



# Annual Report



# From the Director



Throughout 2014 there was a lot of talk about libraries and their place in our technological age. Predictions of age-old institutions' demise at the hand of the Internet seemed to be prevalent and were bolstered by the modern library user's trend away from print/physical items to digital items.

However, what the prognosticators failed to realize is that both the Internet and digital content are the latest tools and formats that libraries use to serve their populations. For patrons with the proper equipment and access, digital items represent a wonderful world of convenience. Consider the following August 12, 2014 *Wall Street Journal* article excerpt:

***"A growing stack of companies would like you to pay a monthly fee to read e-books ... Don't bother. Go sign up for a public library card instead."***

The author came to this conclusion after studying e-book services (like Amazon Prime) that hype their collections by focusing on the large quantity of titles available. The research revealed that very few of the hundreds of thousands of titles available were actually of interest to the general reader. Libraries are simply able to better meet their communities' needs.

For those who still believe in the eventual shuttering of libraries, I say "microwaves."

The microwave oven was invented in 1946. The buzz then was that this new oven would replace conventional ovens because it was quicker and more convenient. Fast forward seventy years and the center of the modern kitchen is still the conventional oven.

In some ways, libraries are like kitchens. We meet the needs of those looking for new technologies and easy access **and** meet the needs of those looking for traditional resources and services, as exemplified in the following 2014 GDL statistics:

- 1.2 million visits **and** over 500,000 virtual visits
- 1.6 million physical items **and** over 450,000 digital items circulated
- 244,440 library supplied device logins **and** over 52,000 Wi-Fi logins

Have the Internet and the digital age had an impact on libraries? Absolutely! They have enabled them to become better than ever.

A handwritten signature in black ink, appearing to read 'D. Conklin'.

David Conklin  
GDL Director

## Leadership

### Library Director

David Conklin

### Library Board

William Delaney, Chair

Linda Ryals-Massey, Vice-Chair

Cathy Lane, Treasurer

Shari Bennett, Secretary

Minnie Armstrong, Trustee

Valaria Conerly-Moon, Trustee

Robert Crites, Trustee

Whitney S. Frazier, Trustee

# Improved Facilities & Services

## Grand Blanc-McFarlen

Community partnerships made it possible to renovate and expand the Grand Blanc-McFarlen children's center, build a new storage room, relocate and enlarge the computer area and design a more open and engaging floor plan.

*Thank you to the following partners who made those renovations possible:*

- Claffey Trust Fund
- Grand Blanc District Library Commission
- Friends of the McFarlen Library
- Grand Blanc Community Fund
- City of Grand Blanc
- Grand Blanc Township
- Mideastern Michigan Library Cooperative
- Local Donations/Gifts

## Fenton-Winegarden

Community partnerships helped to renovate the Fenton-Winegarden branch, which included creating a more open floor plan, reconfiguring the computer lab, and installing new carpet, floor tile, electrical units, plumbing fixtures, ceiling tile and shelving. Improvements also included a new circulation desk and furniture throughout the branch.

*Thank you to the following partners who made those renovations possible:*

- Fenton Downtown Development Authority
- City of Fenton
- Friends of Fenton Library
- Fenton Library Building Board
- Local Donations/Gifts



## Clio Area

The children's area benefited from new paint and carpet due to the generous donations of the Friends of the Clio Library and the Clio Library Building Board.

## Mt. Morris

The Mt. Morris Friends Group installed a new outdoor sign for greater visibility in the community.

## Digital Branch

The GDL responded to the continued demand for digital library services by offering Zinio, a downloadable magazine service. This resource is in addition to OverDrive (downloadable books, audiobooks, and movies) and Freegal (downloadable music).

# Staff News

Two staff members were recognized at the annual In-Service Day for providing excellent customer service. Library Assistant Nicole Lewis earned the Richard Handwerker Customer Service Award and Library Assistant Shalonda Griffin earned the Kay Hills Customer Service Award. The awards are named after two former staff members who helped set a high standard in customer service.



We recognized the following individuals for their years of service:

**Front row (left to right):** Shari Suarez (10 yrs.), Chris Heron (20 yrs.), Shirley Jones (35 yrs.), Kara Kvasnicka (25 yrs.), Marya Gutek (30 yrs.)

**Back row (left to right):** John Ekleberry (10 yrs.), Darwin McGuire (10 yrs.), Adrian Staggs (35 yrs.), Amy Goldyn (15 yrs.)  
Missing from photo: Sarah Bleuer (10 yrs.)



David Conklin & Nicole Lewis



David Conklin & Shalonda Griffin

# Programming Highlights



## Black History Month Brunch

The 13th annual brunch recognized the following honorees with an Award of Excellence:

- Carolyn Nash, former GDL Executive Director
- Louis Hawkins, Community Relations Administrator at HealthPlus of MI
- Lawrence E. Moon, Owner Moon Funeral Home
- Bruce Bradley, Founder of Tapology Tap Festival for Youth
- Resource Genesee (Partner in Progress Award)

Entertainment was provided by four-time Grammy Award and Academy Award winning vocalist, Regina Belle. She has a number of hits including *Make It Like It Was* and *A Whole New World* (duet with Peabo Bryson) for the Disney film, *Aladdin*.



Black History Month Brunch

## Summer Reading Program

The Summer Reading Program had 4150 children sign up for the Summer Reading Challenge while 6544 people attended summer events at our 19 branches. Children who completed the challenge had the opportunity to select a prize book of their own. Thank you to the Friends groups that donated funds toward the purchase of these books.



## Concerts

Our patrons were entertained by a number of free concerts including Three Men and a Tenor, Kitty Donohoe, Randy Scott, Straight Ahead, Sean Dobbins, The Moxie Strings, and Humphrey-McKeown.



Straight Ahead

# Authors



Patrons had the opportunity to listen to and learn from many authors including Kathleen Flinn, author of *Burnt Toast Makes You Sing Good: A Memoir of Food and Love from a Midwest Family* (a Michigan Notable Book), Johnathan Rand, author of the *American Chillers* and *Michigan Chillers* series, Luis Carlos Montálvan, author of *Tuesday Tucks Me In: the Loyal Bond Between a Soldier and His Service Dog*, David Anthony and Charles David Clasman, authors of the *Heroes A2Z* series, along with writers featured at our Local Authors' Showcase.



David Anthony  
& David Clasman



Johnathan Rand



Kathleen  
Flinn

# Partnerships

All GDL branches are supported by partnerships with local municipalities and community organizations. Newer partnerships include the following:

## Flint Handmade

The GDL and Flint Handmade together offered patrons the first annual Book Lovers' Craft Fair in the fall. Thirteen Flint Handmade vendors participated, offering crafts especially designed for bibliophiles.

## Flint Public Library

The GDL and FPL worked together synergistically in 2014. In September, we partnered for National Library Card Sign-up Month, working with 27 local businesses who agreed to provide coupons or discounts to patrons who showed their library cards at their establishments. In October, we connected once again for the Lil' Monsters Halloween Bash at the Genesee Valley Center, reaching over 3,000 children and their families.

Last year we also partnered with other organizations to better serve our community. For instance, federal, state and local governments continued to streamline their services by encouraging online access. In response, the GDL partnered with the Flint Public Library and the Genesee County Clerk's office to promote "Online, Not In-line" services. We also participate with similar state service known as ExpressSOS.

As organizations continue to evolve technologically, GDL is committed to establishing new partnerships to offer access to much-needed services.



# 2014 Statistics | Circulation

BRANCH	2014	2013	%
Baker Park	60,833	62,672	-2.93%
Beecher-Vera B. Rison	50,849	57,019	-10.82%
Burton Memorial	86,927	92,976	-6.51%
Clio Area	111,951	118,600	-5.61%
Davison Area	220,664	244,617	-9.79%
Fenton-Winegarden	125,290	143,917	-12.94%
Flint Township-McCarty	67,446	67,205	0.36%
Flushing Area	82,894	68,916	20.28%
Forest Township	47,519	51,176	-7.15%
Gaines	3,444	3,753	-8.23%
Genesee-Johnson	46,236	52,847	-12.51%
Genesee Valley Center	69,882	68,916	1.40%
Goodrich	35,680	37,118	-3.87%
Grand Blanc-McFarlen	267,964	294,423	-8.99%
Headquarters	105,914	116,473	-9.07%
Linden	59,092	62,282	-5.12%
Montrose-Jennings	47,832	54,841	-12.78%
Mt. Morris	66,301	75,465	-12.14%
Swartz Creek- Perkins	70,730	76,906	-8.03%
Talking Book Center	6,797	6,282	8.20%
<b>Physical Items Total</b>	<b>1,634,245</b>	<b>1,756,404</b>	<b>-6.96%</b>
e-books	130,023	101,753	27.78%
e-magazines	8,623	—	—
e-music	40,468	27,273	48.38%
<b>Digital Items Total</b>	<b>179,114</b>	<b>129,026</b>	<b>38.82%</b>
<b>Grand Total</b>	<b>1,813,359</b>	<b>1,885,430</b>	<b>-3.82%</b>

## GDL vs. Peer Libraries

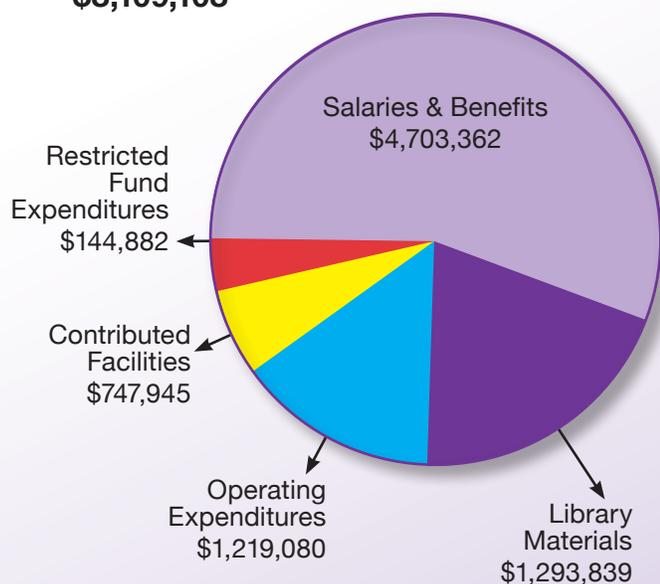
Library	Service Population	Branches	Hours Open	FTEs	Millage Rate	Per Capita Spending	Annual Budget
GDL	329,382	19	39,716	90	0.9981	\$25.81	\$8,500,000
KDL	365,669	18	41,755	197	1.28	\$41.02	\$15,000,000
CADL	240,165	14	33,434	138	1.56	\$41.64	\$10,000,000
Class VI Average	129,374	5	11,669	61	1.48	\$40.35	\$5,500,000

(KDL– Kent District Library, CADL– Capital Area District Libraries)

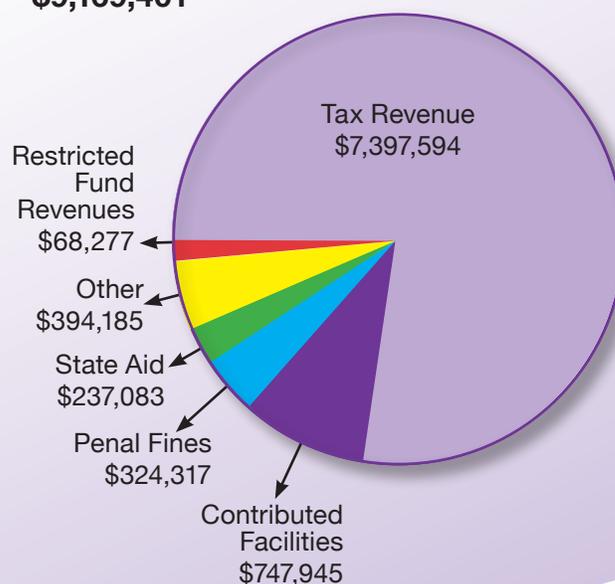
# 2014 Statistics | Visits & Access

BRANCH	2014	2013	%
Baker Park	42,534	45,337	-6.18%
Beecher-Vera B. Rison	50,157	51,335	-2.29%
Burton Memorial	59,226	49,496	19.66%
Clio Area	76,730	80,501	-4.68%
Davison Area	139,762	136,802	2.16%
Fenton-Winegarden	90,634	95,677	-5.27%
Flint Township-McCarty	43,902	42,525	3.24%
Flushing Area	62,180	51,925	19.75%
Forest Township	31,093	34,988	-11.13%
Gaines	1,451	1,062	36.63%
Genesee-Johnson	30,270	32,856	-7.87%
Genesee Valley Center	100,089	125,820	-20.45%
Goodrich	30,681	30,617	0.21%
Grand Blanc-McFarlen	203,282	224,719	-9.54%
Headquarters	83,106	90,766	-8.44%
Linden	45,741	44,940	1.78%
Montrose-Jennings	34,745	27,918	24.45%
Mt. Morris	41,072	44,601	-7.91%
Swartz Creek-Perkins	55,412	61,888	-10.46%
<b>Physical Visits Total</b>	<b>1,222,067</b>	<b>1,273,773</b>	<b>-4.06%</b>
<b>Virtual Visits Total</b>	510,856	—	—
<b>Grand Total</b>	<b>1,732,923</b>	<b>1,273,773</b>	—
PC Usage (Logins)	244,440	267,635	-8.67%
PC Usage (Hours)	185,502	188,276	-1.47%
Wi-Fi Logins	52,206	71,045	-26.52%

## Audited Expenditures 2014 \$8,109,108



## Audited Revenues 2014 \$9,169,401



# Genesee District Library 2014 Return on Investment (ROI)

	Circulation/Use	Est. value	Cost
Print Books	784,534	\$22.50	\$17,652,015
Magazines	14,355	\$5.00	\$71,775
Audio Books	34,846	\$30.00	\$1,045,380
DVD/Blu-ray	758,270	\$20.00	\$15,165,400
PC usage	185,502	\$18.00	\$3,339,032
e-books	130,023	\$15.00	\$1,950,345
e-magazines	8,623	\$5.00	\$43,115
Database Search	290,852	\$19.00	\$5,526,188
e-music	40,468	\$1.00	\$40,468
Interloan Requests	26,229	\$25.00	\$655,725
		Total	\$45,489,443
Operating Budget			\$8,109,108

**ROI Summary:**

For every \$1 spent, the GDL provides \$5.61 in services.

2014  
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*thegdl.org*