

2015 Annual Report



One Tree, Many Branches
Our community roots are deep.



A Letter from the Director



The 21st century library is more relevant than ever, because technology allows us to provide 24/7 access to much of our content. As the world continues to transition from print to digital — in everything from personal medical records to encyclopedias, college textbooks to online banking — the public library remains front and center in providing free multimedia tools for patrons.

The Genesee District Library remains committed to leveraging the latest technologies to bring modern library services to our residents. Case in point, in 2015 the GDL:

- Saw a 70% increase in Wi-Fi usage due to an investment in new wireless hardware at all 19 branches. Our free Internet is eight times faster than it was just a few years ago.
- In addition to a catalogue boasting over 20,000 e-books, our patrons also have access to over 100 e-magazines. Freegal, our free online music database, allows patrons to download — and keep — five songs per week. They also have unlimited access to free music streaming.
- People expect speed and convenience, and we provide it. The GDL website is now mobile responsive. Surf our catalogues from your phone while you're standing in line at the grocery store, or research new cars with our Consumer Reports database while you're getting your oil changed.
- But it's not all about technology. The library continues to be a warm, inviting place to browse, and a great learning place for kids. In 2015 we hired a Children's Librarian to provide expertise and support to our branch librarians, parents, children and schools.

Public libraries are not reinventing themselves. Rather, they are simply doing what they do best — providing free access to ideas and information. It's just the tools that are different.

David Conklin,
Library Director

*"In the nonstop tsunami of global information,
librarians provide us with floaties and teach us to swim."*

~Linton Weeks, *NPR Digital News* and Former *Washington Post* writer

Leadership

Library Director

David Conklin

Library Board

William Delaney, Chair

Linda Ryals-Massey, Vice-Chair

Cathy Lane, Treasurer

Whitney S. Frazier, Secretary

Minnie Armstrong, Trustee

Shari Bennett, Trustee

Valaria Conerly-Moon, Trustee

Robert Crites, Trustee



Staff News

Two staff members were recognized at the annual In-Service Day for providing excellent customer service. Library Assistant Theo Christopher earned the Richard Handwerker Customer Service Award and Business Librarian Trevor Winn 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):

Cindy Lo'Ree (15 yrs.)
Shalonda Griffin (10 yrs.)
Julie Mendel (15 yrs.)

Middle row (left to right):

Mary Higginbottom (15 yrs.)
Kim Allen (10 yrs.)
Linnette Coselmon (15 yrs.)
Roy Soncrant (15 yrs.)

Back row (left to right):

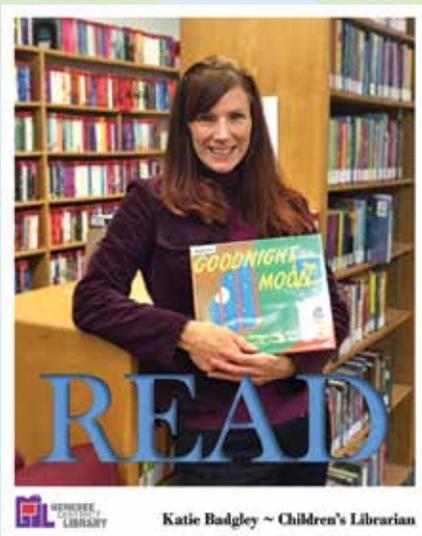
Amy Houser (5 yrs.)
Ivan Smith (10 yrs.)
David Conklin (GDL Director)
Jason Bias (10 yrs.)



David Conklin
& Theo Christopher



David Conklin
& Trevor Winn



Children's Librarian

Katie Badgley, formerly the branch librarian at Burton Memorial, became the new Children's Librarian in October. She has engaged in many outreach efforts including the Great Start Resource Fair, Fox 66 Fall Family Expo and the Garner Elementary Family Fun Fair. In addition, she provided story times and programs for infants and teens in the branches.

Volunteers

The GDL has over 50 active volunteers and is grateful for their service.

Improved Facilities and Services

Fenton-Winegarden

Fenton-Winegarden celebrated their grand reopening with a reception on March 19th with over 175 in attendance. Matthew Ball, Michigan's premier boogie woogie musician, provided the musical entertainment.



Grand Blanc-McFarlen

Grand Blanc-McFarlen celebrated their grand reopening with a reception on October 22nd with over 200 in attendance. Finvarra's Wren, a Celtic band out of southeast Michigan, provided the musical entertainment.

Clio Area

A new circulation desk and carpeting were installed at the Clio Area Library. Thanks to the Clio Board and Friends of the Clio Library.



Website Redesign Team

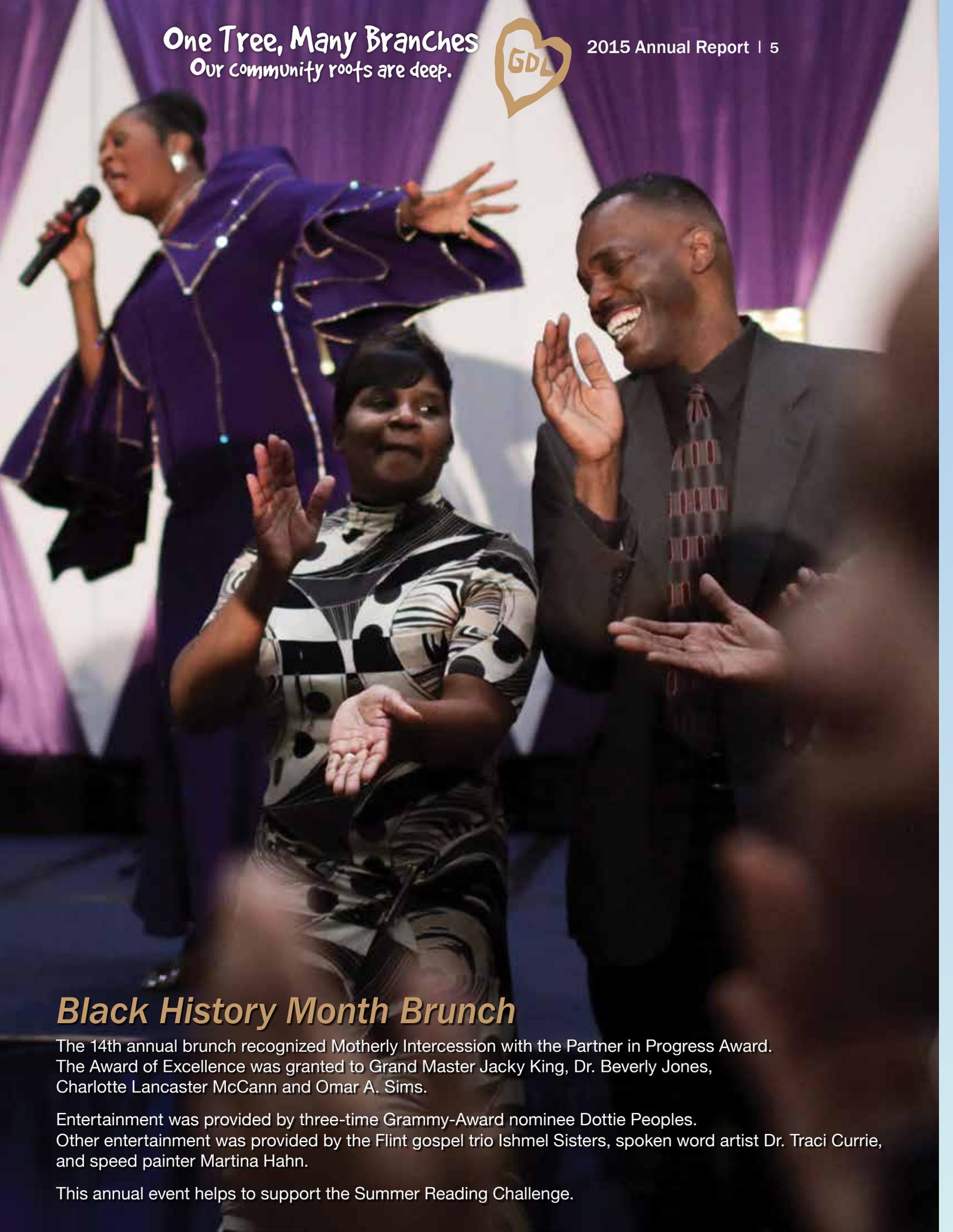
The GDL website redesign team worked with GEMS Solutions to redesign the GDL website. (www.thegdl.org) The new format is simpler, more graphically appealing, and also mobile-responsive.

Playaway Launchpads

The Playaway Launchpad program, a new take-home technology that supports education and literacy for young learners, was funded in part by a grant from the United Way of Genesee County, and is a collaboration between the Genesee District Library and Flint Public Library, with the intention of improving early literacy rates across the county.

The Launchpad is pre-loaded with high-quality learning apps that support learning objectives in math, science, languages, critical thinking and creativity. Parents may check them out of the library for their children and no Internet is necessary. Between GDL and FPL there are over 430 Launchpads in circulation.





Black History Month Brunch

The 14th annual brunch recognized Motherly Intercession with the Partner in Progress Award. The Award of Excellence was granted to Grand Master Jacky King, Dr. Beverly Jones, Charlotte Lancaster McCann and Omar A. Sims.

Entertainment was provided by three-time Grammy-Award nominee Dottie Peoples. Other entertainment was provided by the Flint gospel trio Ishmel Sisters, spoken word artist Dr. Traci Currie, and speed painter Martina Hahn.

This annual event helps to support the Summer Reading Challenge.

Programming Highlights



Every Hero Has a Story

The GDL staff worked together to create a Summer Reading Challenge promotional video to the song *Heroes (We Could Be)* and garnered over 1,500 YouTube views. Warner Chappell Music, Inc. granted GDL permission to use the song.



OverDrive Event

The OverDrive semi-truck was featured at the Grand Blanc-McFarlen Library on July 28th with complementary outdoor programming. Beloved storyteller Carol Bakke provided children's programming and Grand Rapids musician Matt Gabriel provided music. In all, 350 people attended the event, with 279 walking through the high-tech displays. One hundred patrons logged onto OverDrive as first-time users.

Lil' Monsters Halloween Bash

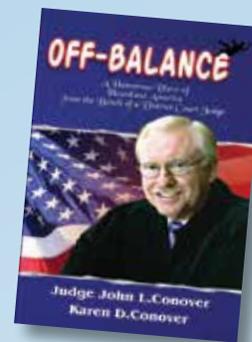
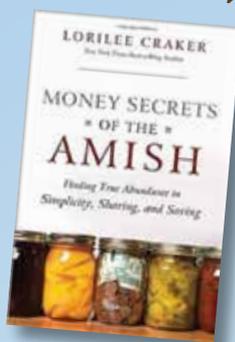
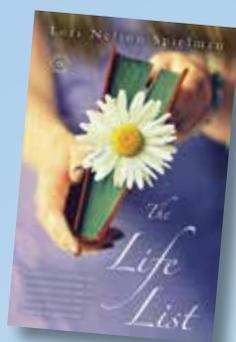
GDL partnered with the Flint Public Library for the Lil' Monsters Halloween Bash at the Genesee Valley Center Mall in October. Almost 2,500 children and parents attended the event.





Summer Reading Challenge

The Genesee District Library had 5,243 children sign up for the Summer Reading Challenge, which was a 26% increase from last year. Over 10,000 children and their families 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.



Authors

Lori Nelson Spielman discussed her best-selling novels, *Sweet Forgiveness* and *The Life List*, and author Lorilee Craker presented her book, *Money Secrets of the Amish*, at Grand Blanc-McFarlen. Dr. Belinda Ross spoke about her book, *Teaching to Transform*, at Beecher-Vera B. Rison. Judge John Conover and Karen Conover spoke about their book *Off-Balance* at Burton Memorial and Davison Area. Also, thirteen writers participated in our Local Authors' Showcase at Grand Blanc-McFarlen in May.



Humphrey-McKeown

Concerts

Our patrons were entertained by a number of free concerts including Straight Ahead, Humphrey-McKeown, Moxie Strings, Finvarra's Wren, Sean Dobbins and Gemini.

Movie Private Screenings

The GDL continued to partner with NCG Trillium Theatre in Grand Blanc to offer patrons private screenings on the following books-turned-blockbusters: *Paddington*, *Insurgent*, *Tomorrowland*, *Maze Runner: The Scorch Trials*, *Pan* and *Mockingjay Part 2*. Patrons enjoyed a discounted ticket of \$5 at the door and free popcorn.



Book Lovers' Craft Fair

The GDL and Flint Handmade together offered patrons the 2nd Annual Book Lovers' Craft Fair in November at the Grand Blanc-McFarlen Library. Over 550 patrons attended. Thirteen Flint Handmade vendors participated, offering crafts especially designed for bibliophiles.



National Library Card Sign-up Month

The GDL partnered with the Flint Public Library for the National Library Card Sign-up Month in September. Forty businesses participated, which is a 48% increase over last year.





Donations

*Thank you to the following people and organizations
for giving generously to the Genesee District Library in 2015:*

Al Allison
Donna Alward
Colette Arkwright
Charles Bachman
George & Sonali Behrend
Bentley Florist
Bowl Flint
Gloria Brethour
Tanya Bristol
Ron & Kim Capton
David & Valerie Carpenter
Cinema Hollywood
City of Fenton
City of Grand Blanc
Claffey Trust Fund
Cumulus Media
Asmaa El Assad
Don & Pam Elliott
Emotions Anonymous
Nancy Lee Fawcett
Kristina Feller & Marc and Monica Higgins
Fenton Downtown Development Authority
Fenton Library Building Board
Flushing Women's Club
Kristin Franzen
Foundation for Mott Community College
Les & Pam Frampton
Friends of the Genesee District Library
Gail Garrison
Genesee District Library Foundation
Grand Blanc Community Fund
Grand Blanc District Library Commission
Grand Blanc Township
Dr. Melanie Hartman & Gary Abusamra
Lois Hayna & Pamela Smith
Ruth Hazel
Fred Hinz
Auker Homes



George P. Jones
Bethany Kelley
Kristine Kerr & Betty Englemann
Roosevelt & Sylvia Keys
Kiwanis Club of Burton
Anita Larson
Suzanne Linder
Marilyn Lindman
Longway Planetarium
Helen & Thomas Mannor
Mideastern Michigan Library Cooperative
Kristine Mikolay
Mt. Morris Charter Township Board & Staff
Carolyn & Herbert Nash
NCG Cinemas
James Neubacher
Penny Norton
Open Gate Garden Club
Lynn Parkllan & Jerry Morris
Mark Plucer
Robert & Elizabeth Rose
Margaret & Gary Rudder
Marilyn & David Scheidemantel
Dr. Frederick & Linda Schreiber
Sharon Scott
John Scrimger
Shiawassee Mills Chapter of Questers
Gail & Roger Stolpin
Martin Sugden
Terry Timmons
Ina Tonks
Dorothy Trubiro
Peter VanLowe
James Watkins
WDZZ 92.7
WJRT ABC 12
White Castle
The Family of Marilyn Thomas Wilson



2015 Statistics – Circulation

BRANCH	2015	2014	%
Baker Park	59,168	60,833	-2.74%
Beecher-Vera B. Rison	35,923	50,849	-29.35%
Burton Memorial	82,650	86,927	-4.92%
Clio Area	113,098	111,951	1.02%
Davison Area	215,036	220,664	-2.55%
Fenton-Winegarden	112,205	125,290	-10.44%
Flint Township-McCarty	57,865	67,446	-14.21%
Flushing Area	79,705	82,894	-3.85%
Forest Township	44,503	47,519	-6.35%
Gaines Station	4,294	3,444	24.68%
Genesee-Johnson	42,208	46,236	-8.71%
Genesee Valley Center	74,822	69,882	7.07%
Goodrich	31,368	35,680	-12.09%
Granch Blanc-McFarlen	252,500	267,964	-5.77%
Headquarters	102,203	105,914	-3.50%
Linden	60,080	59,092	1.67%
Montrose-Jennings	50,031	47,832	4.60%
Mt. Morris	64,525	66,301	-2.68%
Swartz Creek-Perkins	66,674	70,730	-5.73%
Talking Book Center	6,797	6,797	0.00%
Physical Items Total	1,555,655	1,634,245	-4.81%
e-books	167,364	130,023	28.72%
e-magazines	11,238	8,623	30.33%
e-music	50,241	40,468	24.15%
Digital Items Total	228,843	179,114	27.76%
Grand Total	1,784,498	1,813,359	-1.59%

GDL vs. Peer Libraries

Library	Service Population	Branches	Hours Open	FTEs	Millage Rate	Per Capita Spending	Annual Budget
GDL	332,567	19	39,384	84	0.9981	\$26.25	\$8,500,000
KDL	395,660	18	41,729	192	1.28	\$38.01	\$15,000,000
CADL	238,859	14	34,082	135	1.56	\$44.49	\$10,500,000
Class VI Average	129,374	5	11,757	61	1.48	\$40.61	\$5,500,000

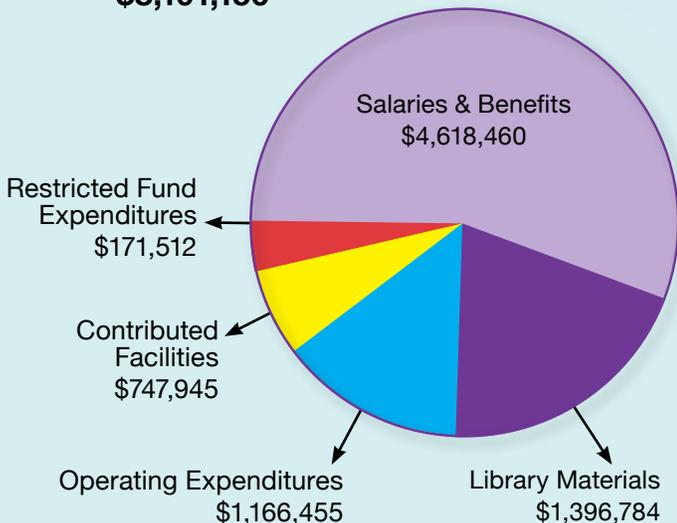
(KDL– Kent District Library, CADL– Capital Area District Libraries)



2015 Statistics – Visits & Access

BRANCH	2015	2014	%
Baker Park	44,169	42,534	3.84%
Beecher-Vera B. Rison	36,044	50,157	-28.14%
Burton Memorial	53,036	59,226	-10.45%
Clio Area	74,172	76,730	-3.33%
Davison Area	127,837	139,762	-8.53%
Fenton-Winegarden	72,233	90,634	-20.30%
Flint Township-McCarty	42,327	43,902	-3.59%
Flushing Area	57,617	62,180	-7.34%
Forest Township	30,987	31,093	-0.34%
Gaines Station	1,683	1,451	15.99%
Genesee-Johnson	26,336	30,270	-13.00%
Genesee Valley Center	105,970	100,089	5.88%
Goodrich	32,362	30,681	5.48%
Granch Blanc-McFarlen	200,157	203,282	-1.54%
Headquarters	76,870	83,106	-7.50%
Linden	35,394	45,741	-22.62%
Montrose-Jennings	33,806	34,745	-2.70%
Mt. Morris	38,719	41,072	-5.73%
Swartz Creek-Perkins	51,773	55,412	-6.57%
Physical Visits Total	1,141,492	1,222,067	-6.59%
Virtual Visits Total	456,320	510,856	-10.68%
Grand Total	1,597,812	1,732,923	-7.80%
PC Usage (Logins)	219,074	244,440	-10.38%
PC Usage (Hours)	176,201	185,502	-5.01%
Wi-Fi Logins	88,826	52,206	70.15%

Audited Expenditures 2015
\$8,101,156



Audited Revenues 2015
\$9,419,073

