is much appreciated.... Thank you for the improved children's area!"*

*- Molly (Mary) Yogi*

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**service priorities**



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# 2014 Statistical and Financial Summaries

## Facilities

- Central Library, 26 neighborhood branches and Mobile Services

## Staffing

- Staffing: **673** (554 full-time equivalents)

## 2014 circulation

- Adult books: **3,619,146**
- Children's books: **2,675,979**
- Media (DVDs, CDs, audiobooks): **3,697,196**
- Digital/downloadable media: **1,752,553**
- Total: 11,744,874**

## 2014 collection size

- Central Library: **1,285,197**
- Branches: **931,456**
- Virtual Library: **267,896**
- Total: 2,484,549**

## Patron visits

- Central Library (door count): **1,801,862**
- Branches (door count): **4,778,601**
- Virtual visits (internal and external Web site visits): **7,229,831**
- Total: 13,810,294**

## Service levels and programs

- **831,412** reference questions answered (in person, phone, fax, mail, email, Live Help chat, online Homework Help)
  - **4,798,337** holds placed
  - **467,862** database sessions
  - **359,183** people attended in person or listened by podcast to **9,861** programs at the Central Library or neighborhood branches
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## 2014 operating budget

• Personnel:	<b>\$49,853,303</b>
• Books and Materials:	<b>\$6,307,969</b>
• Equipment:	<b>\$1,904,369</b>
• Maintenance, Security and Utilities:	<b>\$2,773,139</b>
• Supplies:	<b>\$791,678</b>
• Other:	<b>\$2,080,759</b>
<b>Total:</b>	<b>\$63,711,217</b>

## Event services

Managing Central Library meeting facilities and building tours

## Meeting rooms

**557** private groups rented space

**54** nonprofit groups used free meeting room spaces

**1,290** programs were hosted by the Library in meeting rooms

**Total meetings supported: 1,901**

## Photo shoots

**19** photo or film shoots

## Tours

**762** people took scheduled group tours of the Central Library

**1,856** cellphone tours

## Volunteers

**705** individuals contributed

**23,660** volunteer service hours

## Social media

Facebook fans: **28,657**

Twitter followers: **11,408**

Pinterest followers: **1,171**

Instagram followers: **889**

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# our numbers



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## Friends of The Seattle Public Library

### Officers

Rona Zevin, president

Neil Bergquist, vice president

Carmen Bendixen, secretary

Lori Cleaves, treasurer

Steve Fawthrop

Susan Forhan

Jessica Frederick

Susan Gilmore

Steve Griggs

Aviva Kamm

Sarah Kohut

Ed Marquez

Jill Novik

Jane Roll

Eric Sorlien

Maggie Taylor

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### Board of trustees

Joan Abrevaya

Sue Baird

# friends

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## Grants

The Friends of The Seattle Public Library provided grants totaling \$45,000 for the following programs and initiatives:

### Movie screenings in libraries - \$18,450

The Library is upgrading its meeting room technology in branches and providing increased opportunities to show films. Film programs for families and adults continue to be popular with patrons. This grant pays for licensing that allows the Library to legally show films in multiple locations from February 2015 through April 2017.

### Job skills classes - \$20,000

The Library has offered classes in resume writing, interview skills and computer applications through a partnership with South Seattle College. This grant will continue to fund these important programs in 2015.

### Raising a Reader - \$6,550

Raising a Reader provides books to low-income families through preschool classes and workshops for parents. This grant will fund the continuation of this program next year.

## GiveBIG

The Friends gave an additional \$5,000 in matching funds to The Seattle Public Library Foundation's books campaign as part of the Seattle Foundation's one-day charitable giving event called GiveBIG.

## Books for Teachers

The Friends received its fifth annual grant from the Renee B. Fisher Foundation for its Books for Teachers Program. The grant enables the Friends to offer vouchers for free books to teachers working with underserved communities. Thanks to the grant, the Friends gave 14,231 books to 148 teachers from 31 Seattle Title 1 schools. The books were distributed at a one-day teacher-only sale, and at the Friends' annual Fall Book Sale.

# foundation

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## The Seattle Public Library Foundation

The mission of The Seattle Public Library Foundation is to ensure the long-term vitality of the Library by raising funds to enhance collections, public programs and facilities. In 2014 the Foundation provided grants totaling more than **\$4 million** to support the Library. These grants included **\$1.2 million** to expand the Library's collection, and **\$875,000** to support youth and early learning programs.

### Highlights of The Seattle Public Library Foundation's work in 2014 include:

- Thanks to the support of more than 150 generous individuals, the Foundation was able to earn the funds to complete the **\$100,000** endowment challenge match offered by an anonymous donor. The endowment supports Library programs for children and teens.
  - During the Seattle Foundation's GiveBig day-long fundraising event, the Library Foundation raised **\$220,000** from more than 1,200 individuals. That was the second-highest number of gifts raised among all the nonprofits that participated.
  - The Foundation received a **\$1 million** grant from the Norcliffe Foundation to support programs for children and teens over the next two years. This amazing gift will help fund essential services for early learning programs, summer learning activities and new digital literacy projects.
  - The Foundation earned its third consecutive **4-star rating from Charity Navigator in 2014**. Only 12% of the charities rated by this nationally recognized charity evaluator have received three consecutive 4-star evaluations, indicating that The Seattle Public Library Foundation outperforms most other charities in America.
  - Seattle high school seniors and undergraduates were invited to enter a new scholarship competition created by the Foundation to honor civic leader Stimson Bullitt. Three scholarships were awarded: **\$5,000** for the winning essay and two **\$2,500** second-place scholarships.
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## 2014 Board of Directors

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Irene Yamamoto, treasurer  
Dan McConnell, secretary  
Anne Repass, immediate past president

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Stephanie Axelrod  
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Theodore J. Collins  
Dr. Patricia L. Dawson  
Jodi Green  
Sharon Hammel  
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Ruth Massinga  
Tyler Preston Mickey  
Grace Nordhoff  
Glenna Olson  
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Ryan Sawyer  
Lori Scott  
Annie Searle  
Claudia Skelton  
Brian Stading  
Bill Stafford  
Dan Sudit  
Neal Sullins  
Ina Goodwin Tateuchi  
Pat Walker

### **Ex-Officio**

Marcellus Turner, city librarian  
Theresa Fujiwara, vice president,  
The Seattle Public Library board of trustees  
Rona Zevin, president, Friends of  
The Seattle Public Library

### **Emeritus Board**

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Matthew G. Medlin  
Chuck Riley  
Ira Rubinstein  
David Williams  
Steve Wolf

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# Library locations

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Central Library &  
Mobile Services  
1000 Fourth Ave.  
206-386-4636

Ballard Branch  
5614 22nd Ave. N.W.  
206-684-4089

Beacon Hill Branch  
2821 Beacon Ave. S.  
206-684-4711

Broadview Branch  
12755 Greenwood Ave. N.  
206-684-7519

Capitol Hill Branch  
425 Harvard Ave. E.  
206-684-4715

Columbia Branch  
4721 Rainier Ave. S.  
206-386-1908

Delridge Branch  
5423 Delridge Way S.W.  
206-733-9125

Douglass-Truth Branch  
2300 E. Yesler Way  
206-684-4704

Fremont Branch  
731 N. 35th St.  
206-684-4084

Green Lake Branch  
7364 E. Green Lake Dr. N.  
206-684-7547

Greenwood Branch  
8016 Greenwood Ave. N.  
206-684-4086

High Point Branch  
3411 S.W. Raymond St.  
206-684-7454

International  
District/Chinatown Branch  
713 Eighth Ave. S.  
206-386-1300

Lake City Branch  
12501 28th Ave. N.E.  
206-684-7518

Madrona-Sally  
Goldmark Branch  
1134 33rd Ave.  
206-684-4705

Magnolia Branch  
2801 34th Ave. W.  
206-386-4225

Montlake Branch  
2401 24th Ave. E.  
206-684-4720

NewHolly Branch  
7058 32nd Ave. S.  
206-386-1905

Northeast Branch  
6801 35th Ave. N.E.  
206-684-7539

Northgate Branch  
10548 Fifth Ave. N.E.  
206-386-1980

Queen Anne Branch  
400 W. Garfield St.  
206-386-4227

Rainier Beach Branch  
9125 Rainier Ave. S.  
206-386-1906

South Park Branch  
8604 Eighth Ave. S.  
206-615-1688

Southwest Branch  
9010 35th Ave. S.W.  
206-684-7455

University Branch  
5009 Roosevelt Way N.E.  
206-684-4063

Wallingford Branch  
1501 N. 45th St.  
206-684-4088

West Seattle Branch  
2306 42nd Ave. S.W.  
206-684-7444

