



MID-CONTINENT
PUBLIC LIBRARY

2021-2022 Annual Report



MCPL Leadership

At this time last year, Mid-Continent Public Library's resources and services were mostly back to "normal," despite the continued ups and downs of the pandemic. Customers were coming back into their branches to browse and use the many newly renovated spaces.

Programs continued to be presented virtually, with many archived and available on the Library's YouTube page, but as the year moved on, we dipped our toes back into in-person programming with outdoor storytimes and the annual performances of *A Christmas Carol* with Gerald Dickens. These programs were a huge success, and MCPL continued to resume all its in-person programs, including book groups and more.

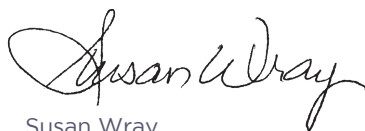
Checkouts of materials also continued to climb, despite supply chain issues that plagued publishers (and still do), and therefore impacted libraries as well. In fact, the Library saw its highest-ever circulation number for the month of December, which is typically a slower month.

MCPL instituted a variety of innovative new services over the year, including Chromebook checkouts and Passport Services. Chromebooks can be checked out with a Wi-Fi hotspot or by themselves and can be used at a branch or at home. As people started traveling abroad again, the Passport Services also proved to be tremendously popular.

The Library's Capital Plan construction projects continued during the year, with the completion and rededication of seven locations and the start of new buildings to replace the North Oak and Boardwalk Branches. The new Green Hills Library Center, which replaced the Boardwalk Branch, will house the MCPL Culinary Center, set to open soon. Work was also completed on the new 236-seat auditorium at Woodneath Library Center, which will be used for large Library programs as well as community forums.

Finally, MCPL saw the retirement of its Library Director and CEO, Steven V. Potter, at the end of June. Steve worked for MCPL for more than 30 years, the last 12 as the Director and CEO. Steve was instrumental in moving the Library forward, providing new services, and passing Proposition L in 2016, which has provided customers with expanded service hours, new resources, more materials (in both print and digital formats), and renovated or new buildings.

As we move into the next year, staff will continue to seek opportunities, evaluate services, provide materials and programs, and break ground on the final phase of the Capital Plan, all with our customers top of mind.



Susan Wray

Acting Library Director and COO



Susan Wray
Acting Library
Director and COO

2021-2022 BOARD OF TRUSTEES

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MISSION STATEMENT

Mid-Continent Public Library's mission is to enrich our citizens and communities through expanding access to innovation, information, ideas, and inspiration.

VISION STATEMENT

Mid-Continent Public Library will provide the best library experience in the United States.

MCPL Core Services

The Library's core services make up the majority of its activity—circulation (checkouts of materials), internet use, program attendance, etc. To determine the health of the system, MCPL monitors the number of residents who actively use these services, how often the services are used, and resident satisfaction with the services. The 2021-2022 fiscal year showed strong customer use of Library resources and services, as many MCPL offerings returned to "normal."

Customer Transactions

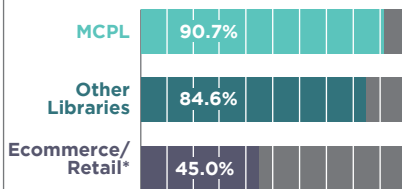
Total Library Visits
6,857,239



Library Branch Visits
1,826,145
Virtual Branch Visits
5,031,094

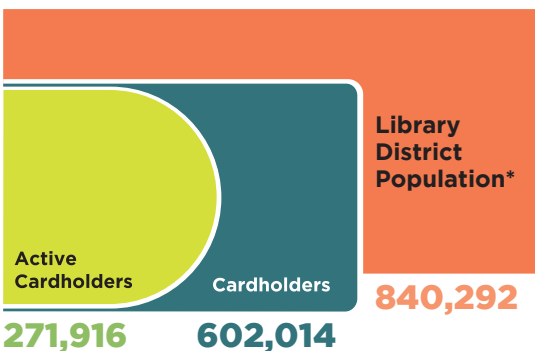
Customer Satisfaction

A Net Promoter Score (NPS) is a measure of the number of customers who, when asked, would support or promote the use of the Library compared to others who are not satisfied with Library service. The Library's goal is to achieve an NPS of 92.0 or higher.



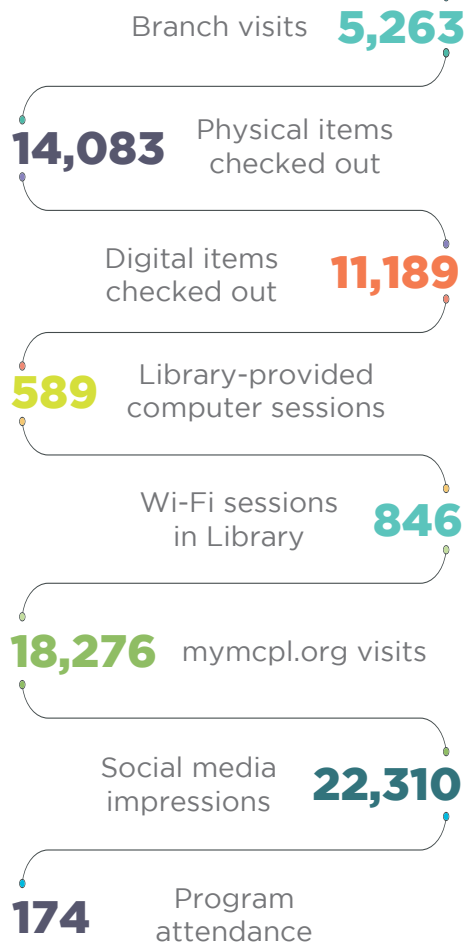
*Recently 2021 NPS B2C Benchmarks

Cardholders



*2020 U.S. Census Bureau estimate

On a typical day in Fiscal Year 2021-22, customer transactions included:



Total Transactions
11,935,408

Free Meeting Room Reservations
27,831

Attendance at Library Programs
60,469

Reference Questions
105,722

Library Computer Sessions
204,358

Library Wi-Fi Sessions
293,623

Use of Online Resources
1,096,037

Use of MCPL Virtual Branch Services
1,176,640

Physical Circulation
4,886,899

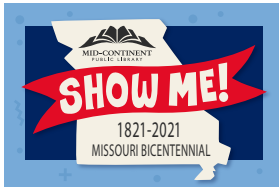
Digital Circulation
4,083,829

Strategic Priority I

MCPL will cultivate literacy skills that prepare children and families for lifelong success.

Focusing on literacy skills is the most important thing a library can do to help foster thriving communities and encourage lifelong learning.

2021 Summer Library Program



2021 SLP Active Participants:

12,537 kids/teens **2,340** adults

Nearly 15,000 children, teens, and adults actively participated in the 2021 Summer Library Program, which encouraged participants to “Show Me” 20 minutes of reading each day in celebration of the Missouri bicentennial. Kids and teens who read each day had the chance to earn free books and win a Kindle eReader or prizes from the Library’s community partners, including Science City, the Harry S. Truman Presidential Library and Museum, and the Kansas City Zoo.

2022 Winter Reading Challenge



4,460 adults read
23,692 books
73% (3,252) of participants earned a mug

MCPL’s annual Winter Reading Challenge encourages adults to engage in leisure reading, which offers many benefits. The 2022 Winter Reading Challenge theme was “Chills and Thrills,” a nod to the horror genre, and encouraged participants to complete five hair-raising reads between January 15 and March 15. All who completed the challenge earned a limited-edition Winter Reading Challenge coffee mug and qualified to win movie tickets and passes, courtesy of B&B Theatres.

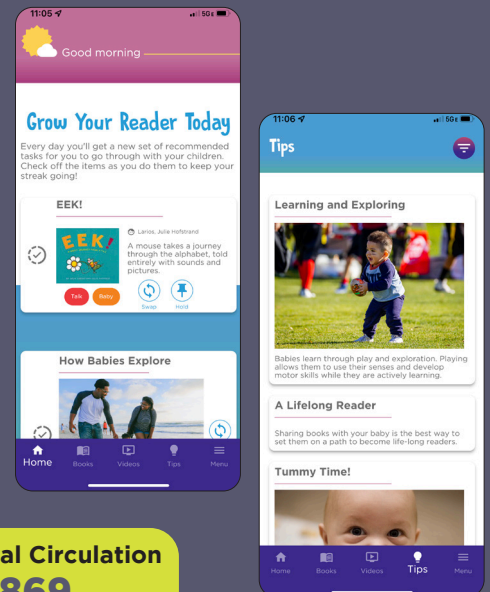
MCPL Student Accounts

MCPL student accounts continue to be available to students in 17 participating school districts. This program allows students to use their student ID number as their Library card number, giving them free access to MCPL’s wealth of resources, including online homework help, books, movies, music, and more.

An MCPL GROW A READER Early Literacy Initiative

MCPL’s Grow A Reader early literacy initiative is designed to prepare children for kindergarten and help young students build skills necessary to read at grade level.

In January 2022, MCPL launched a new Grow A Reader app with videos, books, and daily literacy tips that caregivers and their children can use to practice the 10 essential pre-reading skills. The app’s user experience can be customized by a child’s age (baby, toddler, or preschool age) and contains content curated by Library staff that is updated regularly. Some content is also available in both English and Spanish. Since its launch, the app has had 961 users.



Children’s Material Circulation
3,120,869

Use of Online Resources for Literacy and Students
251,736

Children’s Programs
46,644 attendees
2,281 programs

Dial-A-Story Call-Ins
858
Dial-A-Story Page Views
847

Strategic Priority II

MCPL will connect citizens to innovative services and resources that expand opportunity and build community.

Technology To Go Services



Made possible by grant funding administered by the Missouri State Library, Mid-Continent Public Library continued to lend Wi-Fi hotspots over the past year and also began lending Chromebook laptops in December 2021. The Chromebooks and hotspots can be checked out separately or together, making them an ideal resource to conduct work or schoolwork from anywhere.

Additionally, in April 2022, the Library partnered with Evergy to launch the “Power Check” pilot program, which allowed customers to check out devices from their local MCPL branch that could be used to measure their home’s energy usage and potentially save money on their electric bills.

Funded by a grant administered by the Missouri State Library, MCPL also kicked off a new initiative called Access Wellness in early 2022. As part of the program, the Library temporarily lent kits equipped with health monitoring devices and local healthcare resource information and increased its health-focused resources and events.

533
Wi-Fi Hotspot Units

6,140
checkouts

203
Chromebook Laptops

922
checkouts

Career Online High School



2021-22 Career Online High School Graduates

For the sixth consecutive year, Mid-Continent Public Library, in conjunction with Kansas City Public Library and Literacy KC, was pleased to participate in a free, online education program for qualified adult residents to earn accredited high school diplomas and career certificates. A graduation ceremony for the 2021-2022 fiscal year was held July 7 at Manual Tech High School.



SQUARE ONE

Square One Small Business Services

Supported in part by the Ewing Marion Kauffman Foundation, Square One connects small business owners and entrepreneurs with MCPL resources and other organizations to help them launch or improve their businesses.

During the 2021-2022 fiscal year, Square One hosted 101 programs with 1039 attendees. These programs were held in both English and Spanish on a variety of business-related topics—from creating a business plan to finding funding for a venture.

36,225

Sessions Using Business-Based Online Resources

370

Small Business Owners Receiving 1-on-1 Help

98.9% of Square One program participants reported developing new skills or knowledge related to their small business.

Strategic Priority III

MCPL will build the capacity of individuals and organizations to create and share their stories.

The Story Center

Mid-Continent Public Library's Story Center program moved into its new offices inside the historic home on the Woodneath Library Center campus in late 2021. The transformation of the 1855-56 Greek Revival-style farmhouse was made possible by funding through private support from individuals, foundations, and a National Endowment for the Humanities Challenge grant. Funded in part by the Ewing Marion Kauffman Foundation, Story Center staff continue to help local storytellers create, share, and connect over their work by offering educational resources and programs.

1,985
people attended
121
programs

23
Certification
Program
Graduates

Woodneath Press



The Library's in-house publishing imprint published a memoir by award-winning local playwright Olivia Hill in April 2022. *Travel North Black Girl* is set in the early 1980s and recounts Hill's experience as a young woman, coming from the inner city of Kansas City and traveling to the remote Indigenous village of Tatitlek, Alaska, alongside her newly wedded Jewish husband. The story is an expedition to self-discovery and empowerment and addresses the complex topics of race, gender, and trauma, plus the powerful healing that the wilds of Alaska can provide. The Story Center held a launch event for the book on May 23, 2022.

Midwest Genealogy Center

The Midwest Genealogy Center, the largest free-standing public family history library in the United States, continued to welcome customers from around the world this past fiscal year, hosting programs both virtually and in person for customer convenience. Use of online genealogy resources continues to be popular, and *Family Tree Magazine* included MGC among its 101 Best Websites of 2021.

2,100
customers attended
71 programs

Use of Genealogy-based
online resources:
192,394

Library Value Calculator: Taxpayer Savings by Using These Library Services

Adult Books Borrowed
\$40,074,400

Youth Books Borrowed
\$35,388,495

Movies Borrowed
\$2,821,104

Music Borrowed
\$1,346,574

Audiobooks Borrowed
\$2,953,740

Items Used in Library
\$1,080,988

Interlibrary Loan
\$1,242,275

eBooks and eAudiobooks
\$73,989,420

Downloadable Magazines
\$339,450

Hours of Computer Use
\$1,707,653

Free Wi-Fi Sessions
\$880,869

Wi-Fi Hotspots Borrowed
\$122,800

Newspapers Viewed Online
\$93,891

Database Searches
\$16,088,560

Genealogy Research Resources
\$3,954,360

Programs and Classes Attended
\$604,690

Online Courses and Training
\$4,733,475

Live Online Tutoring Sessions
\$160,160

Reference Questions Asked
\$1,585,830

Meeting Rooms Use
\$276,300

Total
\$189,445,034

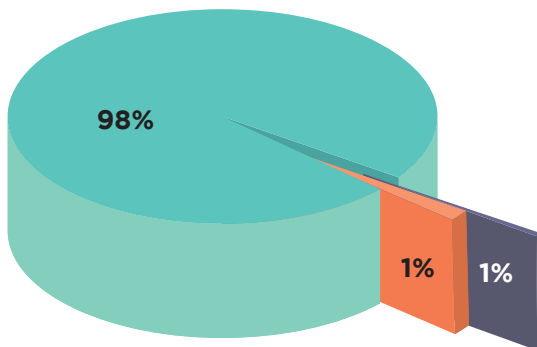
\$3.04 in services for
every tax dollar received

Calculate your savings at
mymcpl.org/Calculator.

Finances

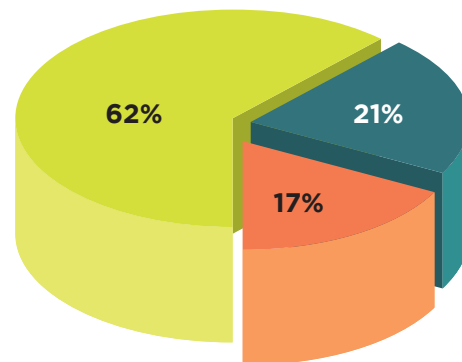
	Operating Fund	Capital Project Fund	Debt Service Fund	Nonmajor Governmental Funds
Revenues:				
Property Taxes	\$ 55,700,321	\$ -	\$ 6,580,000	\$ -
Fines and Fees	604,938	-	-	-
Investment Income	(50,745)	(1,437,192)	-	(20,465)
Contributions and Grants	798,495	431,083	-	678,073
Total Revenues:	\$ 57,053,009	\$ (1,006,109)	\$ 6,580,000	\$ 657,608
Expenditures:				
Payroll and Benefits	31,269,529	-	-	-
Library Materials	10,915,543	-	-	-
Library Operations	8,591,128	-	6,574,231	325,915
Capital Outlay		25,805,281		
Total Expenditures:	\$50,776,200	\$ 25,805,281	\$ 6,574,231	\$ 325,915
Other Financing Sources (Uses):				
Fund Transfer In (Out)	(1,024,450)	1,035,000	-	-
Property Disposal	-	1,500,000	-	-
Fund Balances, Beginning of Year	\$ 29,933,094	\$ 46,379,087	\$ 8,425	\$ 632,586
Fund Balances, End of Year	\$ 35,185,453	\$ 22,102,697	\$ 14,194	\$ 964,279

Operating Fund Revenues



■ Property Taxes: \$55,700,321
■ Fines & Fees: \$604,938
■ Contributions & Grants: \$798,495
Total: \$57,053,009

Operating Fund Expenditures



■ Payroll & Benefits: \$31,269,529
■ Materials: \$10,915,543
■ Operations: \$8,591,128
Total: \$50,776,200



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 @mcplmo

 @mcplmo

Capital Plan Project

Mid-Continent Public Library's Capital Plan entered the fourth year of implementation in July 2021, continuing the fulfillment of the promise made to customers following the passage of Proposition L in 2016.

In conjunction with JE Dunn Construction, SAPP Design Associates Architects, and Helix Architecture + Design, construction continued without interruption to create upgraded and intentional spaces for 21st century Library customers.

Improvements include community and meeting rooms, upgraded technology, and more.



The Blue Ridge Branch



The Lee's Summit Branch



The new
Woodneath Auditorium

During the fiscal year, the following projects were completed:

Blue Ridge Branch
opened November 29, 2021

Lee's Summit Branch
opened June 14, 2022

Woodneath Auditorium
opened summer 2022

The following projects began during the fiscal year:

Green Hills Library Center
groundbreaking July 15, 2021

North Oak Branch
closed November 28, 2021

Grain Valley Branch
land purchased

Riverside Branch
land acquired

To learn more about these projects, visit mymcpl.org/Community.