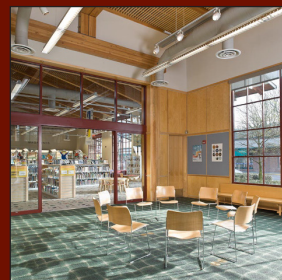




2010 YEAR IN REVIEW

The Busiest Year Ever

kcls.org



From the Director

2010: The Busiest Year Ever

Some years are more memorable than others.

The past year was not only an extraordinary year for the King County Library System (KCLS), but a transformational one as well. KCLS is in many respects the same Library System as always, providing excellent service to the public, but it has grown and changed considerably in just a year's time.

During another year of economic hardship, KCLS libraries were busier than ever. For the first time in the history of KCLS, people in the service area checked out more books, CDs, movies and other items than any other Library System in the country. A total of nearly 22.4 million items were checked out by year's end, a 5% increase from the previous year. The demand for free library services was further seen with more than 100,000 new library cards issued, a 10% increase from the prior year.

Even more noteworthy, in the midst of the worst economy in a generation, area residents once again demonstrated their support of KCLS by approving a Levy Lid Lift in February. The endorsement ensures that KCLS will have operating funds to maintain the current level of service for years to come. And on top of that, Renton residents voted to join the System after a long and successful history of operating an independent Library System, bringing two more libraries into the KCLS service area.

2010 also saw several innovative projects come to fruition, after many years of planning. To reach even more patrons, both in and outside library walls, progress was made toward realizing the Future Services Strategy (FSS), which redefines how library services are provided. Planning ensued for the FSS Pilots, which were implemented in early 2011 at six libraries. The project entails revising staff duties to allow more time for online and outreach activities. New outreach vehicles, called Library2Go! and the Digital Discovery Zone (DDZ), began providing service to home daycare centers and other venues throughout the County. Many of the children served would not otherwise have access to a library. A new online catalog also went live after KCLS transitioned to open-source software, which can be customized to better meet the growing needs of library users in years to come. If these changes aren't enough, two new libraries and one expanded library opened to enthusiastic communities thanks to the Capital Bond measure approved by voters in 2004.

Looking back, it is remarkable what was accomplished in just one year's time. It shows what can be realized with the support of a community that recognizes the importance and value of libraries. In recognition of many of KCLS' accomplishments in 2010, a number of awards were received (please see the Awards section on page 20). But the greatest testimony to our success as a Library System continues to be the satisfaction of our library users.



A handwritten signature in black ink that reads "Bill Ptacek". The signature is written in a cursive, flowing style.

Bill Ptacek
KCLS Director

"I was recently laid off from my job. I've found another one, but I'm making half of what I was a year ago. My husband and I struggle every day, working hard to pay our bills. Before all this, we had never been library users. When I discovered we were just around the corner from the library, we started walking there. What a blessing the library has been for us! I have found endless resources that I can use in my preschool classroom and my long bus ride to work every day is treasured time to read."

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The Busiest Year Ever • 2010 In Numbers

Looking back on the past year, numbers tell their own story about how heavily used KCLS libraries were. In addition to checking out more books, CDs and movies than ever before, library users also attended more Citizenship Classes, homework help sessions and used more resources than in any year prior. The following are a few noteworthy numbers from 2010:

The Money Saver

Nearly 22.4¹ million books, movies and CDs were checked out by year's end, a 5% increase, making KCLS the busiest Library System in the U.S.

Of this number,
• 5.2 million movies were checked out, a 13% increase.

• 1.7 million music CDs were checked out, a 5% increase.

Card Carriers



Close to 102,000 people signed up for a library card in 2010, a 10% increase. More than 1 million King County residents have and use a KCLS library card.

Room Service



22,700 people reserved KCLS library meeting rooms, a 4% increase.

Welcome Visitors



- An average of 28,000 people visited KCLS libraries every day, for a total of 10.2 million visitors.
- An average of 85,000 people visited kcls.org every day, a 16% increase.

Enjoying eBooks



98,100 eBooks were downloaded, an 83% increase.

Staying Connected



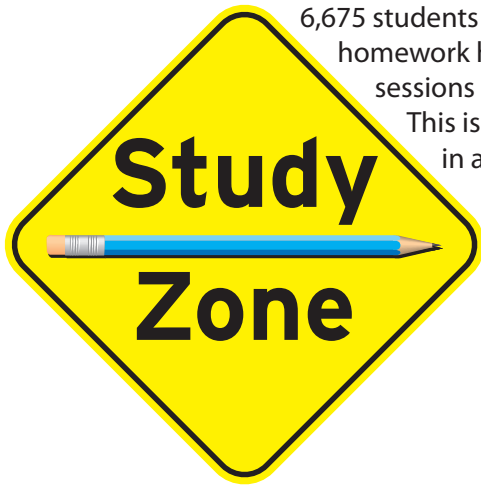
1,060 free computer classes were offered, with an attendance of close to 5,000.

KCLS' ranking will not be official until the Public Library Association publishes its annual statistical report in 2011. It is worth noting that although a few Library Systems have higher circulation counts than KCLS for 2010, this is due to a different tracking system and does not affect KCLS' ranking.

The Busiest Year Ever • 2010 In Numbers

School Zone

6,675 students received free homework help at 3,010 sessions of Study Zone. This is a 19% increase in attendance.



Coaching Citizens



1,700 people attended free Citizenship Classes, a 74% increase.

Q and A

98,300 reference questions were answered via phone, email and instant message.



Summer Time Well Spent



46,290 children participated in the Summer Reading Program, a 6% increase.

Just laid off?

Searching for a job?

Struggling small business?

Bills piling up?

Success at the Library

- 46 workshops were offered on job searches, resume writing and networking.
- To receive help with creating resumes, 692 people registered to use Resume Builder software, for a total of 6,023 user accounts.



The Buzz

The total value of free news coverage for KCLS' libraries, including social media: \$799,840.

Connecting with Even More People

Accessibility

Busier than ever before, in 2010 KCLS continued to adapt and change right along with the needs of library users. Libraries continued to be about books, but they also continued to be so much more. From technology to services for diverse groups, many changes came about throughout the year that allowed KCLS to serve even more people.

Expanding Services

Starting the year with 44 community libraries in its service area, KCLS ended 2010 with 46. Two libraries in the city of Renton became part of KCLS after residents voted in February 2010 to annex to the Library System. Following annexation, Renton Public Library staff successfully transitioned into KCLS with training and support. Incorporating the Renton collection into KCLS involved re-barcoding all the materials at the two libraries and integrating them into the KCLS catalog.



Renton residents now have access to library materials from across the System. Shortly after the annexation passed, building improvements included new paint, carpet, computers and signage.

Timely Adjustments

Operational hours were increased or reconfigured in several libraries to better serve local communities:

- The Vashon Library added two open hours to Sundays and reduced Monday through Thursday evening hours that did not have significant traffic.
- The Renton and Renton Highlands Libraries expanded open hours, including opening the Renton Library on Sundays and the Renton Highlands Library on Fridays.
- The Lake Hills Library opened its doors on Sundays to meet the needs of Newport Way Library patrons when that location closed for renovation/expansion. The hours were permanently reestablished at the new Lake Hills Library when it opened in September.
- The Foster Library added open hours to better serve its active community.

Wired In

Located in the heart of a technology rich area, KCLS prides itself on providing library users with the latest technology. In 2010, KCLS kept pace with popular developments such as eBooks and even led the development of an open-source software system that will serve as a model for other Library Systems.



eBooks: Reading Redefined

Industry analysts predicted that the 2010 holiday season would be the long-awaited tipping point for eBooks. In anticipation of the demand, KCLS improved the digital downloads collection by purchasing 2,000 new eBook titles, redesigning the Web pages and producing eReader information cards, which helped answer questions about device compatibility and download procedures. Preparations for the increased demand also included “Get Started” videos, Facebook ads and increased opportunities for staff education. Daily downloads increased 201% after Christmas, from 724 to 1,450 per day and are expected to continue increasing steadily throughout 2011.

Leading With Open-Source Software

Inspired by the growing needs of library users, KCLS continued to be a leader in technology advancements in 2010. With the objective of revolutionizing the way software for libraries is developed and shared, KCLS transitioned to an open-source software system in September. With this new software, KCLS can now tailor the system to best meet the needs of library users, which was not possible with previous vendor-owned software. The most visible component of the software is the new library catalog, which was designed to make information discovery easier than ever before. The new system features an easier login process with the option of setting up usernames and passwords rather than remembering a library card number and PIN; enhanced holds management with the ability to delay holds; holds overflow to keep track of an additional 25 library items (which are added to the regular holds queue when space is available); personalized settings such as customizable courtesy messages sent via phone or email; a “dashboard” that displays account information in a small display box on every catalog page once logged in; and a slideshow that highlights new books, library programs, events and other useful information. Many other enhancements are in development as well as dealing with the transition issues affecting users.

KCLS is considered a leader among Library Systems for developing and implementing the software on a larger scale than ever done before and intends to share the software with other libraries that are looking to transition to open-source software in coming years. To help fund this effort, the Institute for Museum and Library Services (IMLS) awarded \$1 million to KCLS to provide a peer-to-peer support model for public libraries wishing to migrate to open-source software. To train more than 2,000 library staff on how to navigate the new system, a total of 226 classes were held.

Spreading the Word

Libraries are dynamic organizations that are continually changing to meet the needs of library users. With a variety of new offerings, KCLS kept library users up-to-date on programs and services in 2010.

In 2010...

- The Online Event Calendar, which allows people to easily find library events and ongoing programs, received 979,953 hits in 2010, a 20% increase from 2009.
- To publicize upcoming library events, KCLS designs and prints pieces in-house. In 2010, KCLS printed close to 5 million flyers, posters, calendars, forms and other marketing materials.
- To promote the Summer Reading Program, a total of 156,000 program flyers, 60,000 School Age Reading Logs and 25,000 Preschool Reading Logs were produced.

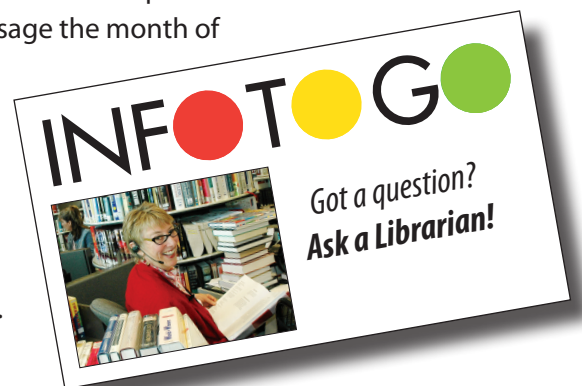


Making Friends

With the growing popularity of social media, 2010 was a year that saw even more people connecting online. One of the most well-known and frequented social media sites, Facebook, jumped in usage from 400 million active users nationally in early 2010 to more than 500 million active users by year's end. To connect with those who enjoy social networking, KCLS staff devoted more time to reaching patrons using a variety of social media outlets. KCLS' Facebook page and Twitter feed featured staff broadcasting an entertaining mix of library services and event information. By year's end, KCLS reached nearly 4,000 people on Facebook and 2,200 on Twitter.

Showing Our Cards

To create awareness of library services and programs, KCLS introduced InfoToGo cards in 2010. Each month a new business-size card was offered to patrons via displays and at outreach events. The cards highlighted different library resources and services each month, such as Resume Builder, Tumblebooks, byki Language Learning software and Live Homework Help. As a result of the promotional program, many library services saw increased usage the month of the promotion and sustained increases in following months. For example, usage for Library Elf, a service that keeps track of library accounts for patrons, increased 122% during the month it was promoted. The byki Language Learning database received 2,360 page views during the month of May 2010, when it was promoted, compared to 387 page views the month prior to the promotion, for a 510% increase.



No Time Like the Present to Read

To encourage people to find unexpected moments to read, a multi-year initiative funded by the KCLS Foundation, called Take Time to READ, launched in late 2010. The idea came about after a survey indicated that many people want to spend time reading, but struggle with finding time. To encourage people to read while waiting for a medical appointment, getting a tire fixed, or getting their driver's license renewed, reading chairs and shelves stocked with quick read materials were placed at retail outlets, medical facilities, Department of Licensing and other busy locations. Gift of Time cards were available at libraries for people to give to family and friends, sending the message that it's OK to take a little time to read. In conjunction with national Take Back Your Time Day, an advertising campaign launched in October and included transit signage (145 signs for a total of 26 million impressions),



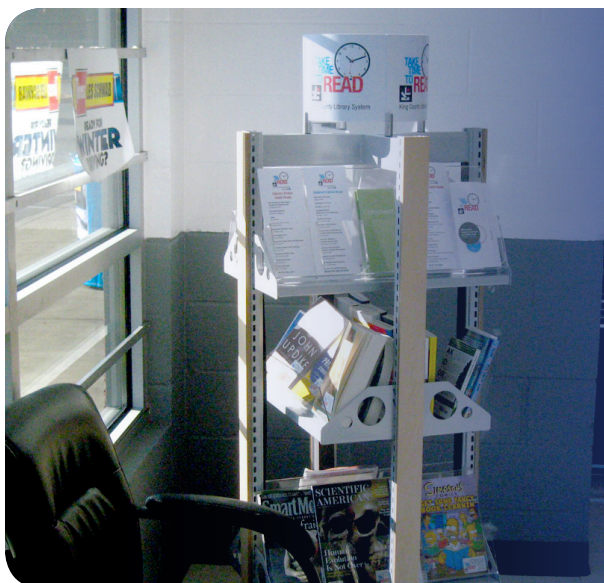
Learn more at www.kcls.org/taketimetoread/

Find us on Facebook  at Take Time to Read.



Chores can wait.

promotions on four local radio stations (KUOW 94.9, KPLU 88.5, Warm 106.9, KWJZ 98.9, grossing more than 15 million impressions) and broadcast on KCTS Channel 9. *ParentMap*, a local publication for parents and families with a readership of 170,000, adhered Take Time to READ cards on the front of their Eastside December issue and included a full-page color ad on the inside cover. To provide a fun and unique way for people to interact with books, an oversized Book Cover Walking Tour was organized for 2011. More than 100 six-foot-tall framed book covers were prepared to be installed on the outside of buildings in eight communities in March 2011.



"I bought new tires for our car yesterday at the Les Schwab dealer in Redmond with about an hour wait. No problem, since I brought work along. But at my shoulder was a book rack from KCLS with a terrific selection of paperbacks and magazines. Couldn't resist an Annie Proulx short story collection and now wish to check out the same. This is a terrific service."

Devoted to Diversity

Committed to working toward libraries that reflect the communities served, KCLS once again looked for new ways to reach diverse populations. In 2010, efforts were focused on outreach to new groups and enhanced communication.

Bridging the Language Barrier

To communicate with the growing Spanish-speaking community, library staff implemented La Tarjeta (The Card), a campaign to encourage Spanish-speaking residents to sign up for library cards. As part of the campaign, kits were assembled for staff to use at community events. La Tarjeta kits contain a display board and informational materials printed in Spanish with the tagline: “I have mine...do you?” In 2010, La Tarjeta was presented to hundreds of participants at the Auburn Family Health & Safety Fair, the Fiestas Patrias Celebration and the White Center Community Summit.

To reach Spanish-speaking library users online, several Web pages on KCLS’ public site, kcls.org, were translated into Spanish to better inform people about library collections, programs and services. The Web pages went live in early 2011. Instructions on how to apply for a library card also were translated in the most prevalent languages within the KCLS service area: Spanish, Chinese, French, Russian, Korean, Vietnamese and Somali.



Outreach to Diverse Groups

From community service projects to attending community fairs, the following are a few examples of how KCLS connected with diverse groups:

- Martin Luther King Jr. Day of Service—Staff and their friends and family participated in a service project creating a community garden space for a low-income housing apartment complex.
- Brothers & Sisters Program—Staff provided Early Literacy and career readiness workshops to Foster, Tyee and Evergreen High School students who are the primary caregivers of siblings after school.
- Pride Parade—Staff marched, carried a banner and provided giveaways in the annual parade in downtown Seattle supporting Lesbian, Gay, Bisexual, Transgender, Intersex, Queer and Questioning communities.
- Citizenship Fairs—A series of citizenship information fairs were provided at the Shoreline, Bellevue and Kent Libraries, which included a presentation, mock interview and individual legal consultations with immigration attorneys.
- Gandhi Jayanti Celebration—For the second year, KCLS worked with the National Federation of Indian Americans to sponsor a celebration of peace.
- Resource Tables—KCLS sponsored and staff provided resources at the Student of Color Conference, Renton CommUnity Festival, the SeaTac Back to School Fair, Auburn Latino Family Health & Safety Fair and the White Center Community Summit.

In 2010...

ESL Classes were conducted for 16,054 participants, Talk Time volunteers contributed 3,050 hours of service and Citizenship Class attendance increased by 74%.

Delivering Library Services: Not One, or Two, but Three Ways

To reach even more patrons, a new approach to providing library services was developed, called Future Services Strategy (FSS). The Strategy calls for KCLS to maintain its tradition of excellence in libraries, while at the same time expanding online services and outreach to varied populations. Work has been underway on FSS for several years, but 2010 was a pivotal year in the process, with many components coming to fruition, primarily planning for the staffing and launch of the FSS Pilot at six libraries.

Preparing for the Pilot launch entailed developing new job descriptions and duties in order to streamline in-library services and free up staff time for additional outreach and online activities. To prepare staff for their new roles, classes were developed in-house to decrease costs and take advantage of existing staff expertise. Between August and December, instructors held 25 classes for a total of 86 hours of training. Staff members also collaborated to develop exciting new programs to provide to their communities in the coming year.

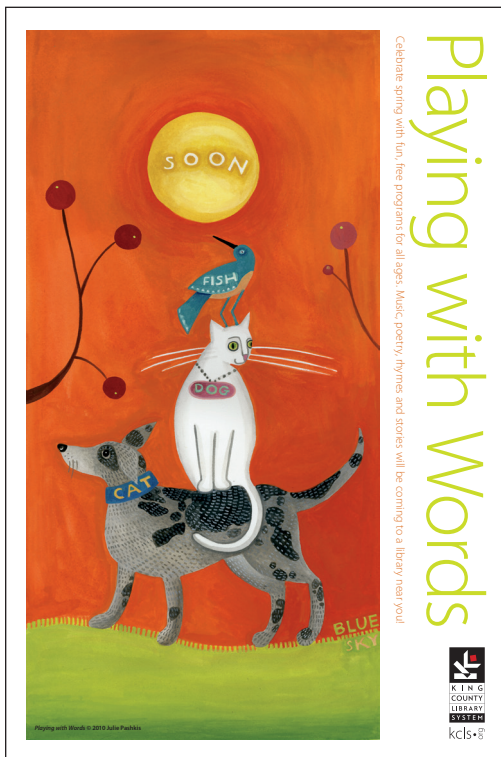
The Pilots will take place throughout 2011 and provide essential opportunities for feedback and refinement so KCLS can evaluate the results and make any necessary adjustments before implementing the Strategy throughout the System in coming years. KCLS looks forward to this next year as an important milestone in its continuing efforts to innovate responsive and relevant services to meet the expectations of patrons in the library, online and in the communities KCLS serves.

In the Library

Inside library buildings, the focus continued to be providing excellent service. Whether to check out books, music or movies, or to attend library programs, about 10.2 million people walked through KCLS' doors in 2010.

Popular Programs

Libraries are considered the “heart of the community” by many. It is not surprising, then, that people continued to visit their library to attend a variety of programs. From Story Time to teen and adult events, nearly 77,000 people attended KCLS programs in 2010. One of KCLS’ most popular series offered every Spring is Playing with Words, which focuses on poetry, rhyme, music and stories. Nearly 10,000 attended 19 programs held at schools throughout the County, to engage and support the needs of teens and children.



Inspiring Young Readers

There may not be an age limit for reading, but the younger the better! To encourage youth to read, blog, discuss and vote on the newest titles in children's literature, a program called You Choose the Next Newbery Award was organized. The program is based on the annual award presented by the Association for Library Service to Children (ALSC) to the author of "the most distinguished contribution to American literature for children." A colorful poster was created, bookmarks were distributed and a blog was set-up to provide a history of the Newbery Award and up-to-the minute blog postings from young readers. In December, two elementary school classes engaged in a lively and spirited "battle of the books" discussion, which concluded with the children voting for their favorite title. Newbery Award-Winning Author Karen Cushman was in attendance to share her experiences as a writer.

Participation in the Ready, Set, Read reading incentive program for elementary students increased 26% from the previous school year. Students who read 20 minutes a day for 20 days in any given month received a free paperback book. During the 2009-10 school year, students achieved 5,070,400 minutes of reading. Many libraries saw significant increases in participation from 2009, including Kirkland (208%), Fall City (126%), Lake Hills (101%) and Burien (96%), showing that families are placing a high value on reading together. The program is funded by the KCLS Foundation.

"My son, a kindergarten student in the Bellevue School District, received a Ready, Set, Read form from his teacher. The program has proven a wonderful source of motivation for reading. The ever-so-appropriate reward of a new book has led to his becoming interested in new series of chapter books, excitement for reading and pride in his accomplishments."

Supporting Job Seekers

With the economy struggling on both local and national levels, KCLS continued its efforts to support job seekers in 2010, which began with the Look to Your Library initiative in 2009. In partnership with WorkSource, which provides a variety of employment and training services, KCLS offered 46 workshops on job searches, resume writing and networking. More than 300 people attended and feedback was positive, as reflected in a letter sent in by a participant:

"I attended the Job Search presentation today at the Kirkland Library and wanted to thank you for the information and encouragement. I have been searching for my "right" job for some time now and realized that my skills-based resume is just not getting me very far. I will follow your job plan and hope my results improve. Again, thank you for your commitment to "adding value" to our communities."

Librarians from Woodinville and Redmond also taught 21 sessions of Look to Your Library at the WorkSource Redmond offices.

Due to the program's innovative approach, a number of professional awards were received (please see the Awards section on page 20).

Taking Care of Business

KCLS increased its support of the small business community by launching InfoBiz, an online resource guide for small business owners looking to start or grow their business. The Web pages offer detailed information on how to start and run a successful small business; strategies to help grow a business; understanding business financing; legal and tax topics; local agencies that support small businesses; and information for Spanish-speaking small business owners. The site features 10 short informational videos created by KCLS' community partners, including Washington CASH, Green River Small Business Center, Bellevue Entrepreneur Center and Community Capital Development. The KCLS InfoBiz project received a grant from the Office of the Secretary of State through the Washington State Library as a part of the Renew Washington Project, which is funded by the Bill and Melinda Gates Foundation and the Institute of Museum and Library Services.

A Perfect Fit: New Services Tailored to Communities

To encourage library staff to design new programs of interest to their community, the Annual Service Priorities (ASP) process was implemented for the second year. Seventy-five unique and creative goals were implemented in 15 library clusters in support of the Future Services Strategy. An example of a successfully implemented goal was a Chinese Book Discussion Group at the Lake Hills Library, which received a positive response from the community. Please see more examples in the sidebar.

In 2010...

The following new programs or services were implemented:

- To invite fathers or male caregivers to participate in the Early Literacy development of their children, a "Man in the Moon" Story Time series was organized at the Bellevue/Crossroads/Lake Hills Libraries.
- To teach adults about social networking sites such as Twitter, Facebook and YouTube, a program series was organized at the Issaquah Library.
- A comic book creation program was held at the Shoreline Library to attract teens and adults to the library.
- To highlight library resources that are available for book groups, a one-time book group extravaganza was held for both library-organized and independent book groups.
- An online book club was created to encourage reading in the Snoqualmie Valley.



Online

An integral part of the Future Services Strategy is a renewed focus of resources and staff on online services. With online access to library resources through kcls.org any time of the day or night, use of online services continued to escalate in 2010. In response to this trend, KCLS staff focused on providing even more information and resources online for people to access from the comfort of their home or office... or anywhere, really.

In 2010...

Visits to kcls.org increased from 26.8 million hits in 2009 to 31 million.

Story Time, Anytime

Encouraging adults to share Early Literacy activities with young children, a wiki called Tell Me a Story was greatly enhanced in 2010. An expanded explanation of the service, an in-depth user's guide and more training for children's librarians who upload content made the online pages more user-friendly. The Web pages feature activities such as filmed finger plays, songs, rhymes and links to materials used in Story Times.



The increased usage shows the value parents place on the service and highlights the way KCLS is able to positively impact early learning for children inside and outside the library. Since launching in early 2008, Tell Me a Story wiki has received more than 1.3 million page views and 120,000 video views on YouTube.

Kids Only Web Pages

With children more Web-savvy than ever, visits to KCLS' KidsPage continued to increase. Throughout the year, 63 online children's book lists were viewed 131,447 times, making it one of the most heavily used pages. The book lists are visually inviting and allow children or their parents to directly place holds on items. Popular categories on the Web pages are Book of the Week and Award Winners.

Blogging About Books

Those in the market for a good book likely rejoiced when KCLS' book review blog, Book Talk, was enhanced in 2010. The addition of new librarian bloggers turned a promising blog into a fantastic collection of reading recommendations from more than 60 librarians. If people enjoy recommendations from a particular librarian, it is now easier than ever to track favorites.

In the Community

The third delivery method of the Future Services Strategy involves outreach beyond library buildings. In 2010, staff began a more intensive effort of heading into the community to serve people who cannot or do not currently use the library.

On the Road

Five new outreach vehicles hit the streets in August 2010. Four of the vehicles, called Library2Go!, are outfitted as mini-bookmobiles and stop each week at childcare centers, low-income housing facilities and senior centers in KCLS' service area. The fifth van, Digital Discovery Zone, is equipped with computers and software for outreach to all ages, allowing them to create

computer graphics, games and animations. The Digital Discovery Zone stops at schools, community centers, afterschool programs and senior centers. The vehicles rotate between KCLS' 46 libraries, with different library staff using the vehicles each week for outreach in their community. Within the first six months, 85 childcares centers with more than 700 children began receiving service. To celebrate the



vehicles hitting the streets, a kick-off event was held at the Renton Library in July. More than 100 people toured the new vehicles and enjoyed refreshments and giveaways that were, appropriately enough, license plate frames! These community library-based efforts augmented the two existing ABC Express bookmobiles that have been a great success in reaching underserved children in KCLS' service area, and computer training outside of libraries will continue through the KCLS Techlab. Additionally, the Traveling Library Center (TLC) added 300 new patrons at eight service sites. The TLC makes monthly visits to eligible King County residents who live in retirement homes, nursing homes or assisted living facilities.



"The friendly staff on the new Library2Go! van at the Woodinville Farmer's Market helped my daughter select a few age/reading level appropriate books. She was thrilled to view the new van and have something to take home from the Farmer's Market besides a bag of quickly disappointing kettle corn. Staff was friendly, the van was lovely and the computer system worked well—a great experience."

Financial Responsibility

As a taxpayer funded entity, stewardship is a word that KCLS doesn't take lightly. KCLS continued its tradition of prudent financial management in 2010. The budget was \$877,000 lower than the 2009 budget and KCLS completed the year at 95% of budget. Unlike many Library Systems in the country, KCLS did not reduce hours or staff in 2010.

Levy Lid Lift Supported

Despite the difficult economic climate in 2010, the public once again strongly supported KCLS libraries. In February 2010, voters passed a Levy Lid Lift with 53% in favor of restoring the operating levy to the maximum rate set by state law (\$0.50 per \$1,000 of assessed value). Information was disseminated through libraries and on the InfoVote section of kcls.org, as well as a County-wide factual information piece. Local media coverage included more than 140 mentions. In addition, informational meetings were held with more than 35 Friends of Libraries groups and City Library Advisory Boards. Following the passage of the Levy Lid Lift, the KCLS Board of Trustees studied KCLS' finances and the current economic forecasts in great detail in order to identify a prudent financial strategy for maximizing the benefit of the Lid Lift revenue.



A Solid Foundation

The KCLS Foundation (KCLSF) supported numerous programs and events in KCLS libraries and communities throughout the County, allowing more than 150,000 children, youth and adults to participate in activities that encouraged Early Literacy, citizenship, reading, homework and lifelong learning. With the belief that reading is transformational, the KCLS Foundation strives to create a community of readers and supports programs that connect residents of all ages with reading opportunities.

In 2010, KCLSF:

- Provided \$80,000 for new books for the four Library2Go! vehicles.
- Provided funds for the development and launch of Take Time to READ.
- Secured numerous grants and private donations for program support, including a \$500,000 software grant from Microsoft.

More information can be found at www.kcls.org/foundation/.

King County
Library System
Foundation

Staff Support

A Library System is only as successful as its employees. Thankfully, KCLS has an accomplished staff that is committed to providing outstanding service to the public. To continue staff professional development, a number of programs were offered in 2010.

Helping Staff Graduate

The KCLS Tuition Assistance program benefits KCLS and the communities served by helping employees pursue further professional education. In 2010, 38 staff members participated in the KCLS Tuition Assistance Program. Of those, 12 students graduated in 2010.

Page Fellowship Program

The purpose of the Page Fellowship program is to recruit, hire, educate and retain a more diverse library work force that better reflects and directly connects with the communities KCLS serves. Target populations are those with diverse backgrounds who preferably have an interest and desire to pursue a library career but who may also have multiple barriers to employment, such as a lack of skills, knowledge, education or work experience. In 2010, 21 participants completed the program and KCLS hired two Library Assistants, one Public Service Assistant and seven were accepted into the Library Assistant Pool. With support from KCLS' Tuition Assistance program, two Page Fellowship graduates completed their master's degree in Library and Information Science from the University of Washington. In June 2010, a special training was offered to Page Fellows on how to prepare for job interviews.



Building Community with Library Facilities

Libraries may seem like ordinary buildings on the outside, but what makes them unique on the inside is that people from all walks of life are encouraged to enter the doors. To ensure that libraries continued to be welcoming places to gather, numerous building enhancements were completed in 2010.

Showing Our True Colors: Going Green

In recent years, KCLS has not only promoted “green” materials in the collection, but has sought opportunities to support sustainable standards with new approaches to lighting, water, recycling, green roofs and rain gardens. More enhancements were implemented at many libraries in 2010.

Lighting

To reduce energy consumption and cut costs, a combination of CFL and LED bulbs were installed in library buildings and KCLS is exploring converting existing parking lot light poles into LED poles.

Water

For new library construction projects, and in existing buildings as funding allows, low-flow toilets were installed to reduce water consumption.

Recycling

To encourage recycling, containers to separate garbage from recycling were placed outside and inside libraries. When possible, products made from recycled materials were used in new construction or remodeling projects.

Green Roofs

A green roof was installed at the Sammamish Library. The layer of living vegetation on the roof conserves energy by reducing extreme temperatures in the building and reduces storm water runoff.

Rain Gardens

Consisting of native trees, shrubs and grasses that help reduce water runoff and prevent flooding, rain gardens were installed at the Fairwood, Bothell, Federal Way and Covington Libraries.

Energy Conservation

To save energy, a new computer-controlled heating and air conditioning system was installed to allow staff to respond quickly and remotely to requests for temperature or lighting adjustments at libraries.



Capital Bond Projects

Several new and expanded libraries opened to overflow crowds in 2010, thanks to the voter-supported Capital Bond that funds library enhancements through 2014. Three library opening celebrations were held, with a total combined attendance of 2,350. Several construction projects also got under way and two groundbreaking events drew 450 community members. The Capital Plan remains on track to have all projects completed with available funding through 2014.

The following new, expanded or renovated libraries opened in 2010:



- The new 19,500 square foot **Sammamish Library** opened in January 2010. The \$16.3 million library is located in a new development adjacent to Sammamish City Hall and the local skateboard park, called Sammamish Commons.



- The expanded and renovated **Federal Way Library** reopened in June 2010. The \$8.1 million project included a 9,500 square foot expansion of the current 25,000 square foot library. The 34,500 square foot building is now the second largest KCLS library. The library has a large meeting room, a conference room, two quiet study rooms and three group study rooms.



- The new **Lake Hills Library** opened in September 2010. The 10,000 square foot building is located in the redeveloped Lake Hills Shopping Center and is the first phase of redevelopment at the site. The new library includes additional books, materials, computers, space for children and teens and a community meeting room.



- The remodeled **Kent Library** reopened in March 2010. Interior improvements included relocating the meeting rooms, restrooms and front entrance. The Kent Library remodel allowed for the installation of a small Automated Handling System (AMH) to provide quicker sorting and shelving of library materials.

Behind the Scenes at KCLS

Similar to any business or organization, a lot happens behind the scenes to keep libraries running smoothly. In 2010, staff embraced new technology and other enhancements to streamline duties and free up more time to devote to library users.

Collaborative Communication

To facilitate better communication among staff members at the administrative building and 46 libraries, many of which are situated at far ends of the County, a new internal intranet was planned for and designed in 2010. With the theme "Search, Share and Collaborate," the new intranet serves as the central source for internal KCLS communications and is organized based on research regarding the information staff access most frequently. The new site enhances staff's ability to view new information and the tagging of documents facilitates better search results. The site encourages staff participation and feedback with comment features, surveys and discussion threads. Utilizing content management software, the site allows staff members at each library or department to create content for the site.



Managing Media

In early 2010, the Community Relations Department transitioned to an electronic media distribution, tracking and analysis system. The media tracking system manages electronic clippings from traditional news sources, social media sites and blogs, and provides analytical tools to track activities and results. Transitioning to the new system involved extensive training for staff in addition to identifying the KCLS media market, target outlets and key contacts before the system could go live. Response from media contacts has been positive.

"I just wanted to let you know that the new library press release program is FABULOUS! This will make our jobs so much easier. Thank you...we appreciate it!"
~ Diana, from an online news site

The majority of KCLS' news coverage comes as mentions of KCLS in other stories (37.68%) and calendar listings (35.57%), followed by features about KCLS (8.72%) and briefs (8.6%). Online coverage comprises the most frequent placements, with a decline in overall print media as more newspapers reduce the size of their publications. The total value of KCLS' earned news coverage reached \$799,840 in a total of 949 news placements.

Technology Upgrades

To keep pace with increasing demand for technology and wireless use by patrons and staff, KCLS staff worked with consultants on a long-term growth plan to improve the quality and management of the computer network. The following also was undertaken in 2010:

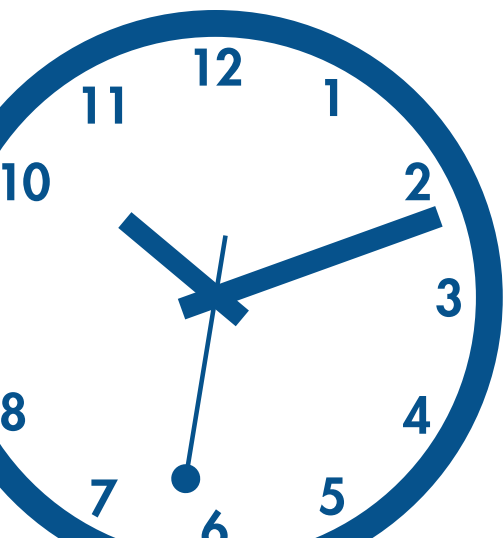
- Increased capacity for Internet access
- Added network bandwidth at five libraries
- Network services for Library2Go! vehicles
- Additional wireless access points in libraries
- Upgraded central network equipment
- A plan to migrate to a new Voice over IP (VoIP) phone system
- Upgraded email and messaging system



Added Value: Volunteers

Community volunteers play an important role at libraries, from assisting students with homework to fundraising activities. In 2010, KCLS' 37 Friends groups, including the newly established Renton Friends, contributed a combined total of more than \$388,000 to support programs, materials, art and other library initiatives. To recognize KCLS Friends, Governor Christine Gregoire proclaimed October 17-23 "King County

Friends of Libraries Week" and delivered a personal message via video at the annual Friends Day luncheon. To thank and involve KCLS' 14 Library Advisory Board members (volunteers who serve in an advisory capacity to city officials), KCLS held three well-attended Library Advisory Board forums where participants learned about how KCLS' financial position compares to libraries across the U.S. and had the opportunity to provide input about ways to better connect to areas of need.



*Thanks for taking time...
To be a friend!*

Volunteer

Exciting progress was made toward implementing a System-wide Volunteer Services program to support volunteers with enhanced recognition, training and networking. Along with a new volunteer policy, guidelines and standardized volunteer application form, design components were introduced to enhance visual recognition and awareness of the program. The design was incorporated into items for volunteers, including ID badges and lanyards, anniversary buttons, note cards and appreciation certificates. The volunteer branding was also incorporated into updated Web pages. During National Volunteer Appreciation Week, April 18-24, KCLS held a Volunteer Recognition event at the Burien Library with more than 100 volunteers in attendance. Libraries in Washington and around the nation are taking notice of KCLS' new volunteer program and KCLS was selected in 2010 to present a program called, "Define. Align. Empower: Developing a Coordinated Volunteer Program," at the American Library Association's Annual Conference in New Orleans in June 2011.

Lending a Hand

Library Volunteers

- More than 300 new volunteers were recruited in 2010 who speak more than 14 different languages.
- Seventy-seven volunteers fulfilled community service hours.

Talk Time/Citizenship Volunteers

- Citizenship Class attendance increased by 74% from 2009.
- Talk Time volunteers contributed 3,050 hours of services.

Outreach Volunteers

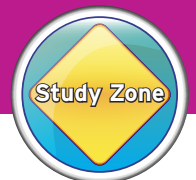
- Bringing materials to people in adult family homes or group homes, 80 Words on Wheels volunteers served 123 patrons.

Study Zone Volunteers

- During the 2009-2010 school year, more than 250 Study Zone volunteers provided homework help to 5,344 students at 33 KCLS locations and online.

NetMaster Volunteers

- 100 NetMaster volunteers taught 3,612 students how to use computers and the Internet; NetMasters and staff combined taught 6,726 students.



Awards

In recognition of innovative approaches to library services, KCLS had a record year of awards in 2010. KCLS and staff were honored in the following ways:

- John Cotton Dana Library Public Relations Award for “Look to Your Library... Especially Now.”
- Telly Award, 2010 Bronze Award, for “Look to Your Library... Especially Now” Public Service Announcements.
- Urban Libraries Council, 2010 ULC Innovations, Initiative Award for “Look to Your Library... Especially Now.”
- Women in Communications Clarion Award, 2010 Community Service Campaign for “Look to Your Library... Especially Now”
- Commission on Adult Basic Education (COABE), 2010 Partner in Adult Learning Services Award for providing ESL and GED classes.
- LLAMA Swap & Shop Best of Show Competition, 2010 Honorable Mention for “Delivering on a Promise to Voters: The First Five Years of KCLS’ Capital Improvement Plan.”
- Sammamish Library, 2010 AIA Washington Civic Design Citation Award.
- Burien Library, 2010 Puget Sound Regional Council Vision 2040 Award.

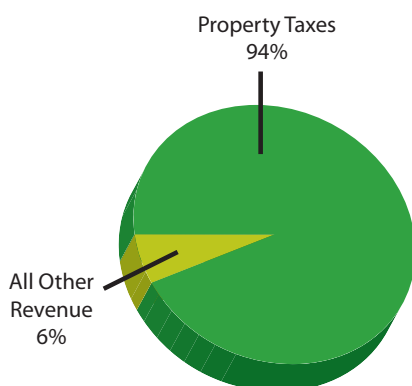
2010 Financial Report

Unaudited Preliminary 2010 Information

With a budget funded primarily from property taxes, it is imperative that the Library System be fiscally responsible at all times. The 2010 budget was \$877,000 lower than the 2009 budget and we completed 2010 at 95% of budget. The primary expenses of the Library System are salaries and benefits, books and materials, and facilities operations and maintenance. Funding from capital bonds went toward library improvement projects. In 2010, KCLS spent \$19.3 million of capital funds on library construction and renovation projects.

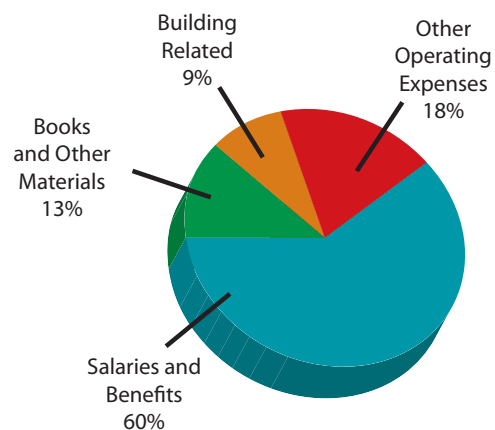
2010 General Fund Revenues

\$92.3M



2010 General Fund Expenses

\$91.5M



2010 Circulation Statistics

| Library | Checkouts | Library | Checkouts | Library | Checkouts |
|-------------------------|------------------|--------------------------|------------------|------------------------------|-------------------|
| Lake Forest Park | 263,929 | Fall City | 100,612 | Federal Way 320th | 484,126 |
| Richmond Beach | 232,217 | North Bend | 267,882 | Federal Way | 498,956 |
| Shoreline | 885,873 | Snoqualmie | 191,087 | Vashon | 278,870 |
| Cluster Total | 1,382,019 | Cluster Total | 559,581 | Cluster Total | 1,261,952 |
| Bothell | 1,072,777 | Greenbridge | 74,613 | Algona-Pacific | 201,394 |
| Kenmore | 134,211 | Boulevard Park | 108,607 | Auburn | 520,500 |
| Kingsgate | 457,396 | Burien | 552,162 | Muckleshoot | 80,951 |
| Cluster Total | 1,664,384 | White Center | 142,025 | Cluster Total | 802,845 |
| Kirkland | 713,572 | Cluster Total | 877,407 | Issaquah | 786,626 |
| Redmond | 1,222,104 | Connection @ Southcenter | 170,890 | Sammamish | 908,627 |
| Redmond Ridge | 50,917 | Valley View | 168,440 | Cluster Total | 1,695,253 |
| Cluster Total | 1,986,593 | Foster | 152,584 | All Branch Clusters | 18,712,270 |
| Carnation | 133,841 | Skyway | 136,832 | Techlab | 19 |
| Duvall | 150,652 | Tukwila | 3,530 | Outreach | 211,126 |
| Skykomish | 13,769 | Cluster Total | 632,276 | YSC | 33,535 |
| Woodinville | 538,579 | Renton | 378,761 | Outreach Services | 244,680 |
| Cluster Total | 836,841 | Renton Highlands | 211,411 | Central Storage | 597 |
| Answer Line | 52,004 | Fairwood | 715,679 | eBooks | 282,689 |
| Bellevue | 1,504,296 | Cluster Total | 1,305,851 | ILL | 15,620 |
| Connection @ Crossroads | 485,702 | Des Moines | 298,653 | Professional | 34,315 |
| Lake Hills | 387,053 | Kent | 619,236 | Web Activity/Phone Renewal | 3,090,631 |
| Cluster Total | 2,429,055 | Woodmont | 275,765 | Total Of Non-Branches | 3,668,532 |
| Mercer Island | 471,590 | Cluster Total | 1,193,654 | System Total | 22,380,802 |
| Newport Way | 341,615 | Black Diamond | 110,908 | | |
| Cluster Total | 813,205 | Covington | 740,594 | | |
| | | Maple Valley | 419,852 | | |
| | | Cluster Total | 1,271,354 | | |

2010 Leadership

Board of Trustees

The five-member Board of Trustees oversees the King County Library System and is tasked with guiding the civic, social and fiscal responsibilities of the organization. Board members serve five-year terms, during which time they volunteer hundreds of hours in service.



Rob Spitzer, President



Judge Richard Eadie, Secretary



Jessica Bonebright, Trustee



Lucy Krakowiak, Trustee



Jim Wigfall, Trustee

KCLS Administrative Team

The administrative team at KCLS is comprised of staff that oversees the day-to-day operations of the organization. They work with civic and community organizations to ensure that library facilities and services meet the constantly changing needs of the residents KCLS serves.

Bill Ptacek, Library Director

Bruce Adams, Director, Collection Management Services

Julie Brand, Director, Community Relations and Marketing

Linda Glenicki, Director, Business and Finance

Kay Johnson, Director, Facilities Development

Holly Koelling, Director, Public Services

Jed Moffitt, Director, Information Technology Services

Charlene Richards, Director, Human Resources

Bruce Schauer, Director, Public Services

Denise Siers, Director, Public Services

Greg Smith, Director, Facilities Management Services

Nancy Smith, Director, Outreach Services

Jeanne Thorsen, Executive Director, KCLS Foundation



kcls.org

960 Newport Way NW
Issaquah, WA 98027
425.369.3221



kcls.org

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