



Mesa Public Library

Department Highlights

April 23, 2015



FYTD 14-15 Performance

MEASURE	July 13 - March 14	July 14 – March 15	% Increase
Program attendance	18,831	27,625	47%
Public computer uses	189,653	198,147	4%
In-house visits*	863,526	867,853	1%
Circulation	2,115,022	2,132,585	1%

Innovations

- Implemented auto renewal March 2015
 - Saves customer time
 - Saves customer money
- Began allowing online card renewal April 2015
 - Saves customer time



Innovations

MPL♥COM

- Launched outreach campaign promoting the Library as a benefit to City employees during September 2014
 - Issued or renewed 744 library cards to employees
 - Created a monthly government book discussion group
 - Partnered with Mail Services to provide direct delivery service
 - Partnered with Information Services to offer IT2U trainings on library digital products
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Innovations

MPL♥COM

“When I saw the InsideMesa item offering City employees library cards via interoffice mail, and reading about all the online services you’ve added since I last had a library card years ago, I asked for one ... Thanks so much. I look forward to making use of these new-to-me services.”



Tablet Time

- For children ages 3 to 5 and their parents/caregivers
 - Potential for 1,480 participants during 9 month pilot
 - Addresses community needs:
 - Provides children positive exposure to technology
 - Bridges digital divide between low-income and higher-income children
 - Improves pre-reading and reading skills in pre-school children
 - Partnered with New Directions Institute for Infant Brain Development and CPLC Parenting Arizona for curriculum assistance and outreach
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Mesa Express Library

Since opening May 2011

- 39,800 computer sessions
- 40,300 questions
- 185,800 visitors
- 417,500 items circulated

Since August 2013

- 3,000 program attendees



THINKspot

Since opening October 2013

- 365 programs
- 8,900 questions
- 20,000 visitors



Dobson Updates

Phase I

- Access to Family Restroom

Phase II

- Study/Meeting rooms
- Updated Children's area
- Butterfly garden

Phase III

- Updated teen area
- Updated reading area




FY 15-16 Proposed Budget

FY 15/16 Library Budget = \$7,138,616

- 3% Target Reduction = \$214,158
- 4 vacant positions

Impact

- Increase wait for in person assistance in libraries
 - Increase wait for phone assistance
 - Increase in time it takes for items to return to shelf
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Questions?

