



2019-2020

ANNUAL REPORT



MCPL Leadership



Steven V. Potter
MCPL Director & CEO

Could anyone have predicted what the last year had in store for us?

The COVID-19 pandemic resulted in unprecedented responses around the world—and at the Library. Following guidance from health officials, we closed all our buildings on March 17. We asked ourselves how we could serve and remain vital with everyone at home.

As we closed, we migrated quickly to enhance our digital services, boosted our Wi-Fi to be accessible outside our buildings, licensed more copies of eBooks, and started offering virtual events.

On May 18, we launched curbside service. It was exciting to put physical books back into our customers' hands for the first time in two months!

We understood that people needed access to technology to apply for relief and to find jobs. So, we opened our buildings on June 16 so people could get online and connect to important services.

One of the under-appreciated difficulties was that we couldn't celebrate milestones in person. We opened the reimagined Blue Springs North Branch and the new East Lee's Summit Branch during the pandemic without celebration and without the community those buildings were built to serve.

We continued to ask for customer feedback through the pandemic. Thank you for replying to our questionnaires. One of the many discoveries was that 94 percent of you indicated satisfaction with our service despite the limitations. We appreciate your recognition that we worked hard to balance service and safety.

This has been an unusual year, one for which I was not prepared. Through the pandemic, I've learned a lot about myself, my colleagues, and my friends. I'm excited for the future. I know that 2021 and beyond will be different from the past. I know we are eager and excited to provide the best library experience possible in the years to come.

A handwritten signature in black ink that reads "Steven V. Potter".

Steven V. Potter
Library Director and CEO

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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.

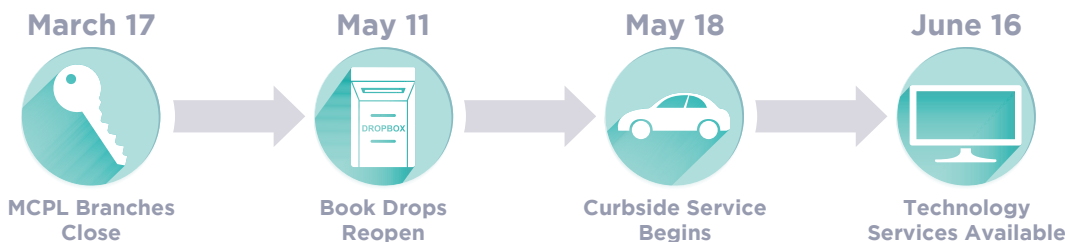
VISION STATEMENT

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

MCPL Core Services

Total Transactions
11,298,966

The Library's core services make up the majority of its activity—circulation (book checkouts), 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. This year, as COVID-19 upended everyday life, the Library took steps to balance health and services. The chart below shows the COVID-19 event timeline, and the numbers on this page reflect the impact of those closures and openings.

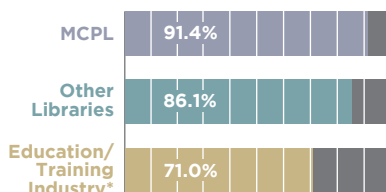


Customer Transactions



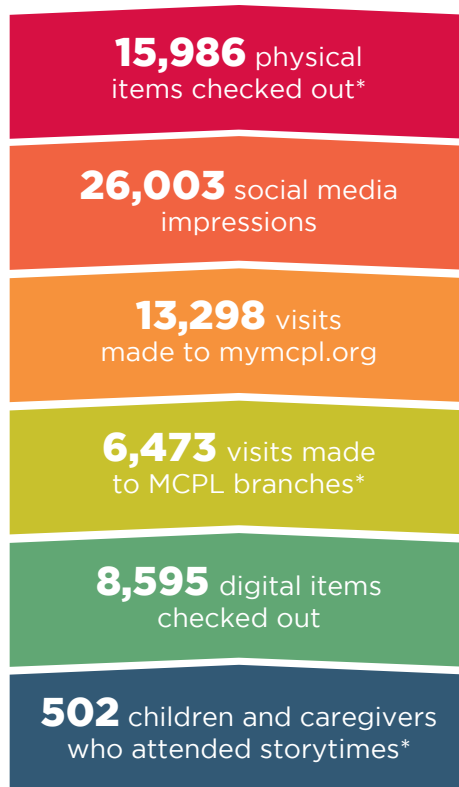
Customer Satisfaction

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 a Net Promoter Score of 92.0 or higher.



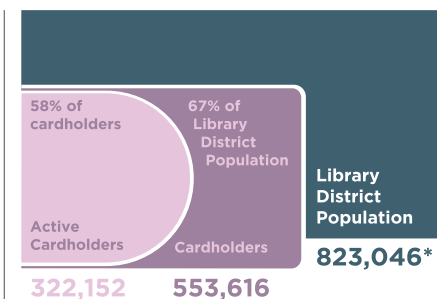
*Retently 2020 NPS Benchmarks

In one day at MCPL in the 2019-20 fiscal year, there were...

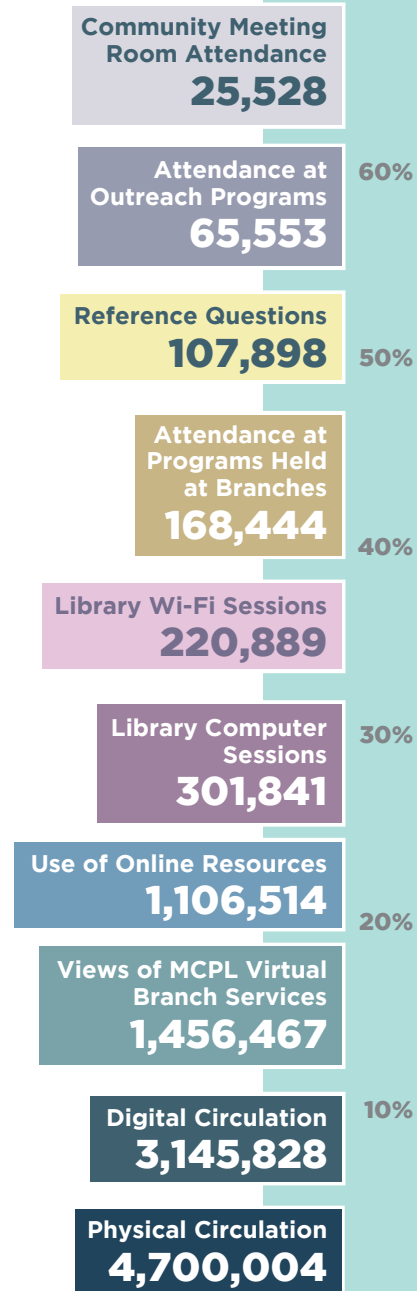


*Based on number of days services were available from MCPL branches this year (294 days). All others are based on 366 days.

Population



*2019 U.S. Census Bureau estimate



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 create a better community and a bright future. MCPL's Grow A Reader early literacy initiative focuses on preparing children for kindergarten and helping young students build skills necessary to read at grade level. The Winter Reading Challenge encourages adults to engage in leisure reading.

Summer Learning Program

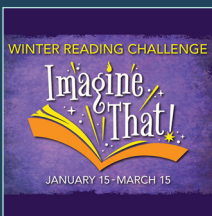


More than 20,000 children, teens, and adults focused on reading, critical-thinking activities, and participating in Library programs during its annual 2019 Summer Learning Program. The Library partnered with the Kansas City Royals, Kansas City Chiefs, Worlds of Fun, and other organizations that provided prizes in addition to books and Kindles for deserving participants.

Of all active participants, the following completed at least one level of the program:

Adults:	1,663 of 2,940 (56.6%)
Teens:	1,385 of 1,708 (81.1%)
Children:	12,911 of 15,539 (83.1%)
Total participants:	20,187

Winter Reading Challenge



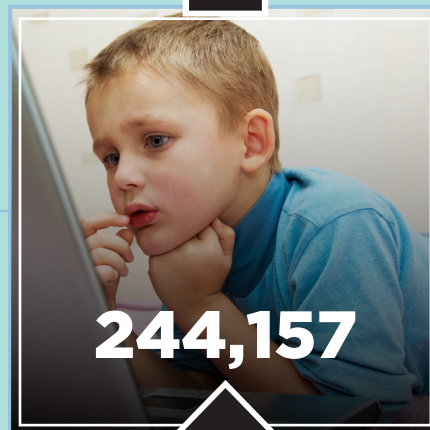
4,283 adults read
23,968 books
85% (3,653) of participants earned a mug

The 2020 Winter Reading Challenge inspired adults to "Imagine That!" and read five fantasy-themed books or titles of their choice between January 15 and March 15. All who completed the challenge earned a limited-edition coffee mug and qualified to win an all-expenses-paid trip provided by Universal Orlando Resort and KC 102.1.

Children's Material Circulation



Use of Online Resources for Literacy and Students



Early Literacy Storytimes



Programs for Elementary School-Aged Children



Strategic Priority II

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

Square One Small Business Services




This program, supported in part by the Ewing Marion Kauffman Foundation, connects small business owners and entrepreneurs with MCPL resources and other organizations to help them launch or improve their businesses. In addition, it helps job seekers prepare for employment or a new career.

Small Business Owners Receiving 1-on-1 Help



Sessions Using Business-Based Online Resources



Health-Based Programs (including yoga classes, blood drives, etc.)



Personal Finance Programs (including Tax Help from AARP, FAFSA, Meal Planning on a Budget)

Career Online High School

“This has been the best program and the hardest thing I’ve ever tried to achieve, but I wouldn’t change it for anything.”
– COHS graduate



For the fourth consecutive year, Mid-Continent Public Library, in conjunction with Kansas City Public Library and Literacy KC, recruited qualified adult residents to participate in an online program that awards accredited high school diplomas and career certificates to students for free. This year’s ceremony was held on March 4, 2020, at the Kansas City Public Library’s Plaza Branch.



2020 Career Online High School Graduates



Strategic Priority III

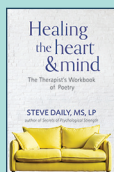
MCPL will build the capacity of individuals and organizations to create and share their stories.

The Story Center



The Story Center, located at the Woodneath Library Center, continued its partnership with Metropolitan

Community College to offer a certificate program with classes for oral and written storytellers and events for the public. In April 2020, in-person programs seamlessly pivoted to virtual programs that continued to help customers create and share their stories with others.



Woodneath Press, the Library's in-house publishing imprint, published two books, *Healing the Heart & Mind: The Therapist's Workbook of Poetry* (April 2020) and *Community Voices 2020 Vol. 1* (June 2020), a collection of short works by Storytelling Certificate Program graduates.

Midwest Genealogy Center

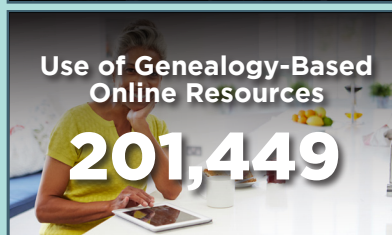


MIDWEST
GENEALOGY
CENTER



Welcoming customers from around the world, the **Midwest Genealogy Center** is the largest free-standing public family history library in the United States. Its new Community Hall, which opened in August 2019, is able to host local and national programs and events with a 400-person capacity.

Genealogy Events & Attendees



Library Value Calculator: Taxpayer Savings by Using These Library Services

Adult Books Borrowed
\$39,110,300

Youth Books Borrowed
\$29,792,370

Movies Borrowed
\$2,640,726

Music Borrowed
\$1,518,750

Audiobooks Borrowed
\$4,316,580

Items Used in Library
\$1,002,898

Interlibrary Loan
\$1,411,975

Downloadable Audiobooks
\$28,355,725

Downloadable Books
\$28,182,540

Downloadable Magazines
\$108,759

Hours of Computer Use
\$2,587,681

Free Wi-Fi Sessions
\$662,667

Newspapers Viewed Online
\$106,973

Database Searches
\$15,961,840

Genealogy Research Resources
\$4,028,980

Programs and Classes Attended
\$1,684,440

Online Courses and Training
Sessions
\$5,814,400

Live Online Tutoring Sessions
\$185,520

Tax Help - Seniors Served
\$1,043,120

Reference Questions Asked
\$1,618,470

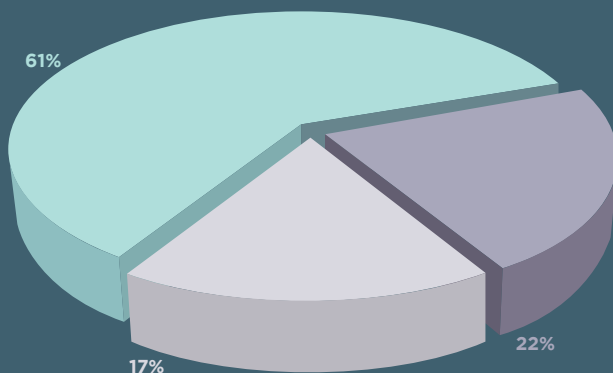
Total
\$170,134,714

\$2.91 in services for every tax
dollar received

Finances

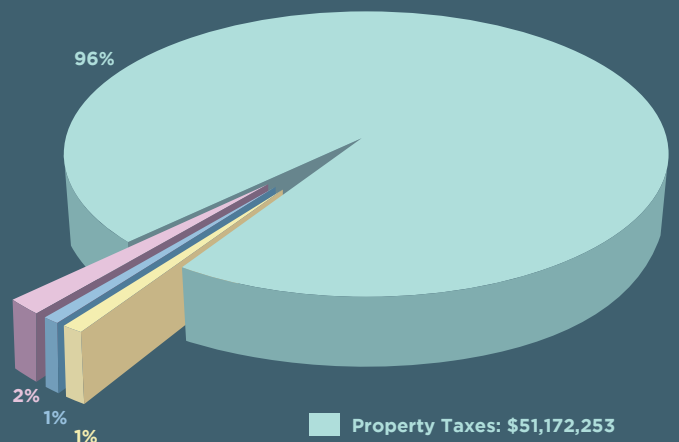
	Operating Fund	Capital Project Fund	Debt Service Fund	Nonmajor Governmental Funds
Revenues:				
Property Taxes	\$ 51,172,253	\$ 1,259,000	\$ 6,000,000	\$ -
Fines and Fees	498,190	-	-	-
Investment Income	386,207	2,318,019	-	(1,526)
Contributions and Grants	920,913	609,629	-	219,001
Total Revenues:	\$ 52,977,563	\$ 4,186,648	\$ 6,000,000	\$ 217,475
Expenditures:				
Payroll and Benefits	30,811,750	-	-	-
Library Materials	11,059,971	-	-	-
Library Operations	8,905,869	-	6,569,992	182,072
Capital Outlay:				
Woodneath Historical House	-	288,216	-	-
Capital Improvement/Replacement	-	22,894,304	-	-
Other Projects	-	175,000	-	-
Total Expenditures:	\$ 50,777,590	\$ 23,357,520	\$ 6,569,992	\$ 182,072
Other Financing Sources (uses):				
Fund Transfer In (Out)	(4,500,000)	4,500,000	-	-
Property Disposal	-	-	-	-
Fund Balances, Beginning of Year	\$ 31,198,285	\$ 82,178,465	\$ 923,063	\$ 507,546
Fund Balances, End of Year	\$ 28,898,258	\$ 67,507,593	\$ 353,071	\$ 542,949

Operating Fund Expenditures



■ Personnel: \$30,811,750
■ Materials: \$11,059,971
■ Operations: \$8,905,869
Total: \$50,777,590




Operating Fund Revenues



■ Property Taxes: \$51,172,253
■ Fines & Fees: \$498,190
■ Investment Income: \$386,207
■ Contributions & Grants: \$920,913
Total: \$52,977,563



15616 E. US Hwy. 24
 Independence, MO 64050
 816.836.5200
 mymcpl.org

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-  @mcplmo | 3,800 followers
-  @mcplmo | 5,100 followers

Capital Plan Projects

Mid-Continent Public Library's Capital Plan entered the second year of implementation in July 2019, continuing the fulfillment of the promise made to its customers following the passage of Proposition L in 2016. In conjunction with JE Dunn Construction, SAPP Design Associates Architects, and Helix Architecture + Design, renovations 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 new East Lee's Summit Branch



Kansas City Mayor Quinton Lucas attended the new Red Bridge Branch grand opening.



Interior of the Raytown Branch



The new Colbern Road Branch will reopen in spring 2021.



Buckner Branch Rededication Ceremony on March 13, 2020



Construction continued on the new Withers Branch in Liberty.

During the fiscal year, the following projects were completed:

Red Bridge Branch
 new location opened
 September 26, 2019

Midwest Genealogy Center Community Hall
 opened August 29, 2019

North Independence Branch
 reopened October 21, 2019

Raytown Branch
 reopened January 27, 2020

Buckner Branch
 reopened February 5, 2020

Blue Springs North Branch
 reopened March 9, 2020

East Lee's Summit Branch
 opened May 18, 2020

The following projects began during the fiscal year:

Colbern Road Branch Replacement
 groundbreaking March 16, 2020

Withers Branch (Liberty Branch Replacement)
 groundbreaking October 29, 2019

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