



TALBOT COUNTY FREE LIBRARY

2018
ANNUAL
REPORT



Fiscal Year 2018

DIRECTOR:

Dana Newman

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STUDENT REPRESENTATIVE

Lucas Joshi



MAIN LIBRARY

100 West Dover Street
Easton, MD 21601

ST. MICHAELS BRANCH

106 Fremont Street
St. Michaels, MD 21663

www.tcfl.org



FROM THE DIRECTOR

We are honored to share the Talbot County Free Library's FY2018 Annual Report. As a library that brings people together to strengthen community and create a sense of belonging, we strive each year to improve and better serve the people of Talbot County. Fiscal Year 2018 was a year of engaging with our community to develop and implement our 2018 – 2022 strategic plan that will create new opportunities for lifelong learning. Central to the strategic

plan is the library's new mission to inspire "our community to discover ideas and information to enrich and renew lives."

This past year, 29,500 residents of Talbot County were proud holders of a Talbot County Free Library (TCFL) card—that's more than three out of every four residents—and there were over 180,000 visitors to our branches. Such popularity was powered, in part, by our ongoing efforts to continuously upgrade and improve our services. In 2018, this included: new virtual reality, maker, S.T.E.A.M., and music programs. We also completed a major consortium migration that provides Talbot County patrons streamlined access to over 2.1 million items held by all eight Eastern Shore public library systems. We have also been busy working with an architect on a feasibility study for expanding the St. Michaels Branch.

TCFL patrons checked out 18,000 more items this year than they did the year before, for a total library circulation of over 320,000.

The Library also joined our county, our state, and our nation in the bicentennial celebration of the birth of Frederick Douglass. TCFL offered over 25 programs to several thousand people honoring the rich and inspirational legacy of Talbot County's most famous native son.

Our highly trained staff and volunteers helped more patrons utilize our services to write résumés, apply for a job, do research, and increase their skills. TCFL also provided vital meeting room space to over 4,000 individuals and 152 organizations, as well as civic, cultural, and educational programs—with an overall value to the community of more than \$398,000.

The funds we receive from the county, grants, and other funding sources, as well as our own fundraising efforts, are crucial to the library's ability to meet the diverse needs of our patrons.

An economic impact study done in 2018 by BEACON (the Business Economic and Community Outreach Network at Salisbury University) found that the Talbot County Free Library provides "\$8.0 million in benefits while requiring an investment of just over \$1.7 million, a return on investment of 371%" ... or \$4.71 for every dollar invested.

TCFL's continued success is made possible by you, our staff, Board, volunteers, Foundation, Friends of the Library, the County, our partners and many others. With your help, the Library will continue to provide innovative and essential services to help the people of Talbot County achieve their dreams. Thank you for supporting the library and partnering in our efforts to provide a place where individuals can learn, discover, and find inspiration to live their lives to the fullest.

—Dana Newman, Director



FISCAL YEAR 2018 | BY THE NUMBERS



REGISTERED BORROWERS

78% of Talbot County's population | 29,500
Adults | 23,305 (79%)
Children | 6,195 (21%)

CIRCULATION

Easton | 207,294
St Michaels | 46,097
E-resources | 66,959
Total | 320,350



COLLECTION SIZE

Physical Collection at TCFL | 128,923
Ebooks and Audiobooks on Overdrive | 81,473
Movies, TV, Ebooks, Audiobooks, Music on HOOPLA | 619,220
Collection available from the Eastern Shore Library Consortium | 2,100,000
Number of 24/7 E-Resources | 28

LIBRARY PROGRAMS

Children and Teens | 303 Programs with 10,329 Attendees
Adults and Family | 174 Programs with 10,896 Attendees
Outreach | 152 Programs with 4,120 Attendees
Total | 629 Programs with 25,345 Attendees



USAGE

Number of Library Visits | 180,561
Information Questions Answered and People Instructed | 19,660
Public Computer and Wireless Users | 61,215
TCFL Website Visits | 326,448
TCFL Facebook | 1,786 likes and 1,744 followers
Organizations using Meeting Room space | 152
Interlibrary Loans | Borrowed by TCFL: 3,577 | Loaned by TCFL: 11,873
Public Access Internet Computers | 48
Laptops for Labs | 36
Children's Computers | 5

STAFF AND VOLUNTEERS

Staff (Total FTE) | 23
Volunteers | 74
Total Number of Volunteer Hours | 7,203
Total Volunteer Hours ROI (Valued at \$27.50/hr*) | \$198,083



*Independent Sector's Value of Volunteer Time for Maryland
<https://independentsector.org/value-of-volunteer-time-2018/>

HIGHLIGHTS - 2018

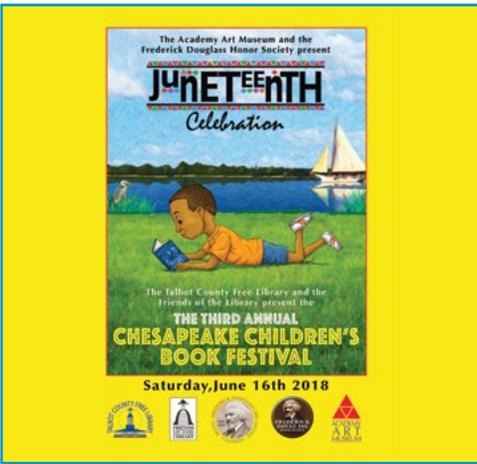
200th Anniversary of Frederick Douglass's Birth

Over the course of 2018, our community, our state, and the nation at large, celebrated the bicentennial of Frederick Douglass's birth. Douglass was an honored statesman, writer, and one of the United States' greatest champions for the abolition of slavery and the equality of all people. He was born in Talbot County in 1818.

TCFL joined the Frederick Douglass Honor Society, Talbot County Council, Talbot County Public Schools (TCPS), the towns of Easton, Oxford, and St. Michaels, Academy Art Museum, Friends of TCFL, and many other local organizations in planning a year-long series of programs to celebrate the bicentennial of Frederick Douglass's birth. Thousands of county residents attended, as well as such VIPs as Douglass descendant, Kenneth Morris, and Senator Ben Cardin. Events at the Library included: performances, displays and exhibits on Douglass's life and writings, artwork inspired by Douglass, film and book discussions at both library branches, including discussions of Douglass' book, *Narrative of the Life of Frederick Douglass, an American Slave* and *Giants*, the dual biography of Lincoln and Douglass by John Stauffer. The library also co-hosted an appearance and reading by Yale historian David Blight, author of *Frederick Douglass: Prophet of Freedom*.

On March 2, TCFL organized "**Frederick Douglass Read Across Talbot County**" with TCPS and a number of other local partners. More than seventy-five local heroes read to hundreds of children in elementary school classes throughout the county. Readers included members of the Talbot County Council, the President of the Chesapeake Bay Maritime Museum, the State's Attorney, the Sheriff, staff from the University of Maryland Shore Medical Center in Easton, prominent members of the community, and library staff members, including the Director.

The main event of the summer was the joint celebration on June 16 of the third annual **Chesapeake Children's Book Festival (CCBF) and Juneteenth**. Our partners included the Mid-Shore Community Foundation, the Frederick Douglass Honor Society, the Academy Art Museum, and Shore United Bank. In order to have a side-by-side celebration, TCFL rented and decorated the Waterfowl Festival building across from the Academy Art Museum where Juneteenth was held. Thirty-four authors and illustrators participated, and children who signed up for TCFL's Summer Reading program were given a voucher for a free book by one of the authors. More than 1,800 people attended and 350 book vouchers were distributed. Over \$8,000 was raised to fund the book vouchers. Carole Boston Weatherford, an award-winning children's author, was the keynote speaker for the joint festival, which also included music, author readings, and participation by a variety of community organizations. This event took many hundreds of hours of staff and volunteer time to plan and implement and was a huge success. The event was funded in part by the Friends of TCFL and a "Choose Civility" grant from the Maryland State Library and IMLS. Many thanks to all our CCBF/Juneteenth partners!





Planned Expansion of the St. Michaels Branch

Architect Pam Gardner, with the Talbot County Free Library's Director and staff, worked on a feasibility study for expanding and renovating the St. Michaels Branch. Key features of the work include:

- Determining and assessing whether the existing library facility can be expanded with an addition to the front of the library
- Assessing how many square feet can be added
- Assessing and making recommendations for what major library functions would be included
- Providing a cost estimate for the design and construction of the expansion

The Library brought knowledge of trends and developments in modern public library service to the assessment. Other considerations included library usage patterns, demographics, the library's strategic plan, and input gathered from community meetings and surveys. The size of the library was assessed in light of both current and predicted uses of services and library collections.



Peer Pilots Program Launched

TCFL Board of Trustees Student Representative, Lucas Joshi, initiated "**Peer Pilots: Fly into a Day in the Life of a High Schooler,**" a program for 8th graders about to enter high school. Those attending the program will have the opportunity to meet current high school students at the Library and discover ways to make friends and influence peers and teachers. Games, snacks, and small group activities will foster relationships between 8th grade students and high school students and give them the opportunity to learn about the resources available to them at TCFL.



Return On Investment Study

In 2018, BEACON (the Business Economic and Community Outreach Network at Salisbury University) conducted an economic impact study for all the Maryland Eastern Shore public libraries. **Results of our ROI shows that Talbot Library provided: "\$8.0 million in benefits while requiring an investment of just over \$1.7 million, a return on investment of 371%" ... or \$4.71 for every dollar invested."**

The study also found that the public libraries of the Eastern Shore provide the following community benefits:

Literacy

Our libraries increase literacy of all patrons from children to adults, including English Language Learners.

Workforce Development

Our libraries provide a variety of assistance to job seekers and help individuals further develop their skills and knowledge.

Business Development

Our libraries provide many resources for people to start or grow their business and provide space to collaborate.

Community Culture

Our libraries serve as a center for the arts and hub for the community. They preserve local history and act as a catalyst for addressing social issues.

This ROI study was made possible by a grant awarded to the Wicomico Public Library by the Institute of Museum and Library Services (IMLS) and the Maryland State Library.



MAJOR PARTNERSHIPS – 2018

American Job Center of the Upper Shore partners with local workforce development agencies, including TCFL and other upper shore public libraries, to provide workforce development, job training, and job-search assistance.

Chesapeake Bay Maritime Museum (CCBM) partners with TCFL on programs for adults and children, including S.T.E.A.M. Story Time at the Chesapeake Bay Maritime Museum's Lighthouse, CCBM's Community Day, author presentations, and more.

Coffee with a Cop is a series of monthly meetings held at the St. Michaels Branch with St. Michaels Police Chief Anthony Smith and other law enforcement agencies where a variety of citizen concerns, including public safety, are discussed.

Eastern Shore Public Libraries (ESPL) is a consortium of the eight public library systems on the Eastern Shore and the Eastern Shore Regional Library. ESPL serve a population of 351,000, offering a shared collection of over 2.1 million items, for a total annual value of \$62.3 million dollars with a return on investment of 265%.

Frederick Douglass Honor Society is a longtime TCFL partner, both for Frederick Douglass Day and the Douglass Bicentennial celebration of 2018. (See Highlights)

Judy Center is a partner with TCFL and other community organizations. Its primary goal is to provide all children entering school with the readiness skills they need to succeed. TCFL and the Judy Center have worked together for many years to provide the best possible pre-K classes, materials, and story times to our youngest patrons.

Maryland Humanities in partnership with TCFL, the Caroline County Public Library, Dorchester County Public Library, and Dorchester County Public Schools, hosted a reading and talk by Tim Junkin, author of this year's One Maryland One Book, *Bloodworth: The True Story of the*



First Death Row Inmate Exonerated by DNA Evidence at the Cambridge-South Dorchester High School. There was also a special appearance by Kirk Bloodworth, the subject of the book.

Talbot County Garden Club continues its series of excellent programs and classes for adults and children at the Easton Branch Library. In Nov. 2017, the club celebrated its 100th anniversary with the publication of a new book, *Talbot County Garden Club, 1917-2017*, with research help from the Maryland Room of the TCFL as well as the archives of the Talbot Historical Society. They also work to improve the library's gardens at the Easton Branch.

Talbot County Public Schools partners with TCFL on a number of important programs and outreach efforts, including the Judy Center, Girls Who Code, Raising a Reader,

Read Across Talbot, Peer Pilots, the Frederick Douglass Bicentennial, student art exhibits and music performances, and other educational initiatives.

Talbot Goes Purple is a substance abuse awareness program that encourages our community and youth to stand against substance abuse. It is an initiative of the Talbot County Sheriff's Office and Tidewater Rotary, in partnership with a number of community organizations and businesses, including TCFL.

University of Maryland Extension 4H and Master Gardeners works with TCFL on supplying and maintaining a "seed library" at both branches. They also offer workshops, lectures, and one-on-one consultations on gardening at the library.

University of Maryland Horn Point Laboratory (HPL) in 2018 hosted an educational lecture series at both branches of TCFL. Each program was hosted by one of HPL's scientists sharing their work and its relevance to the Chesapeake Bay and beyond.

TALBOT COUNTY FREE LIBRARY FOUNDATION

The Talbot County Free Library Foundation was established in 1996 to support the Library. The foundation's mission is that "through responsible fundraising, advocacy and the prudent stewardship of gifts, the Talbot County Free Library Foundation enables the library to support a thriving community."

In 2018 our Library Foundation:

- Established a St. Michael's expansion and renovation fund with an initial gift of \$352,000, made possible by the generous contributions of donors.
- Made an annual contribution of over \$71,000 for children's and teen programming, books and other library materials, equipment, and much more. This included a gift of over \$1,000 to fund material and other purchases for the Maryland Room.
- Established a new mission statement, giving opportunities, and a foundation logo.



Over the years many generous individuals, and organizations have demonstrated their deep commitment to the transforming work of the library by donating to the Library Foundation. A contribution to the Library Foundation ensures that the library can continue to provide services, resources, and programs that inspire minds and transform lives.

New Naming Opportunities through the Library Foundation

Make a financial donation to the Foundation in exchange for naming a piece of the library for yourself or a loved one. Namable items include library collections, spaces and furniture.

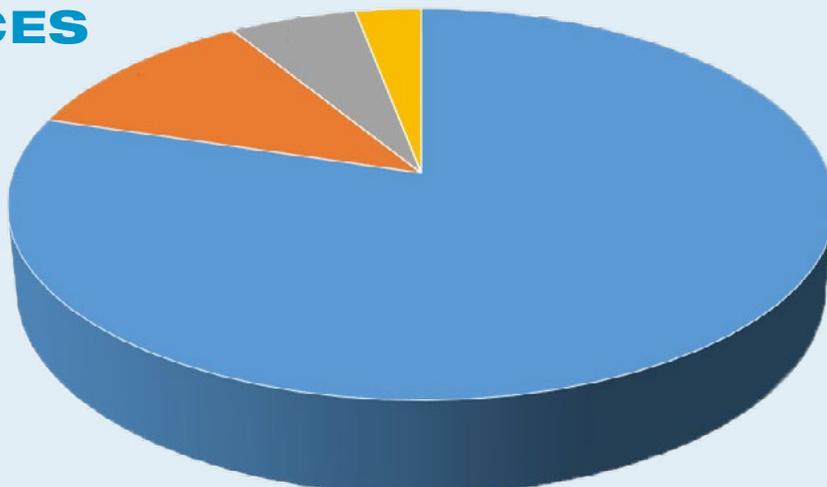
A few examples of our naming opportunities include:

- Foyer/Entryway \$30,000
- Study Room \$15,000
- Non-fiction Collection \$5,000
- Computer \$1,500
- Name included in Annual Plan/ Newsletter \$300

There are many other naming opportunities available. Please contact the Library Director for more details.

TALBOT COUNTY FREE LIBRARY FUNDING SOURCES

- **County (79.7%)**
- **State (11.5%)**
- **Library Foundation, Friends of the Library, and Grants (5.8%)**
- **Other (3.0%)**



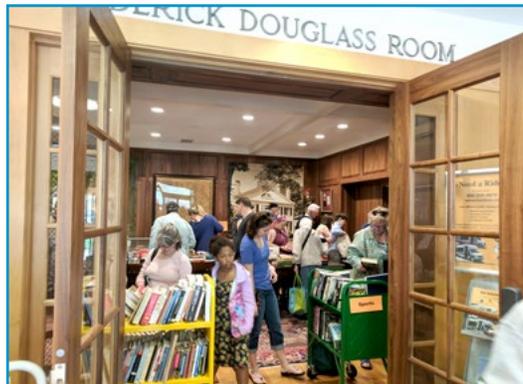
FRIENDS OF THE TALBOT COUNTY FREE LIBRARY



MISSION:
The Friends serve as advocates for the Talbot County Free Library and promote the value and services of the Library for the enrichment of the community.

Purpose of the Friends:

1. To foster a mutually supportive relationship between the Library and the residents of Talbot County;
2. To promote knowledge of functions, resources, services, and needs of the Library;
3. To build public support for the development of the Library so that it may adequately serve the needs of the community;
4. To coordinate programs and events for the community that are compatible with the Library's mission and objectives;
5. To conduct, for and on behalf of the Friends, an annual membership drive; and
6. To assist with funding the needs of the Library beyond the scope of its annual budget.



In 2018 our Friends:

- Held major fundraising events: “Charades with a Twist: Acting Out at the Library” and two large book sales.
- Helped fund major library events including the STEAM Festival, Chesapeake Children’s Book Festival, the Summer Reading Programs, Lunch and Learn, and more.
- Provided important advocacy for our library and the community we serve
- Began raising funds for the opening day collection for the St. Michaels Branch Library when the renovation/expansion of the branch is completed.

“This event does a really good job of not only raising funds but it raises friends. We have people who can advocate for us. Many of the Friends are volunteers who work on the circulation desk, raise awareness for the library, connect with people in town and talk about what the library is doing. They really love the library and support our mission.” —Dana Newman, Director TCFL on “Charades with a Twist: Acting Out at the Library” in January of 2018.

2018-2022 TALBOT COUNTY FREE LIBRARY STRATEGIC PLAN

MISSION STATEMENT:

The Talbot County Free Library inspires our community to discover ideas and information to enrich and renew lives.

STRATEGIC DIRECTION 1

TCFL provides services, opportunities, and resources for lifelong learning, enrichment, and the building of skills that allow individuals to grow and thrive personally and professionally.

STRATEGIC DIRECTION 2

TCFL is an active presence in our community and creates versatile, accessible, and welcoming spaces that support discovery, provide enjoyment, and enrich lives.

STRATEGIC DIRECTION 3

TCFL maintains an outward focus to ensure purposeful community engagement, partnership development, and promotion of library services, programs, and resources.