

Report to the Community

Ensuring the Future: Forward to Basics

Fiscal Year July 1, 2010 – June 30, 2011

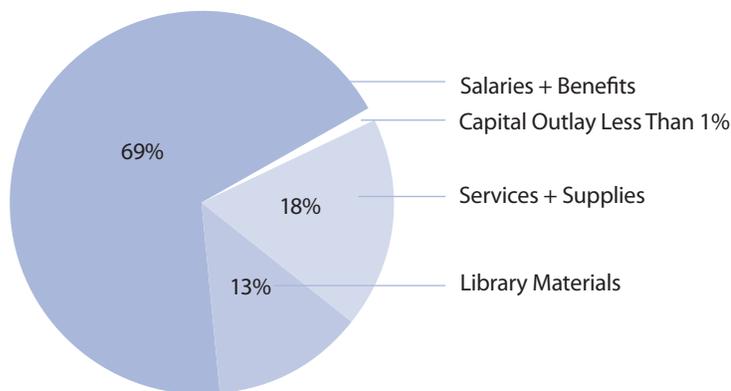
At the end of Fiscal Year 2009-2010, the Library was coping with an unprecedented decline in property tax and consolidated sales tax, our two main sources of revenue. Many cuts were made to balance the Library's budget, including reducing staff, library materials, and open hours.

The Fiscal Year that ended this past June 30, 2011, marked the end of the 12-month period during which the Library District implemented the cuts identified during the previous year, and worked hard to provide excellent library services in an environment of unprecedented austerity. Library staff focused efforts and resources on core services:

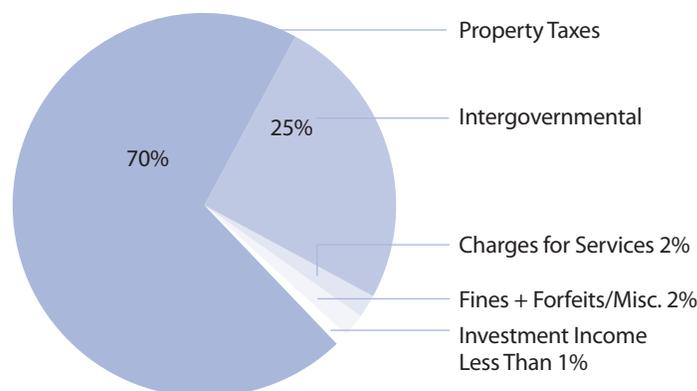
- > *Materials and services to children, teens, families and caregivers*
- > *Materials and services that respond to the needs of the community*
- > *Adult and family literacy*
- > *Personal enjoyment and enrichment through popular materials and programs*



Jeanne Goodrich,
Executive Director



General Fund Expenditures: \$44,705,052



General Fund Revenues \$62,100,116

How Did We Do? *We're Busier Than Ever!*

Despite a reduction in open hours at the urban branches from 72 hours per week to 60 hours per week, visits and checkouts both showed increases compared to last year:

- > More than 6.5 million people visited District branches to check out materials, attend a workshop or concert, use a public computer or enjoy storytime – a 9% increase in visits per open hours.
- > More than 12.6 million items were checked out, including a 75% increase in downloadable music, video, books and audiobooks – a 10% increase in checkouts per open hours.



How Do We Compare and *What Does It Mean?*

Of the 15 American public libraries in the U.S. serving the largest populations:

- > LVCCLD ranks 2nd in collection turnover. This is a reflection of the number of times an item is checked out, relative to the size of the Library's collection.
It means that you are finding items that interest you, and that we are providing items that are relevant to your lives.
- > LVCCLD ranks 3rd in circulation per registered borrower. This refers to the number of items checked out relative to the number of library cardholders.
LVCCLD library cardholders checked out more materials than any library system other than customers of the Brooklyn and Queens public libraries.
- > LVCCLD ranks 3rd in both circulation per capita and visits per capita.
Ranking high demonstrates you and your neighbors depend on the library for recreation, information, and resources to find a job and improve your skills.



Continued on back

What Did We Do?

- > Opened the new Windmill Library and Service Center on time and under budget, bringing library services to the Valley's southwest and consolidating District support services under one roof to increase operating efficiencies.
- > Partnered with more than 115 community organizations to provide information on important issues like health, finances, literacy, job skills, educational success, tax assistance, foreclosure prevention and more.
- > Expanded outreach efforts to 14 additional child care centers through a collaborative effort with United Way of Southern Nevada.
- > Continued as a producing partner of the Vegas Valley Book Festival, and participated in two reading events aimed at children and families (Día de los Niños/Día de los Libros and Each One Read One).
- > Received commendation from the State of Nevada Department of Education for our adult literacy program, Computer Assisted Literacy in Libraries (CALL).
- > Implemented a customer segmentation and usage analysis tool that can be used to evaluate District services and identify the needs and preferences of both current and potential library customers.



Implemented Additional Cost-Saving Measures . . .

- > A Go Green campaign to acquire email addresses for electronic delivery of notices, saving more than a quarter of a million dollars in postage and paper.
- > Adjustment in the open hours of some outlying libraries to better reflect usage patterns and to conform with support department hours.
- > Changed the District's meeting room and Performing Arts Center rates to allow the District to recover 100% of the costs associated with operating and staffing the facilities.
- > Negotiated successfully with the staff's union resulting in economic concessions which, coupled with cuts in other areas, allow the District to provide the same urban library open hours and service levels during this current fiscal year as last fiscal year.

The actions taken to balance our budget and live within our means have put the Library District in an excellent position to weather the continuing economic storm. We will continue to examine the way we do business and fine-tune as needed to stay on track.

In last year's report, I mentioned that we would look for ways to communicate with you that provide "added value." In July of this year we launched our first eNewsletter, and in September we launched a Facebook page and also began to tweet about library services and news that may be of interest to you.

I am grateful to the Library District's Board of Trustees for their commitment and vision, and to library staff for their extraordinary dedication and hard work. Whether you find us on Facebook, behind a reference desk or reading to families at storytime, our purpose is to be of service to you. Please feel free to contact me at 507-6186 or goodrichj@lvccld.org with anything you'd like to share.

Jeanne Goodrich

Executive Director

