### MISSION STATEMENT

Mid-Continental Public Library’s mission is to enrich our citizens and communities through expanding access to innovation, information, ideas, and inspiration.

### VISION STATEMENT

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

### TABLE OF CONTENTS

- Leadership Messages 3 - 4
- National Medal 5 - 6
- Literacy Initiatives 7
- Collection and Digital Investments 8
- Story Center 9 - 10
- Community Engagement 11 - 12
- Programming 13
- Welcoming Spaces 14
- Library Value Calculator 15
- Finances 16
- Upcoming 17 - 18
- Board of Trustees 19
- Staff 20
- Locations 21
- Map 22

### BY THE NUMBERS

- Registered Cardholders 510,888
- New Patrons Registered 59,701
- Population (2013 Estimate) 780,141

Our North Independence Branch Children’s Area has been a welcoming space for literacy since 2010.
LEADERSHIP MESSAGES

Libraries truly amaze me. They are remarkable places that offer deeply personal opportunities to learn, grow, and connect. Mid-Continent Public Library is an exceptional library system which is adapting, changing, and responding to the challenges of providing access to all. That can be a book, a meeting room, an online database, a program – a whole variety of experiences and information that inspire and inform us.

Earlier this year, I paused to read several handwritten notes posted at the North Independence Branch – from library patrons young and old – who shared how “lives change at your library.”

Here are a few:

“The library in Independence has been part of my life since I was 10. It introduced me to worlds beyond my own. Now I am 78 and have returned to Independence after being away for 55 years. The library is still an integral part of my life.”

And this from a seven-year-old:

“Library makes a better place because you can pick your own books.”

And this perspective from an adult:

“Through the years, libraries have offered me a chance to read as many books as I wish; watch and attend movies; research homework assignments; homeschool my children; attend lectures, workshops and entertainments; and learn new crafts. And all at no cost. It is a fantastic resource available to all, regardless of means.”

This consolidated library system – officially created in 1965 – serves all who reside in a diverse mix of urban, suburban, and rural neighborhoods covering 1,349 square miles – a geography larger than the state of Rhode Island. The Library district serves OVER 780,000 patrons – more than the entire populations of four states (Wyoming, Vermont, North Dakota, and Alaska) and the District of Columbia.

MCPL has grown with the communities and the times. It serves the small communities like Lone Jack, Dearborn, Camden Point, and Edgerton, and strategically opens new services in growing areas – check out the Woodneath Library Center in Clay County! Libraries are vital, alive, and significant civic and cultural institutions for communities – what some consider “the people’s palace.”

Next year, Mid-Continent Public Library turns 50 years old, an occasion for a fitting community celebration. We want to celebrate our history, but also focus on our future and what we can and need to be doing to meet community needs and respond to opportunities. This is an exciting and challenging time for libraries which remain vibrant, relevant, and important community institutions.

We can, and will, change and adapt to that civic responsibility. We must, if we are to honor our commitment to our patrons to make it possible for them to Access Your World.

Brent Schondelmeyer
President, Board of Trustees

There is an episode of the classic television show Seinfeld called “The Burning.” In the story, Jerry suggests to George that a good way to improve his station at work is to employ Las Vegas style showmanship by “leaving on a high note.” I am not sure that Mid-Continent Public Library could end FY2014 on a much higher note.

Representatives from Mid-Continent Public Library were invited to the White House on May 8, 2014 to receive the National Medal from the Institute for Museum and Library Service. This recognition is one of the highest distinctions that a library can receive. We are very much honored to be recognized in this way. However, it begs the question: how can you possibly top that? Surprisingly, I think that FY2014-2015 may be even more memorable.

This coming year promises many great new activities for Mid-Continent Public Library.

Mid-Continent Public Library will move the collection from a barcode-based system to a Radio Frequency Identification (RFID) management system. MCPL will join Johnson County (Kansas) Public Library as the only other library in the metropolitan area employing this technology. There are several advantages to this equipment, including increased ease of transactions. Simply, materials are easier to check in and check out. Additionally, RFID transactions tend to be more accurate. It is more difficult to miss an item when checking in or checking out. Lastly, RFID can also help the library staff manage the inventory more effectively and efficiently.

We have been proud of our Summer Reading efforts for many years. Last year, we released pilot study findings that suggest that these efforts are highly effective in combating “summer slide” as well as helping children gain additional reading skills during the summer. We will continue to work with the Kansas City Area Educational Research Consortium (KC-AERC) to analyze data from our Summer Reading Program. Additionally, we will continue to expand the study and engage more school districts in the effort.

As has been the case in several previous years, Mid-Continent Public Library will continue to spend more on materials than any of our peers. MCPL budgets a ratio of 25 percent on materials. By doing so, we make certain that we are investing in the services that our customers demand.

Perhaps most importantly, 2015 will start the 50th Anniversary celebration for Mid-Continent Public Library. The Library’s actual “birthday” is November 10, 1965. We will have many celebrations throughout the 2015 calendar year, including a “family reunion” where we will invite all the former employees and board members from the past fifty years to join us for a celebration.

From small storefronts and rented spaces in 1965 to the winner of the IMLS National Medal 50 years later, Mid-Continent Public Library has earned the right to celebrate. I hope you will join with us. I think we will be going out on a high note once again!

Steven V. Potter
Library Director and CEO
On May 8, 2014, MCPL received the National Medal of Museum and Library Service at a ceremony held at the White House. The National Medal for Museum and Library Service, presented by First Lady Michelle Obama, is awarded by the Institute of Museum and Library Service (IMLS) in Washington D.C. The mission of IMLS is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagements. The organization provides support for libraries and museums through research, policy development, and grants.

The National Medal is the nation’s highest honor conferred on museums and libraries for service to the community, and celebrates institutions that make a difference for individuals, families, and communities.

MCPL was recognized for a dedication to providing access to innovation, information, ideas, and inspiration to the community. By focusing on literacy initiatives, making substantial collection and digital resource investments, and working with local and national partners to actively engage community members, MCPL is able to provide award-winning service to the region.

At the award ceremony, Library Director and CEO Steven V. Potter was joined by community representative Alicia Moore. As a mother of two homeschooled children, she was aware that her children’s school materials depended heavily on what was available at local institutions and found that MCPL’s resources provided her with the resources she needed.
LITERACY INITIATIVES

BY THE NUMBERS

2013 Summer Reading Program Totals
7,911 Listeners (ages 0-6) listened to 322,994 books
9,765 Readers (ages 6 and up) read 5,430,819 minutes
3,797 Teens wrote 34,652 book reviews
5,927 group participants read 15,120 minutes and read 22,716 books
1,972 kids returned 5,024 Kid Bucks to MCPL libraries from 157 schools and daycares
11,049 prizes were earned

Somewhere in Time: Winter Reading Challenge
Over 800 people read 3,726 books from January 15 - March 15 as part of the inaugural Winter Reading Challenge. The challenge asked adults to read 5 books over 2 months and was themed this year around historical fiction and nonfiction. There was a 3-way tie for the most popular book read: Harry Truman’s Excellent Adventure, Mistress of the Art of Death, and Outlander. The grand prize winner of an eReader was Edwin W. from Blue Springs North Branch.

“I love the idea of an adult reading challenge! Having it themed is a great idea as it encourages you to branch out and try something new, and that’s always fun.”

-Blog Post Comment

COLLECTION & DIGITAL INVESTMENTS

By the Numbers
Collection Size 3,629,127
Circulation 8,969,209
Items Added to the Collection 236,925
mymcpl.org Visits (webpage sessions) 4,840,022
Research Database Sessions 826,736
eAudiobooks Downloaded 157,699
eBooks Downloaded 580,084
Songs and Music Videos Downloaded 149,872
Live Homework Help Sessions 9,603
Public Book Reviews 109

Freegal Music Downloads Increased!
Freegal Music is a downloadable music service that gives you access to over 7 million songs in MP3 format and 15,000 music videos in MP4 format. This year, MCPL increased the number of downloads from 3 per week to 5 for each customer.

GymAmerica Database
GymAmerica is a custom diet planner and fitness tracker that allows customers to create exercise and diet plans based on individual needs, goals, and schedules.

Financial Literacy Research Database
From personal and household finance to market economics and globalization, the Financial Literacy database makes economics and money management easy to understand.
National Storytelling Network

In November, the National Storytelling Network (NSN) announced the relocation of its national headquarters from Tennessee to the Woodneath Library Center campus. The announcement was made at a reception for NSN hosted by MCPL and MCC-Maple Woods. The NSN headquarters will be located in the upper floor of the Story Center when the move is complete.

The National Storytelling Network brings together and supports individuals and organizations that use the power of story in all its forms. They advocate for the preservation and growth of the art of storytelling.

Story Center

The Story Center will celebrate the art of the story and its power to help people communicate more effectively, connect and build community, preserve personal and cultural histories, and develop creativity and self-expression. The Story Center will serve as a place where less-experienced storytellers, authors, and creators will come to learn how to begin the process of finding, shaping, telling, and sharing their stories.

Woodneath Press: Espresso Book Machine

The Espresso Book Machine is a state-of-the-art device that prints, binds, and trims a paperback book in minutes. Choose from EspressNet’s® catalog of over 3 million popular and public domain titles or bring your book in and become a published author.

“(We) wish to express our thanks for the consideration and the help in making a dream come true for my wife and myself, by giving us the opportunity to be able to use the services in printing a book that my wife has worked on for several years.”

-Don Hoskins
COMMUNITY ENGAGEMENT
BY THE NUMBERS

Social Media Interactions 279,026
Reference Questions 189,558
Attendance at Outreach Events 255,737

Food for Fines
MCPL hosted our first Food for Fines program in May. The program allows customers to pay their overdue fines in a way that helps the community. The spring food drive brought in more than 8,500 items for local food pantries and saved customers over $8,000 in fines!

Food pantry beneficiaries included:
• Coldwater of Lee’s Summit
• Community Assistance Council
• Community Assistance Council—Red Bridge
• Community Food Network/Dearborn
• Community Center
• Community Services League
• Community Services League, Blue Springs
• Community Services League, Buckner/Heart of God Church, Sibley
• Dearborn Community Network
• Elm Spring Baptist Church
• Faith in Christ Fellowship
• Good Samaritan Center
• Grace Episcopal Church/Liberty Christian Church
• Grain Valley Assistance Council
• Grandview Assistance Program
• Harvesters/St. Vincent DePaul Society
• Kearney Food Pantry
• Lee’s Summit Social Services
• Metro Lutheran Ministry Food Pantry
• Noland Road Baptist Church
• Northland Abundant Life
• Northland Cathedral
• Raytown Emergency Assistance Program
• Smithville First Christian Church Food Pantry
• St. Benedict Food Pantry
• St. Mark’s Catholic Church
• St. Vincent DePaul Food Pantry at St. Therese Parish
• United Services

Generation Exchange
Generation Exchange, an intergenerational storytelling (oral history) project designed to increase social interaction between youth and older adults, launched in May. Generation Exchange increases communication and offers the opportunity to preserve and carry on local history to future generations.

Generation Exchange is a collaborative initiative between Mid-America Regional Council’s KC Communities for All Ages, Heritage Center, Johnson County Park & Recreation District, Johnson County Library (Kansas), Kansas City, Kansas Public Library, Kansas City Public Library, and Mid-Continental Public Library.

Cover It Up Contest
In April, teens were encouraged to redesign any book cover and enter it in MCPL’s Cover It Up Contest. There were 42 total participants who entered 63 pieces of original art in the first contest.

The 2013 winners were:
Kaylee Clay – Colbern Road
Alissa Corbin – Blue Springs South
Alyssa Hansen – Lee’s Summit
Megan Hansen – Lee’s Summit
Josephine Ketcher – Grandview
Christina Pittman – Boardwalk
Alton Smith – South Independence
Kailie Strom – Blue Springs North
Talyana Tufanova – Lee’s Summit
Hannah Ward – Buckner

The Food for Fines bins were overflowing at our Grandview Branch!
WELCOMING SPACES
BY THE NUMBERS

Library Visitors 4,292,554
Public Computer Sessions 761,591
Public Wi-Fi Sessions 240,881

Parkville Collaboration and Programming Space
In December, MCPL completed two projects at the Parkville Branch adding a dedicated room for programming and community use and creating two quiet collaboration rooms. These projects are part of MCPL’s ongoing campaign to add spaces for the public to meet and work together.

New Grain Valley Branch
In early 2014, the Grain Valley Branch moved to a new location in the shopping center at 101 SW Eagles Parkway. The new branch space is nearly twice the size of the old branch and features larger programming space and more technology for customers.

The move was precipitated by necessary repairs to the old building and the evidence that the building was not adequate for the community. Grain Valley is one of the fastest-growing towns in the MCPL district. The population more than doubled between 2000 and 2010 and is forecasted to grow by another 30% over the next two decades.

PROGRAMMING
BY THE NUMBERS

Attendance at Library Events 165,973
Number of Library Events 8,205
AARP Tax Help
A record number of seniors gained tax assistance through a partnership with AARP in 2014. Attendance at the tax help sessions rose 36% to 7036!

Created Equal: October 2013 - October 2014
Part of the NEH Bridging Cultures initiative, Created Equal: America’s Civil Rights Struggle, encourages the community to revisit the history of civil rights in the United States and reflect on the ideals of freedom and equality that have helped bridge deep racial and cultural divides in American life.

The core of Created Equal is comprised of four powerful documentary screenings, followed by post-film discussions that invite questions and perspectives from the audience. Each post-film discussion was led by project scholar Mary Ann Wynkoop.

Marketing You: Equipping You for Today’s Job Search
The Blue Ridge and North Independence Branches held these 6-week classes on equipping customers to find and hold a successful job in a competitive job market. Nearly 150 adults received instruction in resume and cover letter writing, job search techniques, interviewing, and managing career transitions.

“Thank you for all of your help through the library sessions. I had my first interview on Friday and I got the job. It’s an entry level position, and I’m glad that I will start gaining experience before I get my associate’s degree.”

-Gabriel Rider

Grain Valley Stats

<table>
<thead>
<tr>
<th></th>
<th>Old Location</th>
<th>New Location</th>
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<tbody>
<tr>
<td></td>
<td>Jan. 21 - Feb. 8</td>
<td>Feb. 18 - Mar. 8</td>
</tr>
<tr>
<td>Circulation</td>
<td>5,566</td>
<td>7,047</td>
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<tr>
<td></td>
<td>Avg/Day</td>
<td>Avg/Day</td>
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<tr>
<td>Door Count</td>
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<td>4,790</td>
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<td>166</td>
<td>252</td>
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<tr>
<td>Computer Sessions</td>
<td>329</td>
<td>355</td>
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<tr>
<td></td>
<td>17</td>
<td>19</td>
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SPACES
How much would our customers have spent without the Library?

Dollar Amount

<table>
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<tr>
<th>Service</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Adult Books Borrowed</td>
<td>$43,260,840</td>
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<tr>
<td>Youth Books Borrowed</td>
<td>$39,033,012</td>
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<tr>
<td>Movies Borrowed</td>
<td>$3,530,640</td>
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<tr>
<td>Music Borrowed</td>
<td>$3,704,214</td>
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<tr>
<td>Audiobooks Borrowed</td>
<td>$11,072,670</td>
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<tr>
<td>Items Used in Library</td>
<td>$2,084,406</td>
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<tr>
<td>Interlibrary Loan</td>
<td>$2,008,300</td>
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<tr>
<td>Downloadable Audiobooks</td>
<td>$4,730,970</td>
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<td>Downloadable eBooks</td>
<td>$6,961,008</td>
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<td>Downloadable Magazines</td>
<td>$174,882</td>
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<tr>
<td>Hours of Computer Use</td>
<td>$6,666,107</td>
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<td>Newspapers Viewed Online</td>
<td>$7,071</td>
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<tr>
<td>Database Searches</td>
<td>$16,534,720</td>
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<td>Genealogy Research Resources</td>
<td>$1,783,920</td>
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<td>Programs and Classes Attended</td>
<td>$85,030</td>
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<tr>
<td>Live Internet Tutoring Sessions</td>
<td>$192,060</td>
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<tr>
<td>Reference Questions Asked</td>
<td>$2,843,370</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$144,673,220</strong></td>
</tr>
</tbody>
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Summer Reading Program Continuation Study
Mid-Continent Public Library has been working within the Greater Kansas City metropolitan community to promote reading during the summer for the past 40 years. This work motivated MCPL to partner with the Kansas City Area Education Research Consortium (KC-AERC) to study how participation in the Summer Reading Program can positively affect the reading assessment scores of students.

The results of the small pilot study show a positive correlation between summer participation and higher reading scores in fall assessment tests, but larger numbers of participants are needed to ensure statistical significance. Additional school districts have signed on to participate in the study, and larger results will be available after fall 2014 assessment testing.

Creation Stations
Funded by a grant from Missouri State Library Spotlight on Literacy and IMLS, Creation Stations allow teens to explore movie making, web design, app building, stop motion animation, game development, and sound and image manipulation. This special equipment and software is available to give teens in grades 6-12 a chance to find out more about digital art career paths.

Freegal Streaming
MCPL’s Freegal music continues to gain popularity with almost 150,000 song downloads in 2013-2014. Music will be even easier to access in the next year as the Library adds the ability for customers to stream music unlimited on almost any device. Providing access to about 7,000,000 songs, including Sony Music’s catalog of artists, the collection is comprised of music from over 28,000 labels with music that originates in over 80 countries.

Grow a Reader App
MCPL’s new Grow a Reader app explores the five skills that parents and children can practice to explore the world of reading and writing before they can actually read and write. These skills, Talk, Sing, Read, Write, and Play, will help children develop the skills they need to get ready to read!

The app is an adaptation of Calgary Public Library’s Growing a Reader app, and the Android version was supported through a generous grant from Google.

“...I can get amazing books here! There are books for me AND my little sister! Besides that, I can get some magazines there too. And audio books! Plus, I can get new releases! Not only that, but I wouldn’t know about some of my favorite books! AND with my own library card, I can get as many books as I want!”

- Meagan from Platte City
Administrative Team
(l - r): Associate Director for Public Services Christen Stein, Senior Office Administrator Teresa Johnson, Marketing and Communications Manager Jim Staley, Assistant Library Director Susan Wray, Library Director and CEO Steven Potter, Finances and Facilities Manager Qun Fang, Employee Resources Manager Don Bridgforth, and Associate Director for Public Services Vicky Baker

Branch Librarians
Antioch, Rosalyn Spring
Blue Ridge, Geri Haile
Blue Springs North, Robin Hudson
Blue Springs South, Jacqueline Reed
Boardwalk, Pat Bogue
Buckner, Marybeth Hollenbach
Camen Point, Tiara Dixon
Claycomo, Vacant
Colbern Road, Seth Moses
Dearborn, Tiara Dixon
Edgerton, Tiara Dixon
Excelsior Springs, Stephen Chalmers
Midwest Genealogy Center, Cheryl Lang
Grain Valley, Mary Reeder
Grandview, Robert Miller
Kearney, Angela Gillette
Lee’s Summit, Diane Christensen
Liberty, Janet Heitzman-Smith
Lone Jack, Amber Wright
North Independence, Tammy Parrott
North Oak, Sheryl Williams
Parkville, Dan Brower
Platte City, Rachel Rafuse
Raytown, Susan Haley

Red Bridge, Kevin Zeller
Riverside, Patrice Nolette
Smithville, Cassidy Rogers
South Independence, John Jasumback
Weston, Rachel Rafuse

Department Managers
Collection Management, Terri Clark
Community Programming, Paul Smith
Delivery Services, Fred Campbell
Fundraising & Development, Diana Reiter
Electronic Resources, Amy Caviness
Facilities, Aaron Gordon
Information and Reader Services, Amy Fisher
Information Technology, Bryan Gash
Interlibrary Loan, Karen Wickwire
Internal Communications, Teresa Johnson
Library Systems, Todd Caviness
Printing Services, Jeff Corrie
Project Development, Cindy Coburn
Supplies - Custodial, Joel Baker
Technical Services, Karen Wickwire
Warehouse, Jim Happy
Youth Services, Shari Ellison

Michelle Wycoff
Clay County

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- Clay County Locations
- Jackson County Locations
- Library-to-Go Locations