

Annual Report 2010



BIRMINGHAM PUBLIC LIBRARY

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Birmingham Public Library Annual Report 2010

To paraphrase Charles Dickens these are the best of times and the worst of times for the Birmingham Public Library. It is the worst of times because the library's budget has been slashed for Fiscal Year 2011 and there is no relief in sight. The library's acquisitions budget was cut 48 percent. The City of Birmingham's Volunteer Retirement Incentive Plan (VRIP) netted a loss to the library of 25 positions (from a total of 170 full time positions) held by long time experienced library staff. The Mayor's Office has at this time given us permission to fill only twelve of these positions. The loss of these 25 employees is greatest in the area of leadership. For many years the Birmingham Public Library (BPL) has depended on a leadership team made up of ten coordinators who oversee a function of the library or a geographical area of branches and public service. Six of the retirees were coordinators and the City will allow us to fill only one, the Information Technology Coordinator. In addition we will not be allowed to fill the second Associate Director position. The loss to our leadership team is almost fifty per cent. From a team of thirteen we will be a team of seven.

Cuts to the budget of the Jefferson County Library Cooperative threaten BPL because the Cooperative provides the backbone of our day to day operations – our online library catalog, Internet access, and much more. These are the best of times for the Birmingham Public Library because we have the finest staff and board remaining who have the intelligence, creativity, and determination to rise to the many challenges of this crisis and continue the excellent service that is BPL's tradition. We have almost completed work on a strategic plan that will allow us to focus our energies on what the public wants and needs in the next five years while we reorganize to deliver old and new services to our public with our usual skill and competence. We will soon receive a report from Robert A. M. Stern Architects that will enable us to begin planning and building support for a renovation of the Central Library complex that will transform the Central Library into the attraction and asset Birmingham deserves. It will be a center of our region's history as well as a striking contemporary public library.

In November of 2010 BPL was named a STAR Library by Library Journal. This award places us in a very select group nationally. Of the 7,407 rated public libraries across the US, only 258 were named STARS. This puts BPL in a very elite group. Our best qualities will be required to maintain this designation. We launched and very successfully completed a grassroots fundraising campaign for the first time last fall. BPL Campaign 2010, which ran from mid-September to November 1, netted donations totaling more than \$26,000 and the follow-up Give the Gift of Reading Campaign has continued to bring in donations. We have a talented full time grant writer and

have had more and more success writing grant proposals to local foundations and corporations. We are building a reputation for presenting excellent educational and fun programs for all ages. Our successful Family Place programs including 1, 2, 3 Play With Me presented in partnership with the Junior League of Greater Birmingham are unique in the state. Not long ago I went back through my monthly reports to the board and other records of BPL activities over the past year and noted all the details of what we provide to our community. This document is attached and will demonstrate the incredible value we return on the City's investment in the Birmingham Public Library. The challenge of the next few years is to build relationships with government, the business community, and our users to ensure that each understands the value of public libraries in general and the Birmingham Public Library in particular in the areas of education, community development, workforce development, and in economic development. We need to convince community leaders at all levels that supporting and promoting the library is a way of demonstrating government success on a very local level. Our service to individuals is a very real way that their tax dollars are returned to them and our services contribute to the success of our city and our region in many, many ways. Our job is to educate our leaders on the value of these services and facilities and to assist them in communicating their support of their constituents through excellent library services and materials they help to provide. The City of Nashville has as one of its slogans "A great city has a great library." Recently at the kickoff of the Next Big Thing our mayor stated that he intended to make Birmingham "the greatest city." My hope is that Mayor Bell knows that to be the greatest city Birmingham must have the greatest library. And on the grand scale of things the cost of a great library is not much. The city of Birmingham has a great start in the Birmingham Public Library, its staff, its facilities, and its collections both historic and contemporary.

Birmingham Public Library (BPL), the oldest cultural institution in our community, is celebrating 125 years of library service in 2011. For all of these years this library has been a great investment for the City of Birmingham for the people of Birmingham. The library has returned a profit on every dollar received in the form of excellent services, valuable programs, extensive library materials, and has contributed consistent excellence in education, culture, preservation, and a vital place for generations of citizens of the City of Birmingham to learn. The following are examples of the high use and excellent return on the tax investment by the library.

- 19 libraries open to the public seven days a week, 50,256 hours per year. That is a cost of \$330 per hour for the whole library system based on the FY2010 budget of \$16,575,620. Note: As of September, 2010 the Slossfield Branch Library closed permanently reducing BPL's branches from 20 to 19.

- 161,913 people have an active library card including more than half the citizens living in Birmingham (24,249 of these are children)
- BPL is the most visited tourist attraction in the area with 1.9 million visitors in 2010. (Birmingham Business Journal Book of Lists 2011, page 113)
- 2,220 programs and events in BPL libraries with 62,825 attending for an average of 2.23 programs per week at every location with 28 people in attendance



- 284 programs presented by library staff outside the library at schools, nursing homes, camps, etc. serving 25,510 attendees
- 713,180 uses of library public computers for a total of 20,981,124 minutes
- 1,571,953 books, DVDs, audio books and music, downloadable audio books and eBooks, etc. loaned in FY2010
- Library meeting rooms were used 4,243 times by community groups
- Began new service – downloadable eBooks which are growing in popularity every day
- Named to the Top Ten Public Libraries for Genealogy by *Family Times* Magazine
- Hosted Black Caucus of the American Library Association Conference, August, 2010
- BPL named STAR Library 2010 in Fall of 2010 by Library Journal

By The Numbers

Hours Open to the Public: 43,536

Number of People Visiting our Libraries: 1,936,003

Number of Items Checked Out: 1,571,953

Active Library Card Holders: 161,913

New Library Cards Issued: 16,862

Public use of Meeting Rooms: 4,243

Number of People using Public PCs: 554,513

Total Minutes Public PCs used: 20,981,124

Programs and Events for the Public: 2,138

Number of Program and Event Attendees: 57,258

Programs Introduced this Year: 3 (Alabama bound Presents, Birmingham Bound, Bards & Brews)

Participation in BPL's Summer Reading Program

Number of Children: 4,996

Number of Teens: 978

Number of Adults: 336

Number of Programs Offered: 351

Attendance at Programs: 14,552

New Services: 1 (Downloadable ebooks)

Libraries Renovated: 2 (East Lake and Powderly Branch Libraries)

Library Journal named BPL a STAR library for 2010



Personnel

Full time professional librarians: 77

Other full time staff: 107

Part Time Staff: 63 FTE

Total Staff: 247 FTE

Awards & Staff Activities

- BPL Named 2010 STAR Library by *Library Journal*
- Literacy-Honorable Mention, ALA Diversity Fair
- Five Points West Branch and Avondale Branch-Birmingham Beautification Award
- BPL Southern History-Named top ten public libraries for Genealogy by *Family Times Magazine*



Youth & Teen Activities

- Summer Reading Programs for children, teens and adults
5974 registered, 4298 certificates, 388 programs with 17,584 attendees – an increase over 2009 (note: This is a 72% completion rate. In 2004 it was only 45%.)
- Cotchery Foundation Summer Program
350 kids attended Tailgate Party and 200 young men attended football Skills and Drills Clinic
- Dylan Pritchett, Storyteller (Oct 2010), 15 programs with attendance of 832
- Lee Bryan, “That Puppet Guy” (Sept 2010)
12 programs with 998 attendees
- 2010 Martin Luther King, Jr. Scavenger Hunt – 404 participants
- LSTA After School Grant – 139 contractual programs and 159 staff-led programs at all 20 locations, 6,149 attendees
- Family Place Libraries 1 2 3 Play With Me at Smithfield, North Birmingham, Avondale, and Springville Road branches
455 adults and 569 children in attendance. Approximately 90 families
- Word Up – 20 1st and 2nd place winners from 11 high schools participated. Total of 95 participants at all schools.



Grants, Gifts, and Donations to the BPL

Grants from Neighborhood Associations (City of Birmingham Community Development)

- Titusville-\$250.00 for printer
- North Avondale-\$4500 for furniture
- West End-\$500 for Summer Reading
- North Birmingham-\$4005 Summer Reading
- Wylam-\$4000 for furniture
- Five Points West-\$2500 for Ensley Highlands for ice maker
- Pratt City-\$634.92 Smithfield Estates
- Sandusky-\$3000 for Pratt City repairs
- East Ensley-\$500 for TV for that branch
- Oakwood Place-\$2000 for West End



Gifts from Corporations, Friends, and Individuals

- North Birmingham-\$1000 for Spanish classes from ACIPCO and \$1000 from Howa4d United Methodist Church for Arts In the Afternoon
- Staff Day 2009-Friends of the Birmingham Public Library donated \$2000
- Local Author's Expo 2010-Friends donated \$1500
- \$7000 miscellaneous donations

Grants

- LSTA-Strengthening Communities Grant-\$20,000 for after school programs for youth
- Alabama State Council on the Arts-\$5,000.00 for BPL@ Night
- Huisking Foundation-\$1,000.00 in support of Literacy Projects
- Alabama Power Foundation \$5000 for BPL@Night
- Sam's Club-\$1,000.00 to Springville Road
- Regions Bank-\$500.00 for Word Up
- Daniel Foundation-\$5,000.00 for BPL @ Night



Gifts from Alabama Legislators

- \$1000 to Five Points West from M. Moore
- \$1000 to Slossfield from M. Moore
- \$1000 to West End from John Rodgers
- \$4000 to Pratt City from Earl Hilliard, Jr.
- \$2500 to Powderly from Merika Coleman

Other

- Birmingham City Councilor Roderick Royal was instrumental in getting \$144,000 added to Budget FY2010 which enabled update and renovation of archives public service area, the location of and establishment of using offsite storage of parts of Archives collection, and a planning report for renovation of the Central Library Complex.

Staff Training & Development

- Staff Day 2009 – Warren Graham Training and Security Committee
- Retrained on CyBrarian
- ADA Training for all staff
- New Employee Orientation
- Collection Management Meetings
- New Selectors Class begun for Collection Development
- Paraprofessional Staff Training Meetings
- All security guards and public service staff trained in managing children's behavior at beginning of 2009-2010 school year
- JCDH-Flu Prevention
- Structured Interview Training
- Evaluation Training
- Sexual Harassment Training for all staff

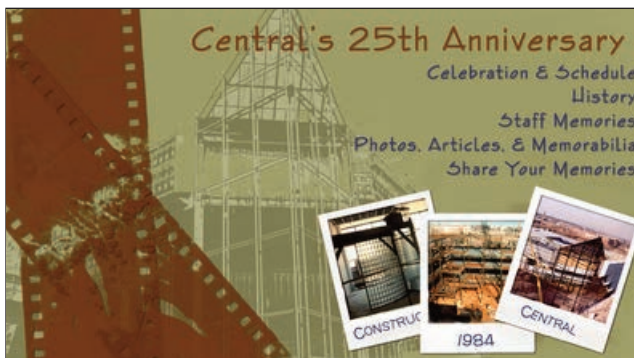
Publications/Ongoing Programs/Special Events

- Season's Readings 2009
- African American Booklist 2010
- Summer Reading Calendar
- Youth Author Visits
- 1, 2, 3 Play With Me
- Ready to Read
- Big Read-State Tom Sawyer
- JCLC Project Read-Dewey
- East Building -25th Anniversary Celebration website
- BPL@ Night
- Brown Bag Programs
- School Board candidate forum in partnership with NAACP
- Ujima Math and Science Programs
- Patron Appreciate Day-11/19 (sponsored in part by board and friends)
- Local Author Expo-12/4
- Ghoul's Ball (Teens) 2009
- Word Up! A student poetry slam-2/28
- ADT Building?
- Director's Report-Security
- Improvements-11/19 in Montgomery
- AL Bound-a celebration of the Big Read Tom Sawyer and Mark Twain-3/20/2010
- National Conference of African American Librarians
- First Summer Reading Kickoff in Linn Park, May 26
- Table at Wednesday Farmer's Market in Linn Park, June through August
- Table at Pepper Place Farmer's Market, August 28
- After School Series (LSTA funded)



Buildings & Facilities

- Completed renovations/addition at Powderly-Opened August
- New roof at Smithfield completed and repaired entry with new stone
- Springville Road-replaced meeting room HVAC, sign repaired and lit with LED lights
- Closed Slossfield Branch and redistributed and reassigned furnishings, collection, and equipment, August
- East Lake renovation began in late June, 2009
- ADA-Crosswalk brought up to standards, LH restrooms
- Renovated and updated Archives public research area
- Titusville roof replacement in progress
- East building 25th Anniversary Web site



- Digging out of the Great Depression (In conjunction with Birmingham Historical Society Exhibit)
- A.H. Parker Online Exhibit in partnership with Metro Birmingham NAACP
- Subject Resource Web Pages

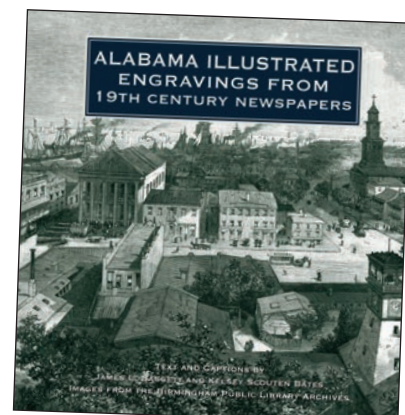
Partnerships That Enabled Us To Do More

- Impact AL-SaveFirst tax prep service at Smithfield, Woodlawn, and West End branches.
- Anne Frank Tree in Kelly Ingram-Birmingham Jewish Federations, Birmingham Parks and Rec, HUF, BCRI, 16th St. Baptist Church. In addition to participating in planning and implementing this memorial, the library sponsored a special Read-It-Forward promoting *The Diary of a Young Girl* by Anne Frank. The tree dedication was 4/11/10.
- We partnered with Soles4Souls-Changing the world one pair at a time Program. BPL provided approximately 1000 pairs of shoes for the hurricane victims of Haiti.
- Birmingham Education Foundation presented an update to the community as a follow up to Yes We Can at Central Library on 11/3/2010.
- BPL honored Councilor Roderick Royal as Library Champion in appreciation of his long time support and especially for \$144,000 being added to our budget for Archives and historical materials improvements.
- Birmingham Historical Society (BHS) Exhibit “Digging out of the Great Depression: Federal Programs at Work” which used many records and items from BPL’s collection. Online exhibit organized and mounted by Elizabeth Swift and Melinda Shelton was a first for BPL and the BHS
- Santa Clause with free pictures at Central and the four regional branches. There were 1,307 attendees and we estimate that 1000 children received photos and toys.
- Big Read/Alabama Reads Tom Sawyer with special programs including Word Up!
- BPL donations provided food and toys for 100 families in the 2009 Department of Youth Services campaign.
- NAACP-school Board candidate forums were held at Birmingham Public Library Central.
- *Birmingham News* featured the central library in its annual “Itty Bitty Scavenger Hunt” in March filling the library with Spring Break “staycationers”

- IMLS National Leadership Grant Project-Research on energy saving opportunities in libraries-with the Image Permanence Institute of Rochester was begun. It will be a multiyear project.
- Cotchery Foundation
- Division of Youth Services (Birmingham Mayor’s Office Summer workers, food donation drive, toy drive on Staff Day)
- Friends of Rickwood – Pride and Passion Exhibit and Programs
- Black Barons Baseball Players
- Alabama Psychological Association-“Heads Up Alabama!”-Psychology promotes healthy living-Exhibit and Reception, July 2010
- Jefferson County Office of Senior Citizens Services Employment Program (senior workers)
- US Census Bureau training site

Exhibits Produced by Library Staff

- Alabama Illustrated: Engravings from 19th Century Newspaper” Book and exhibit of items from BPL’s collection written and mounted by Jim Baggett and Kelsey Bates
- Rickwood Field History and Pride and Passion local exhibit



Books Researched in BPL Archives that were published in 2010

Alabama: Home Sweet Home. Image Publishing, 2010.

Alexander, Leslie and Walter Rucker (editors), The Encyclopedia of African American History. ABC-CLIO, 2010.

Baggett, James L., Remembering Birmingham (abridged paperback of Historic Photos of Birmingham). Turner Publishing, 2010.

Barton, Jessica, Historic Photos of Birmingham from the 1950s, 1960s and 1970s. Turner Publishing, 2010.

Barra, Alan, Rickwood Field: A Century in America's Oldest Ballpark. W. W. Norton & Co., 2010.

Bennett, James R. and Karen Utz, Historic Iron and Steel Sites: A Driving Guide to the Birmingham Area Industrial Heritage. University of Alabama Press, 2010.

Blejwas, Emily, The Alabama Civil Rights Trail Guide. New South Press, 2010.

Brimner, Larry Dane, Birmingham Sunday. Calkins Creek Books, 2010.

Coutts, Gordon, Inventions by Women. Macmillian Publishing (New Zealand), 2010.

Davies, Sharon, Rising Road: A True Tale of Love, Race, and Religion in America. Oxford University Press, 2010.

Dorsey, Mignette Y. Patrick, Speak Truth to Power: The Story of Charles Patrick, Sr., a Civil Rights Pioneer. University of Alabama Press, 2010.

Ellingsen, David J., The Auto Tech's Handbook. Auto Tech Works Publishing, 2010.

Fazio, Michael W., Landscape of Transformations: Architecture and Birmingham, Alabama. University of Tennessee Press, 2010.

Feldman, Noah, Scorpions: The Battles and Triumphs of FDR's Great Justices. Twelve Publishing, 2010.

Fleming, David and Mary Allison Haynie, Ensley and Tuxedo Junction. Arcadia Publishing, 2010.

Gaillard, Frye, *Alabama's Civil Rights Trail: An Illustrated Guide to the Cradle of Freedom*. University of Alabama Press, 2010.

Harper, Thomas, *Trigg County, Kentucky*. Arcadia Publishing, 2010.

Hollis, Tim, *Pititz: The History of a Birmingham Institution*. History Press, 2010.

McGuire, Danielle L., *At the Dark End of the Street: Black Women, Rape, and Resistance - A New History of the Civil Rights Movement from Rosa Parks to the Rise of Black Power*. Alfred A. Knopf, 2010.

Norris, Michelle, *The Grace of Silence: A Memoir*. Pantheon Books, 2010.

Rice, Condoleezza, *Condoleezza Rice: A Memoir of My Extraordinary, Ordinary Family and Me*. Delacorte Press, 2010.

Rice, Condoleezza, *Extraordinary, Ordinary People: A Memoir of Family*. Crown Publishers, 2010.

Rumore, Pat Boyd, *From Power to Service: The Story of Lawyers in Alabama*. Alabama State Bar and the Alabama Bench and Bar Historical Society, 2010

Rutkoff, Peter M. and William B. Scott, *Fly Away: The Great African American Cultural Migration*. Johns Hopkins University Press, 2010.

Satterfield, Carolyn, *A History of Arlington in Birmingham, Alabama*. Arlington Historical Association, 2010.

Smallwood, Tennant M., Jr., *The Bull Falls Twice*. Birmingham News, 2010.

Tilmans, Karin, Frank van Vree and Jay Winter (editors), *Performing the Past*. Amsterdam University Press, 2010.

Watkins, Clarence, *Baseball in Birmingham*. Arcadia Publishing, 2010.

Woloson, Wendy A., *In Hock: Pawning in America from Independence through the Great Depression*. University of Chicago Press, 2010.

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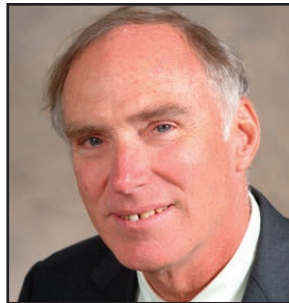
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Birmingham Public Library Locations

Preserving the Past, Exploring the Future

Avondale Library
509 South 40th St
Birmingham, AL 35222
(205) 226-4000

Inglenook Library
4100 40th Tce N
Birmingham, AL 35217
(205) 849-8739

Springville Road Library
1224 Old Springville Rd
Birmingham, AL 35215
(205) 226-4081

Central Library
2100 Park Place
Birmingham, AL 35203
(205) 226-3600

North Avondale Library
501 43rd St N
Birmingham, AL 35222
(205) 592-2082

Titusville Library
#2 6th Ave SW
Birmingham, AL 35211
(205) 322-1140

East Ensley Library
900 14th St, Ensley
Birmingham, AL 35218
(205) 787-1928

North Birmingham Library
2501 31st Ave, N
Birmingham, AL 35207
(205) 226-4025

West End Library
1348 Tuscaloosa Ave SW
Birmingham, AL 35211
(205) 226-4089

East Lake Library
#5 Oporto-Madrid Blvd
Birmingham, AL 35206
(205) 836-3341

Powderly Library
3301 Jefferson Ave SW
Birmingham, AL 35221
(205) 925-6178

Woodlawn Library
5709 1st Ave N
Birmingham, AL 35212
(205) 595-2001

Eastwood Library
4500 Montevallo Rd
Birmingham, AL 35210
(205) 591-4944

Pratt City Library
1100 Hibernian St.
Birmingham, AL 35214
(205) 798-5071

Wylam Library
4300 7th Ave, Wylam
Birmingham, AL 35224
(205) 785-0349

Ensley Library
1201 25th St, Ensley
Birmingham, AL 35218
(205) 785-2625

Smithfield Library
#1 8th Ave W
Birmingham, AL 35204
(205) 324-8428

Five Points West Library
4812 Ave W
Birmingham, AL 35208
(205) 226-4013

Southside Library
1814 11th Ave S
Birmingham, AL 35205
(205) 933-7776



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