



*Mayor's Goal 2: "The education and health of Philadelphians improve"*

**Topic:** Free Library of Philadelphia

**Key Presenter:** Siobhan A. Reardon, *President and Director of the Free Library of Philadelphia*

**Date:** May 27<sup>th</sup>, 2015

## Executive Summary

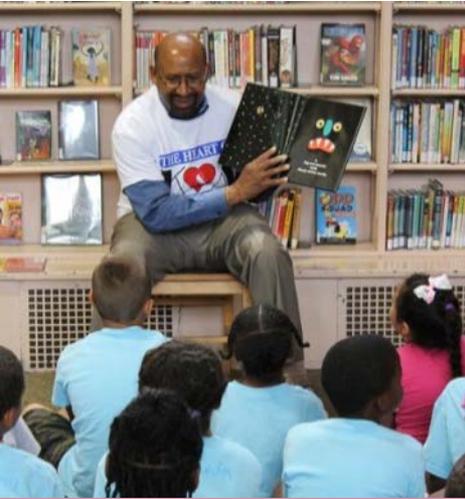
### Major Accomplishments:

- The Free Library has opened a state-of-the-art **Culinary Literacy Center**.
- The Free Library is debuting a new model that groups all neighborhood libraries into 8 clusters. This new model will help it **respond more nimbly** to the changing needs of the neighborhoods it serves.
- The Free Library has enacted extended operating hours for neighborhood libraries, making **459 more hours** per week open to the public Citywide.
- The Free Library has been awarded a major grant from the William Penn Foundation to launch the **Building Inspiration** Initiative.
- The Free Library is leading the Citywide READ! by 4<sup>th</sup> **early literacy** campaign.

## Executive Summary

### Challenges:

- The Free Library is gradually recovering from the FY08 budget cuts.
- Our expanded hours have meant the need for more staff, and the length of the hiring process has been a challenge to ramping up **staffing**.
- Deferred **maintenance** of facilities.



## Who We Are

- Vision
- Mission
- Scope of Services
- Budget



## VISION:

Building an enlightened community devoted to lifelong learning.

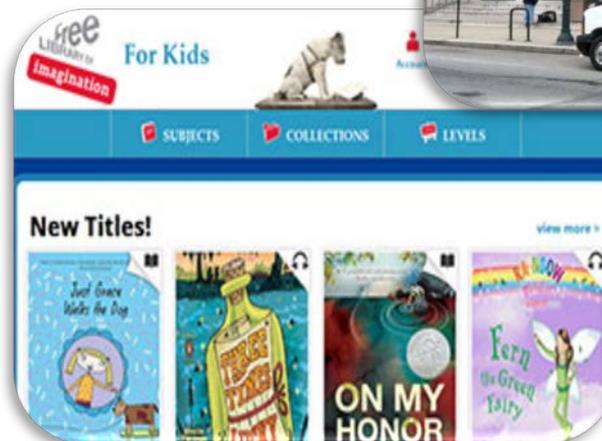


## MISSION:

The Free Library of Philadelphia advances literacy, guides learning, and inspires curiosity.

### SCOPE OF SERVICES:

A growing, hand-selected and relevant collection; and programming geared toward children under 5, new Americans, jobseekers, small businesses, and customers of all abilities and learning styles, available at nearly 60 locations Citywide.



## Scope of Services

The Free Library of Philadelphia was chartered 124 years ago, in 1891.

Nearly 60 locations including 54 libraries, 3 hotspots, the Techmobile, the Regional Operations Center, and the Philadelphia International Airport.

Over 4 million books, e-books, DVDs, magazine subscriptions and more, over 700 public access PCs, and 141 electronic databases.

Free access to PCs, internet, and wireless technology helping to bridge Philadelphia's digital divide.

Nearly 26,000 programs for all ages in the last FY with nearly 447,000 participants. Programs include culinary literacy, job readiness, author events, the Literacy Enrichment After-School Program, and One Book One Philadelphia.

Author events

School and daycare outreaches

Affordable Care Act help

Central senior services

Mobile technology

Staffed computer labs

One Book One Philadelphia

Prison library

Children's storytimes

WiFi

Book clubs

Free public meeting rooms

Business services



Exhibitions

Voting sites

Techmobile

Special collections

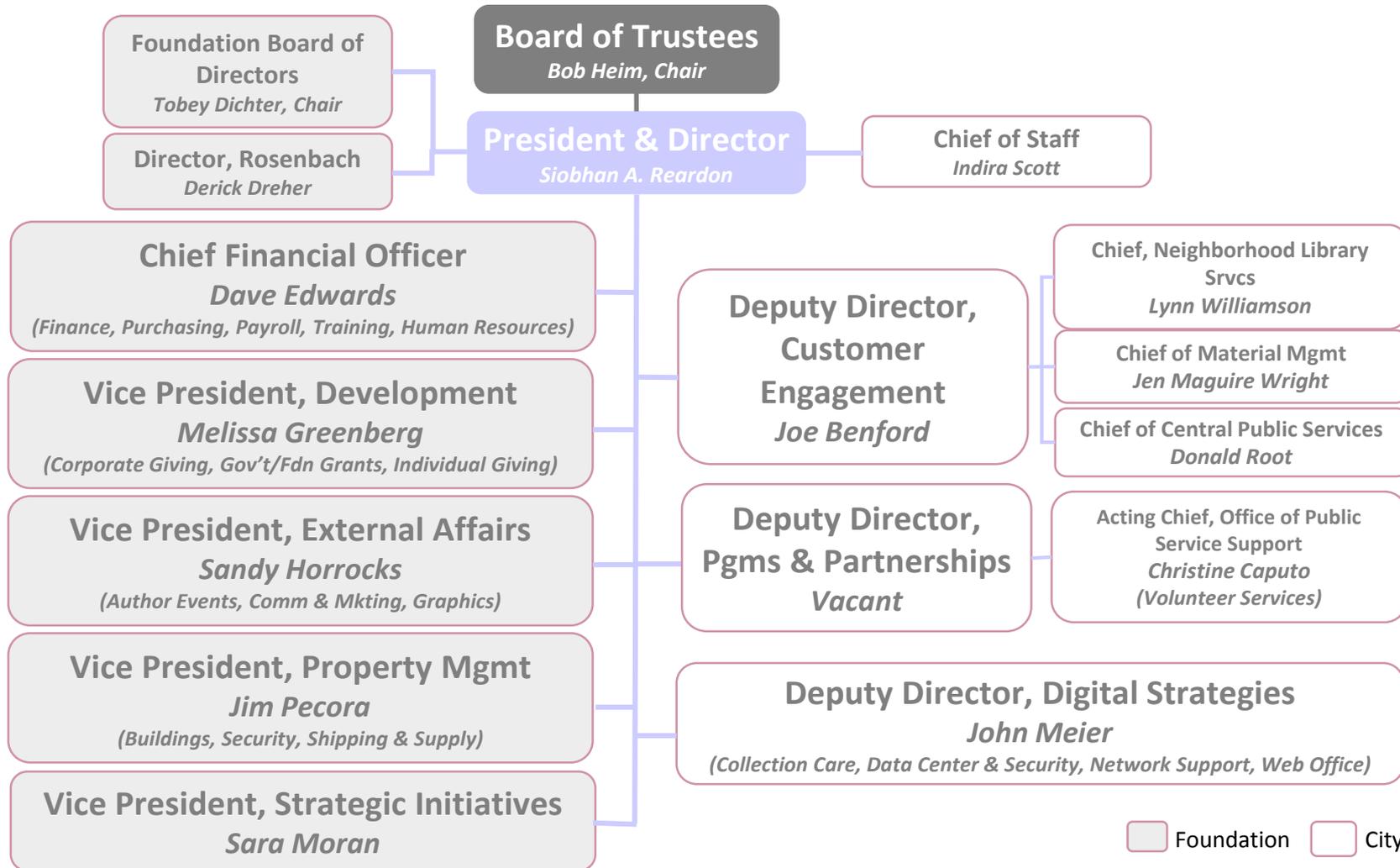
Summer reading

Project H.O.M.E. partnership

Social workers at Parkway Central Library



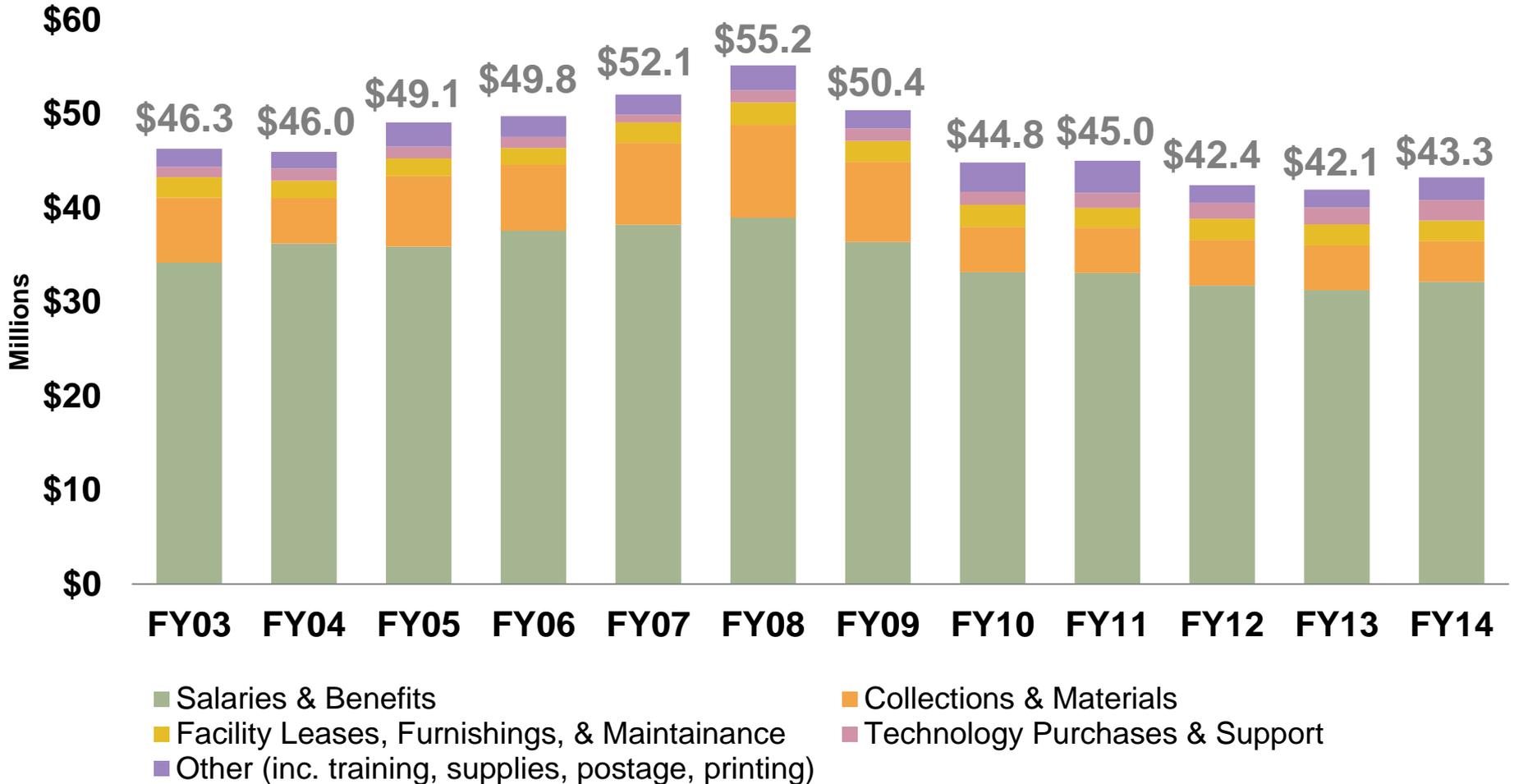
# Organizational Chart



Foundation City

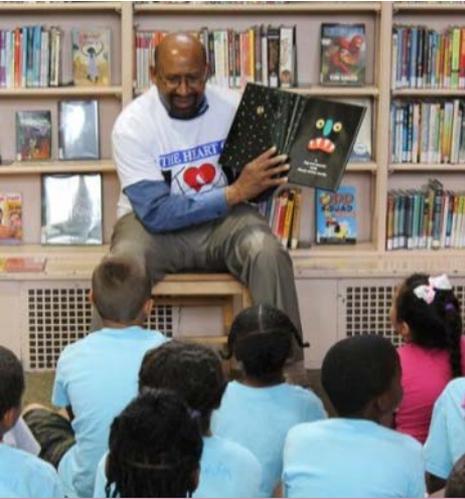
The Free Library has restructured its management structure to better serve the public

Budget



The Free Library is gradually recovering from FY08 budget cuts





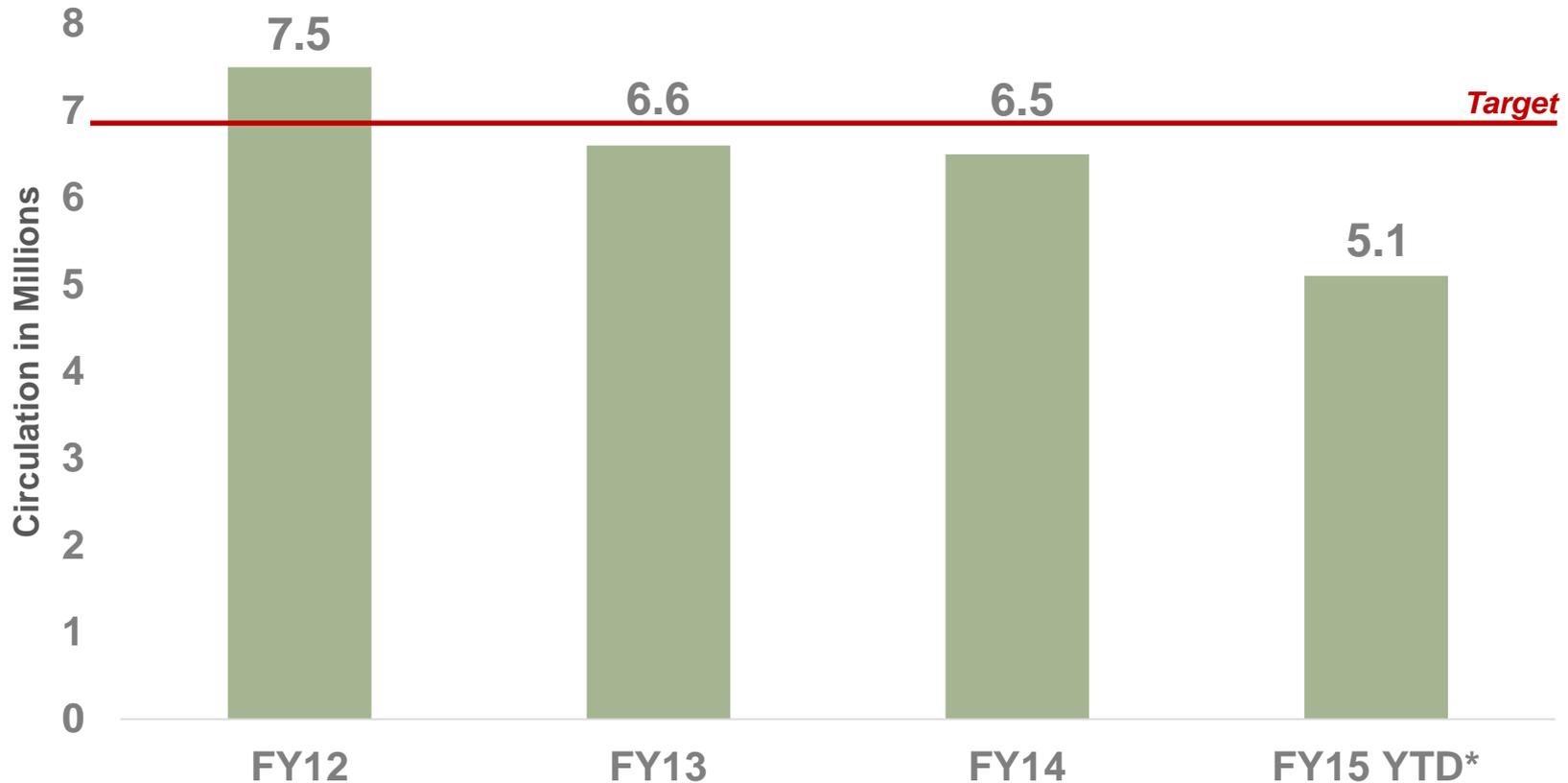
## What We Do

- Performance to Targets
- Strengths
- Challenges



## Performance Measure 1: Circulation of Library Materials

Target: 6.9 million circulations in Fiscal Year 2015

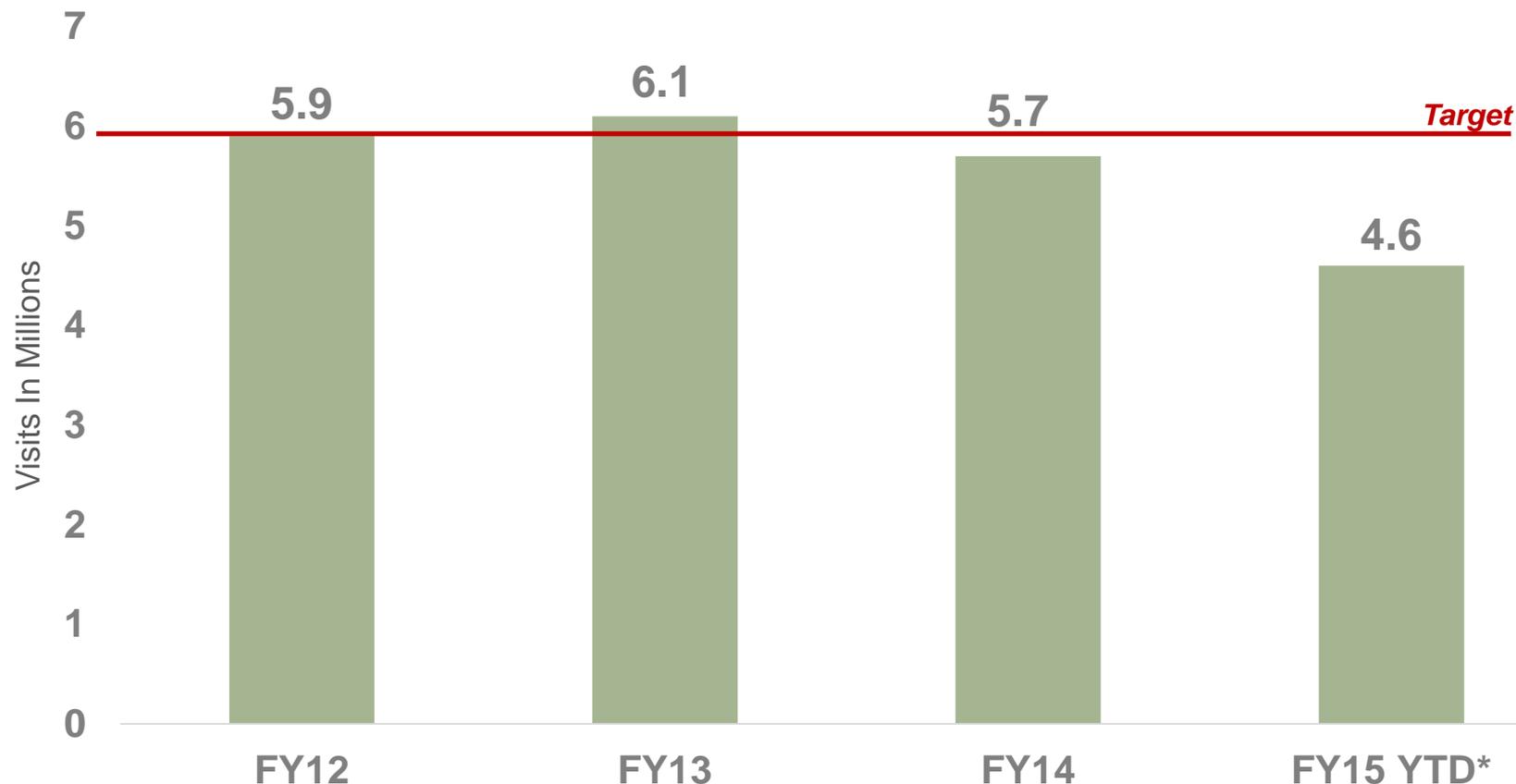


Although the Free Library's circulation has plateaued recently, in keeping with a nationwide trend, we are looking forward to a modest increase for FY15

\* FY15 YTD data current to April 30

## Performance Measure 2: Physical Visits

Target: 5.9 million visits in Fiscal Year 2015

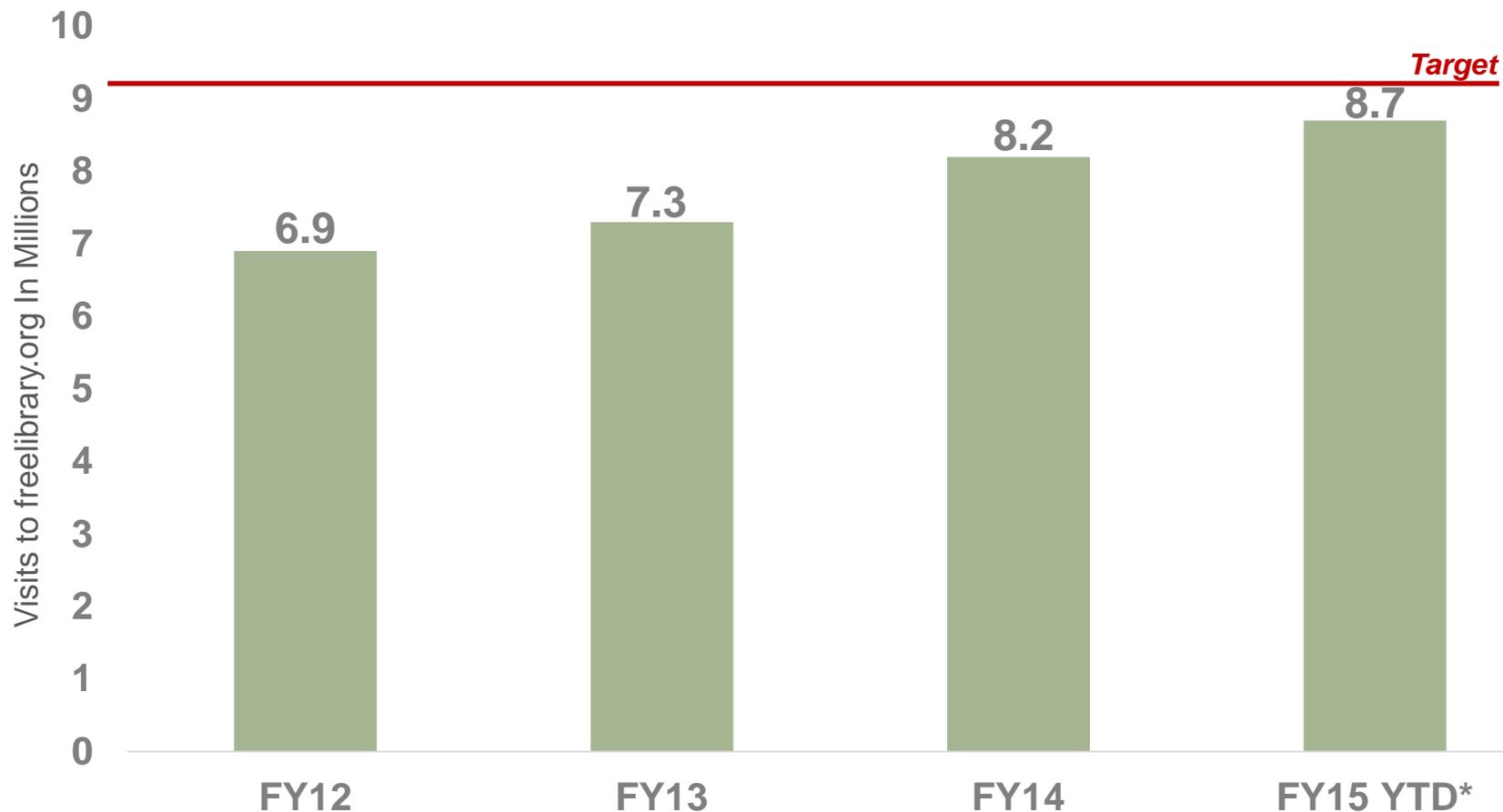


Extended hours should lead to increased visits.  
The Free Library is close to meeting this target.

\* FY15 YTD data current to April 30

## Performance Measure 3: Virtual Visits to FLP Website

Target: 9.2 million virtual visits in Fiscal Year 2015

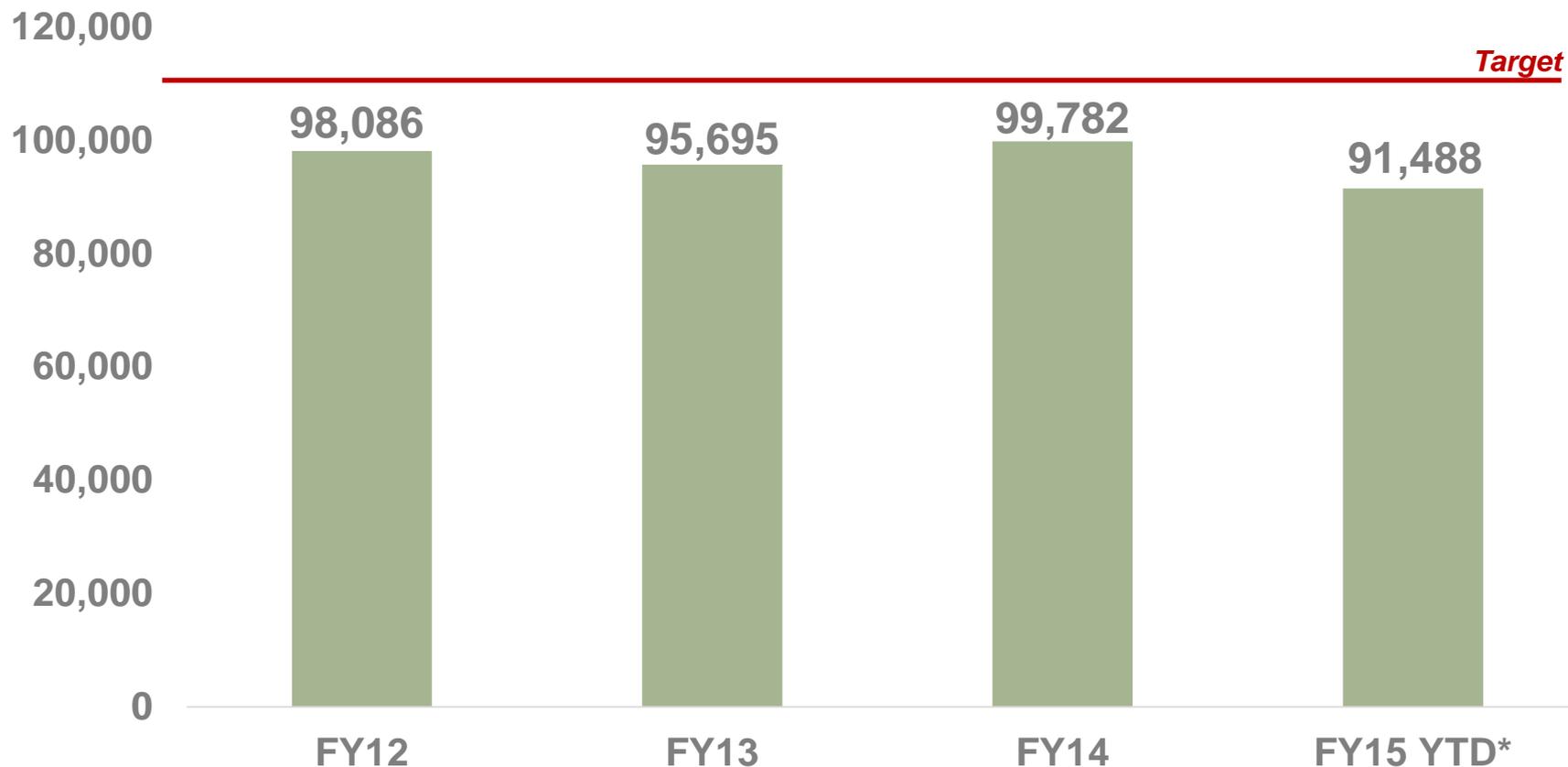


This trend continues to rise.  
The Free Library is on track to meet this target.

\* FY15 YTD data current to April 30

## Performance Measure 4: Hours Open

Target: 110,785 hours open in Fiscal Year 2015

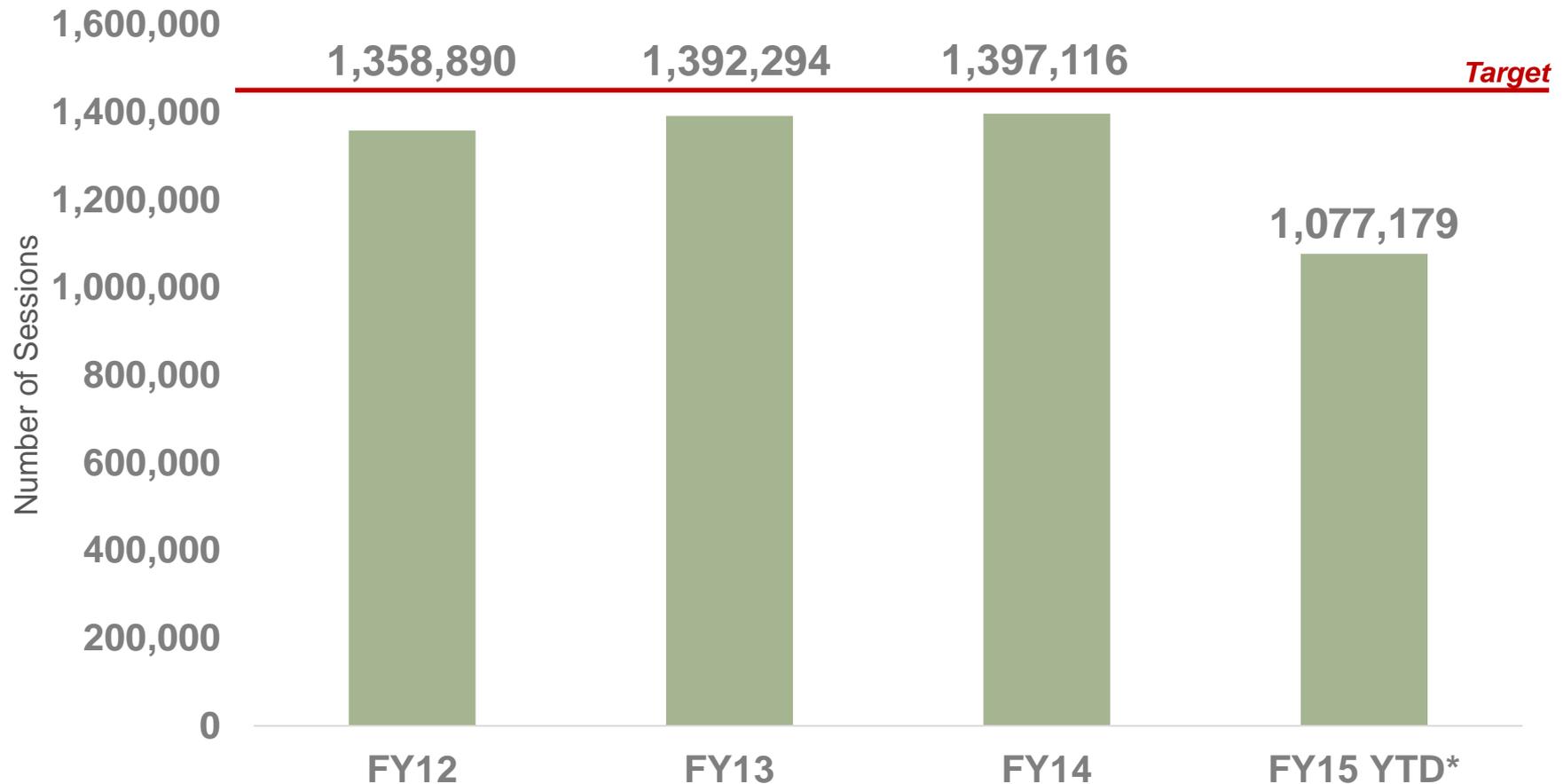


The Free Library is open an average of 44.9 hours/week, more than public libraries in NYC(all boroughs), Houston, and San Jose.  
We are on track to meet our target.

\* FY15 YTD data current to April 30

## Performance Measure 5: Computer Use

Target: 1,447,116 sessions in Fiscal Year 2015

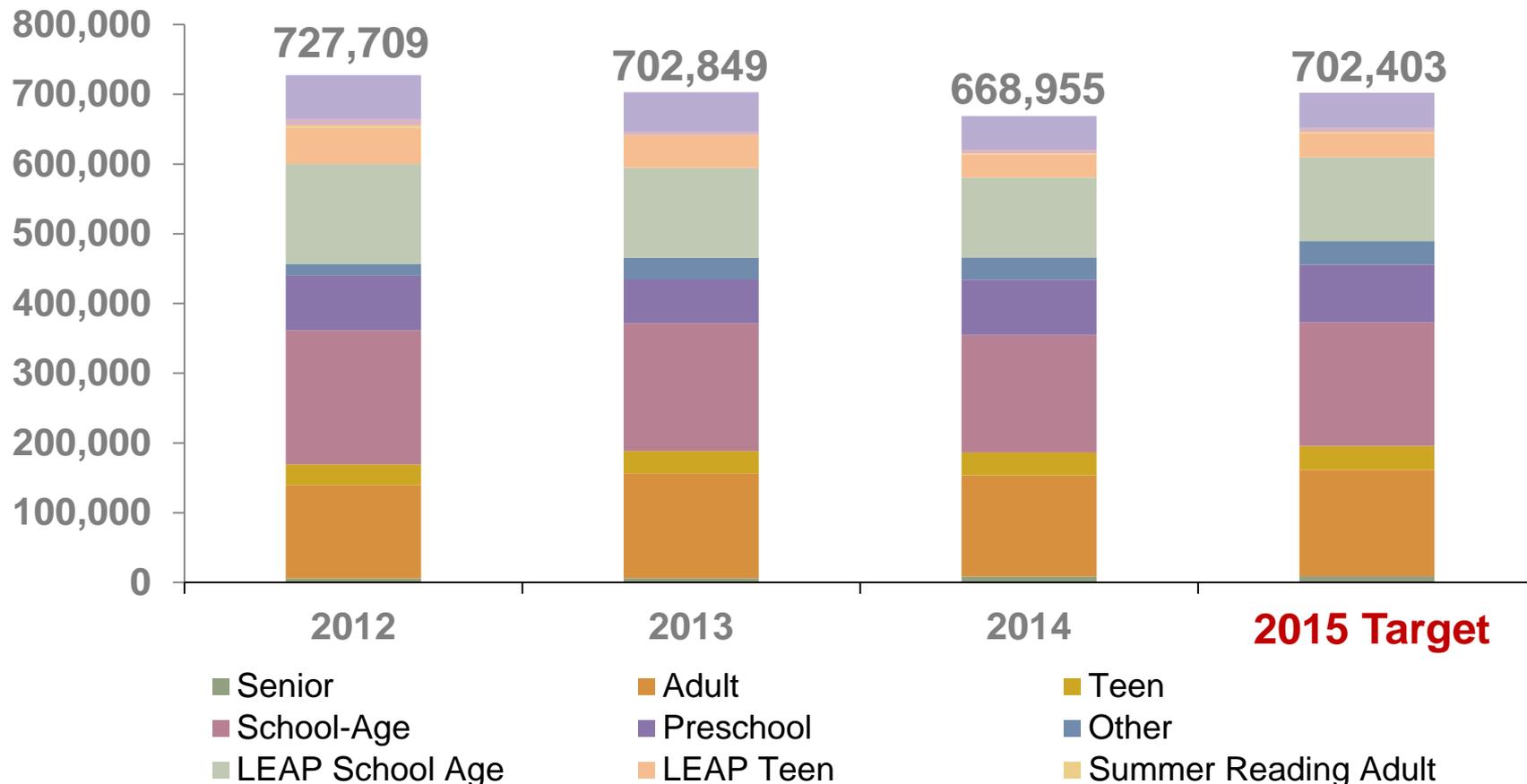


The Free Library does major work to bridge the digital divide with free PC and internet access at all locations. We are on track to meet our target.

\* FY15 YTD data current to April 30

# Performance Measure 6: Program Attendance

Target: 702,403 attendees in 2015



Children make up 61% of our program attendees; we are making strides in programming to adults and seniors and seeing gains.

\* Target developed from Public Libraries In the United States Survey: Fiscal Year 2012

## Strengths



**Community Presence:** Philadelphia has more libraries per capita than any of the nation's 10 largest cities: citywide network of 49 neighborhood libraries, plus 3 larger regional libraries.



**Connector:** Connecting Philadelphians to services and providing resources like finding a job, internet and computer access, and ESL programs.



**Children's Programming:** Provided nearly 14,000 children's programs in last FY, with more than 236,000 participants. Programs include storytimes and the Literacy Enrichment After-School Program.

## Challenges



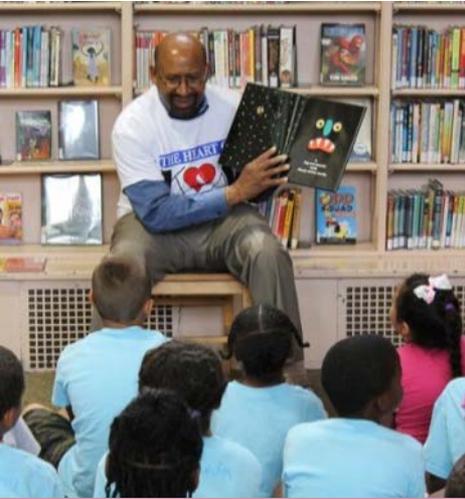
**Budget:** The Free Library is gradually recovering from FY 08 budget cuts and relying to a greater extent on partnerships.



**Rethinking our facilities:** The Free Library is carrying out renovation and construction both in the Parkway Central Library and in the neighborhood libraries to defray the effects of deferred maintenance and to meet the public's changing needs.



**Hiring process:** The Free Library is working to decrease the average length for hire. Length is due in part to special clearances many staff members need to work with children.



# What's on the Horizon

- Key Initiatives
- Long Term Strategic Projects



## Key Initiatives include:

- Renovation of the Parkway Central Library (Phase III)
  - A \$30 million undertaking to remove existing closed stacks and create a commons area as well as the Business Resource Innovation Center. Funded in part by a 5-year grant from the William Penn Foundation.
- 21<sup>st</sup> Century Neighborhood Libraries
  - A \$30.5 million project to extensively renovate 5 neighborhood libraries (South Philadelphia, Lillian Marrero, Tacony, Logan and Lovett Memorial) to become model community-centered libraries and ADA accessible. Funded in part by a 5-year grant from the William Penn Foundation.
- READ! by 4<sup>th</sup>
  - The Free Library, partnering with the School District of Philadelphia and 50 other organizations, is the leader of this initiative to ensure our students are reading at grade level by 4<sup>th</sup> grade.

## Key Initiatives include:

- Programming with an eye towards more collaboration
  - The Free Library will create and deliver programs in partnership with relevant cultural, arts, and science organizations.
- Increased virtual presence
  - As more library interaction takes place online, the Free Library will expand its virtual services, holdings, tools, and social media presence.
- Cluster Rollout
  - The cluster model, which organizes all neighborhood libraries into 8 clusters for close collaborative work, will be expanded to encompass all 54 locations.

## Longer-Term Initiatives are:

- Continue our “Building Inspiration” campaign for:
  - Expansion of Parkway Central (Phase IV)
  - Renovation of the remaining 21<sup>st</sup> Century Neighborhood Libraries
- Encourage pilots and experiments at every level so that all staff begin to think like entrepreneurs

## Recap

- The Free Library of Philadelphia advances literacy, guides learning, and inspires curiosity.
- Nearly 60 locations, over 4 million items, and programming to almost 447,000 members of the public.
- Key initiatives include library renovation and expansion, as well as the READ! by 4<sup>th</sup> campaign.
- Long-term initiatives include establishment of an innovation fund, close collaboration with the School District, and completion of the cluster model.
- Challenges include budget and funding levels, rethinking our facilities, and shortening our hiring process.

## Additional Public Resources

- [freelibrary.org](http://freelibrary.org)
- [freelibrary.org/about/docs/FLP\\_StrategicPlan.pdf](http://freelibrary.org/about/docs/FLP_StrategicPlan.pdf)
- [facebook.com/freelibrary](https://facebook.com/freelibrary)
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