

MANITOWOC PUBLIC LIBRARY

IMPACT SNAPSHOT

PANDEMIC RESPONSE

Manitowoc Public Library pivoted to face the challenges of delivering library services in a global pandemic. Throughout this crisis, staff made many rapid adjustments to the Library's service model to meet the needs of the community. These included curbside pickup services, virtual programming, and physical adjustments in the building to nurture a safer environment for patrons and staff.

CURBSIDE PICKUP

41,134 ITEMS CHECKED OUT WITH CURBSIDE PICKUP

Within two days of the Library's closure on March 16, staff devised a new service model to connect patrons with library materials in a socially distanced world: Curbside Pickup. We relied upon this service model during our closures to safely and efficiently serve the Manitowoc community, even continuing to offer it upon reopening to meet the needs of medically at-risk populations.



"Throughout the pandemic, staff have done an awesome job! Curbside pickup is super handy, the family and kid activity bags were awesome, and story time with the crazy fun youth staff was something to look forward to!"
- Pamela Ford

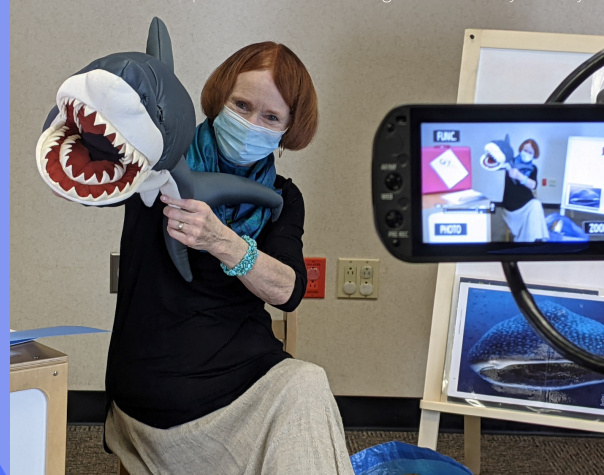
PROGRAMMING

VIRTUAL

200
PROGRAMS

20,710
ATTENDEES

Super Sharks Virtual Program with Mary Tooley



Since Job Center locations have been closed, library staff have worked harder to meet the needs of jobseekers in Manitowoc County, offering computer access and assistance when there were few alternatives for these services.



MEETING NEW NEEDS

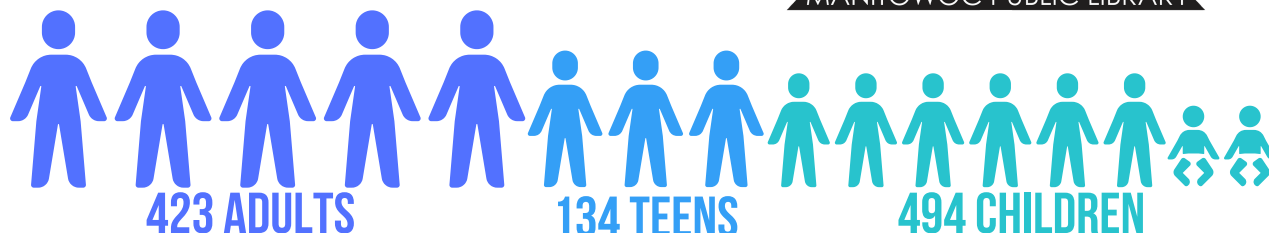
LIBRARY USE

SUMMER READING PROGRAM

The Summer Reading program transitioned to an app-based participation model this year. While this departure from paper-based participation had already been planned for the future, staff rapidly adjusted the Summer Reading Program to this model due to the pandemic.



1,051
TOTAL
PARTICIPANTS



2020 LIBRARY USAGE HIGHLIGHTS

| | |
|--------------------------------------|--|
| Registered Users* | 11,308 (Resident); 4,958 (Nonresident) |
| Annual Library Visits | 60,591 |
| Computer Use Sessions | 12,654 |
| Uses of Public Wi-Fi Internet | 17,298 |
| Material Circulation | 265,725 |
| Circulation of Electronic Materials | 46,873 |
| Program Attendance | 23,474 |
| Programs | 284 |
| Summer Reading Program Participation | 1,051 |

*Total does not include Virtual Library Cards

PREVENTING THE SUMMER SLIDE

STUDIES SHOW THAT ACCESS TO BOOKS DURING THE SUMMER PREVENTS A DRASTIC LOSS IN READING - ESPECIALLY FOR KIDS IN NEED

TEST SCORES OF
MPSD STUDENTS NOT
INVOLVED IN MPL
SUMMER READING

SPRING → FALL

KIDS

-8%

TEENS

-4%

TEST SCORES OF
MPSD STUDENTS
INVOLVED IN MPL
SUMMER READING

SPRING → FALL

KIDS

+12%

TEENS

+8%



COMMUNITY IMPACT

LIBRARIES BUILD STRONG COMMUNITIES

For the third year in a row, Manitowoc Public Library partnered with local businesses for the Libraries Build Strong Communities campaign. This campaign raised awareness of all that MPL has to offer, encouraged library use, and also promoted shopping at local businesses. The campaign expanded to encourage shopping at any Manitowoc County business. This year, MPL partnered with 65 Manitowoc businesses and had 3,435 entries for 12 fantastic raffle prize baskets!



ADULT BOOKS

YOUNG ADULT BOOKS

CHILDREN'S BOOKS

AUDIOBOOKS

EBOOKS

NEWSPAPERS

\$6,468,978

MOVIE RENTALS

ADULT PROGRAMS ATTENDED

KIDS PROGRAMS ATTENDED

MEETING ROOM USE

COMPUTER USE

DATABASE SEARCHES

Source: <http://www.ala.org/advocacy/library-value-calculator>



A tutor and learner pair in our One-to-One Literacy program continued their tutoring sessions via smartphone. With our support and their resourcefulness, they were able to overcome this year's obstacles!

MAKING AN IMPACT

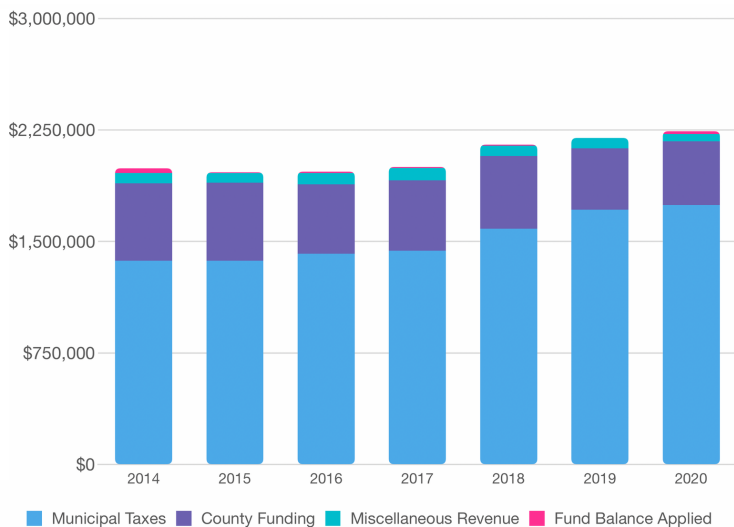
We provided books and a portable book stand to a homebound patron recovering from surgery. She was thrilled to continue reading with ease and plans on using our services again when she has another surgery next year.



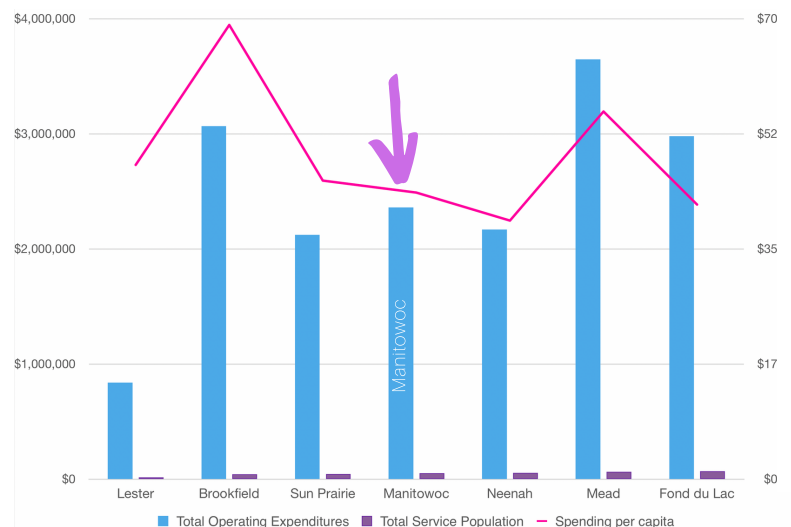
FINANCIAL OVERVIEW

REVENUE

Library Revenue (Actual) 2014 - 2020

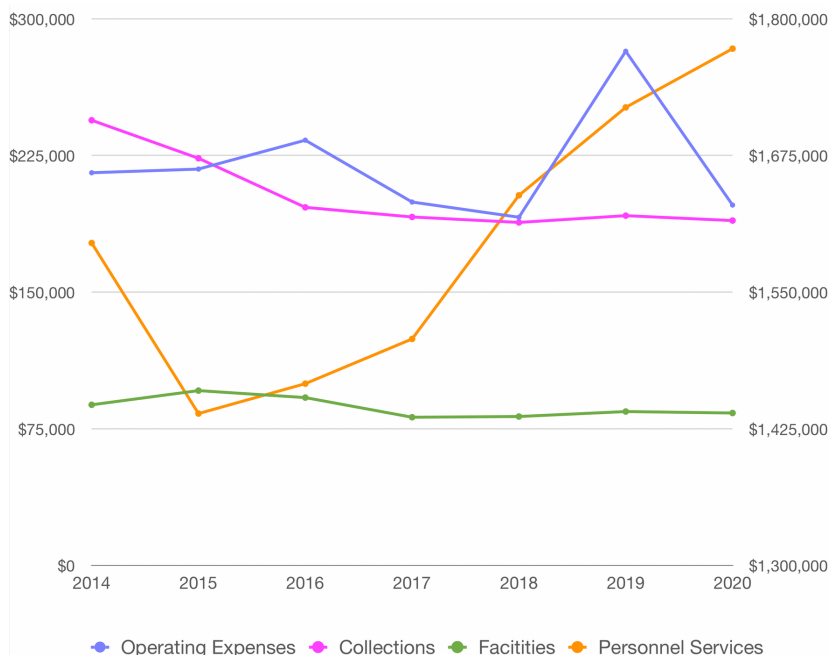


Revenue Comparison to Similar Libraries



EXPENSES

Library Expenses 2014 - 2020



Electronic Databases
Programming & Promotion
Summer Reading Program
Educational Supplies
Books - Circulating
Other Contractual Services

Professional Services
Staff Development
Computer Equipment
Furniture & Furnishings
Summer Intern
Libraries Build Strong Communities

2020 EXPENSES
NOT COVERED
IN OPERATING
BUDGET

\$128,572

