

# Future of the Library Task Force



SECOND MEETING  
NOVEMBER 2, 2010

3:00-6:00 PM  
MORRISON REGIONAL LIBRARY

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UNC-CHAPEL HILL

# Public Libraries: Past, Present and Future



## Public Libraries 101—An Overview

1. History of Public Libraries
2. Services provided by Public Libraries
3. Governance, Organization and Staffing
4. The Library as a Reflection of its Community
5. Some Innovative examples
6. The Library of the future

# Before Public Libraries were created:



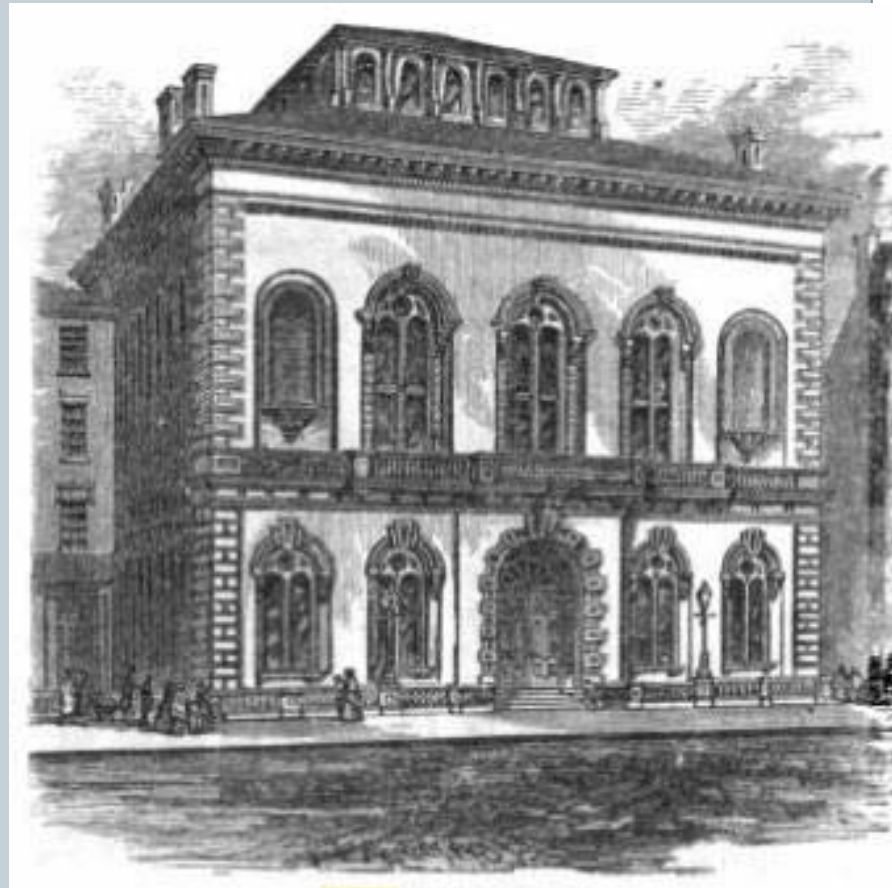
- University and College Libraries
- Religious Libraries
- Private Libraries
- Society Libraries
- Subscription Libraries
- Mercantile Libraries

However, in the early 19<sup>th</sup> century, rapid advances in printing combined with a growing middle class, growth in public education, increased commercial activity, massive population growth and higher literacy rates led to the establishment of public libraries as we know them today.

# First Public Library ????

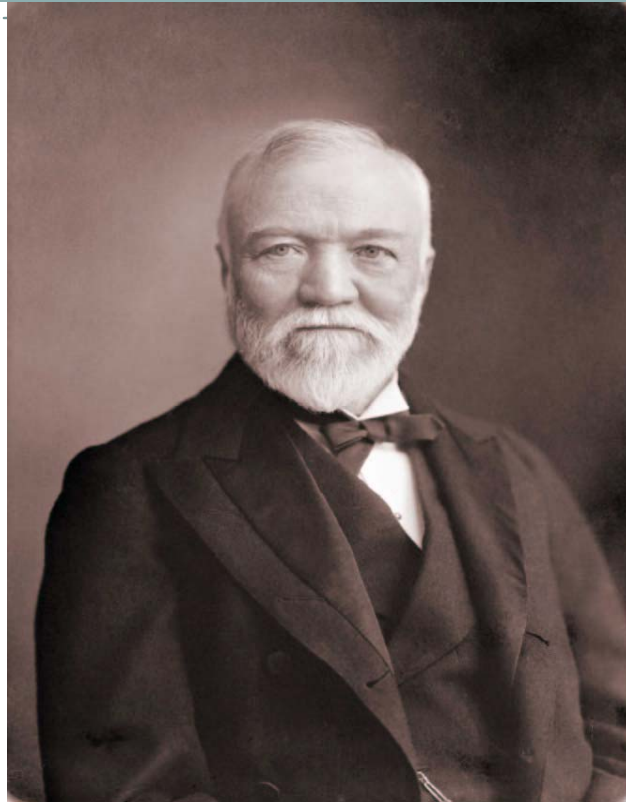
- Peterborough, NH (1833)
- Other towns in New England
- Boston (1854) The decision of a major city to enact taxes to support a public library was very significant

*For the first time there was a publicly funded library open without restrictions to all citizens*





Between 1886 and 1919, Carnegie's donations of more than \$40 million paid for 1,679 new library buildings in communities large and small across America.



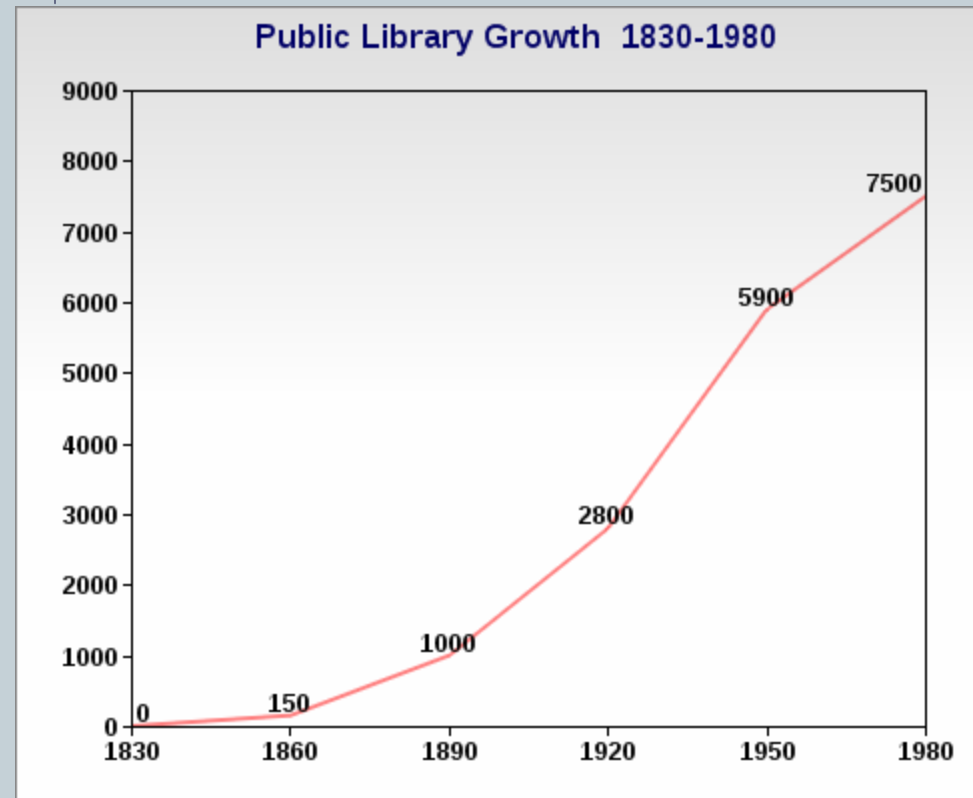
**“A library is the best possible gift for a community, since it gives people the opportunity to improve themselves.”**

Andrew Carnegie

# The Number of Public Libraries

The number of public libraries increased rapidly

- Late 19<sup>th</sup> and early 20<sup>th</sup> centuries
- Impact of Great Depression
- Post World War II



# Definition of a Public Library:



A **public library** is established under state enabling laws or regulations to serve a community, district, or region, and provides at least the following:

- an organized collection of printed or other library materials, or a combination thereof;
- paid staff;
- an established schedule in which services of the staff are available to the public;
- the facilities necessary to support such a collection, staff, and schedule, and
- is supported in whole or in part with public funds.

# In Fiscal Year 2008



- There were 9,221 public libraries (administrative entities) in the 50 states and the DC with 16,671 service points (branches and bookmobiles).
- Total operating expenditures---\$10.72 billion
- Average per capita operating expenditure- \$36.36
- Total library visits: 1.50 billion
- The average individual visited the library 5.1 times
- Total circulation 2.28 billion materials



# Libraries Provide Access to Books and Journals and so much more

## Providing services to all ages

- Story Hours
- Summer Reading programs
- Homework help
- Services to seniors
- Bookmobiles
- Access to online data bases
- Reader advisory services



# Bridging the Digital Divide

According to a 2010 Gates Foundation report:

A third of Americans 14 and older - about 77 million people - use public library computers and 44% of those individuals living below the federal poverty line \$22,000



Among those aged 14 to 24 in poor households, 61% used public library computers and Internet for education purposes.

# Public Libraries are at the heart of the communities they serve

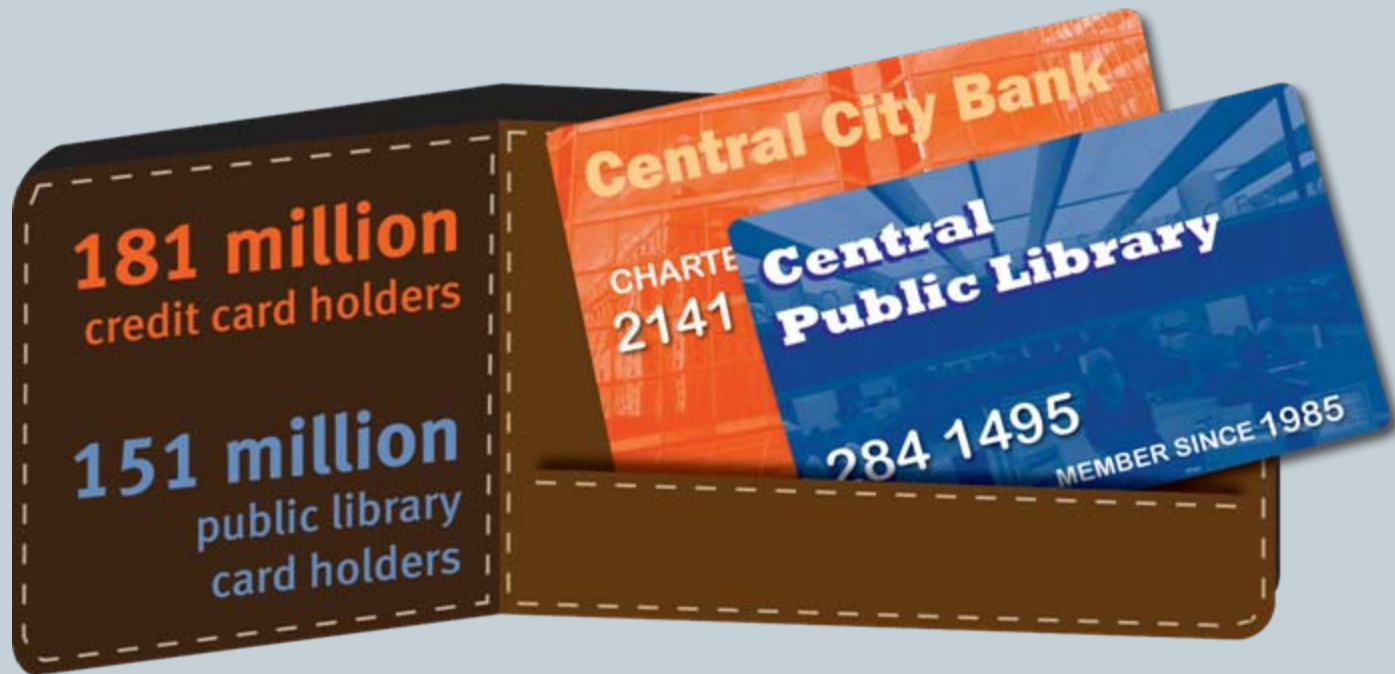


SOME 2010 U.S. PUBLIC LIBRARY STATISTICS\*

\*RESEARCH DONE BY OCLC

# It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.



Sources: ALA, "The State of America's Libraries, 2009"; U.S. Census Bureau, population estimates for those aged 20 and over; *Statistical Abstract of the United States, 2010*.

# Every day...



**300,000  
Americans**

get job-seeking help at their  
public library.

Source: OCLC, 2010, primary research; ALA,  
2010, "A Perfect Storm Brewing."



# Hot spots



Most public libraries provide free wireless Internet access for their users.

Nearly 12,000 now offer free Wi-Fi.

That's more than Starbucks, Barnes & Noble or Borders.

**12,000**

U.S. public libraries with free Wi-Fi

**11,000**

Starbucks

**1,300**

Borders and Barnes & Noble

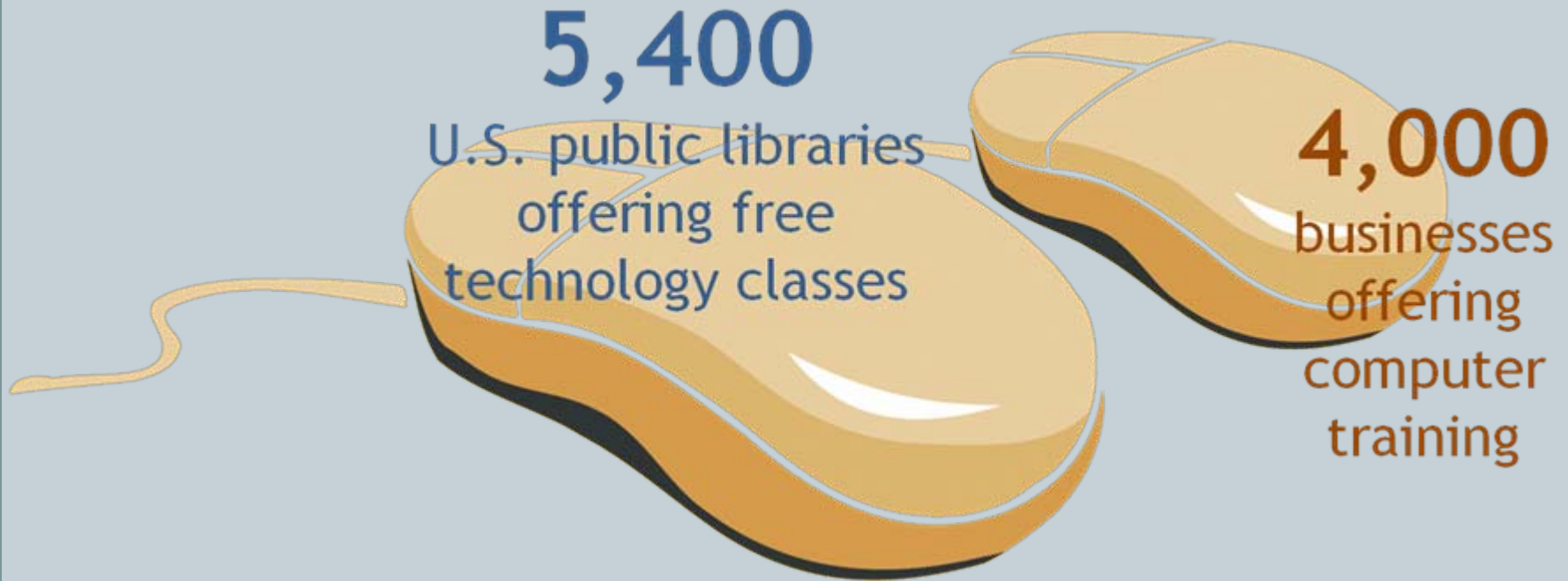
# Taking care of business



Source: OCLC, 2010,  
primary research.

# Getting technical

More libraries—5,400—offer technology training classes than there are computer training businesses in the U.S. Every day, 14,700 people attend free library computer classes—a retail value of \$2.2 million. That's \$629 million worth of computer classes annually (based on 286 business days per year).

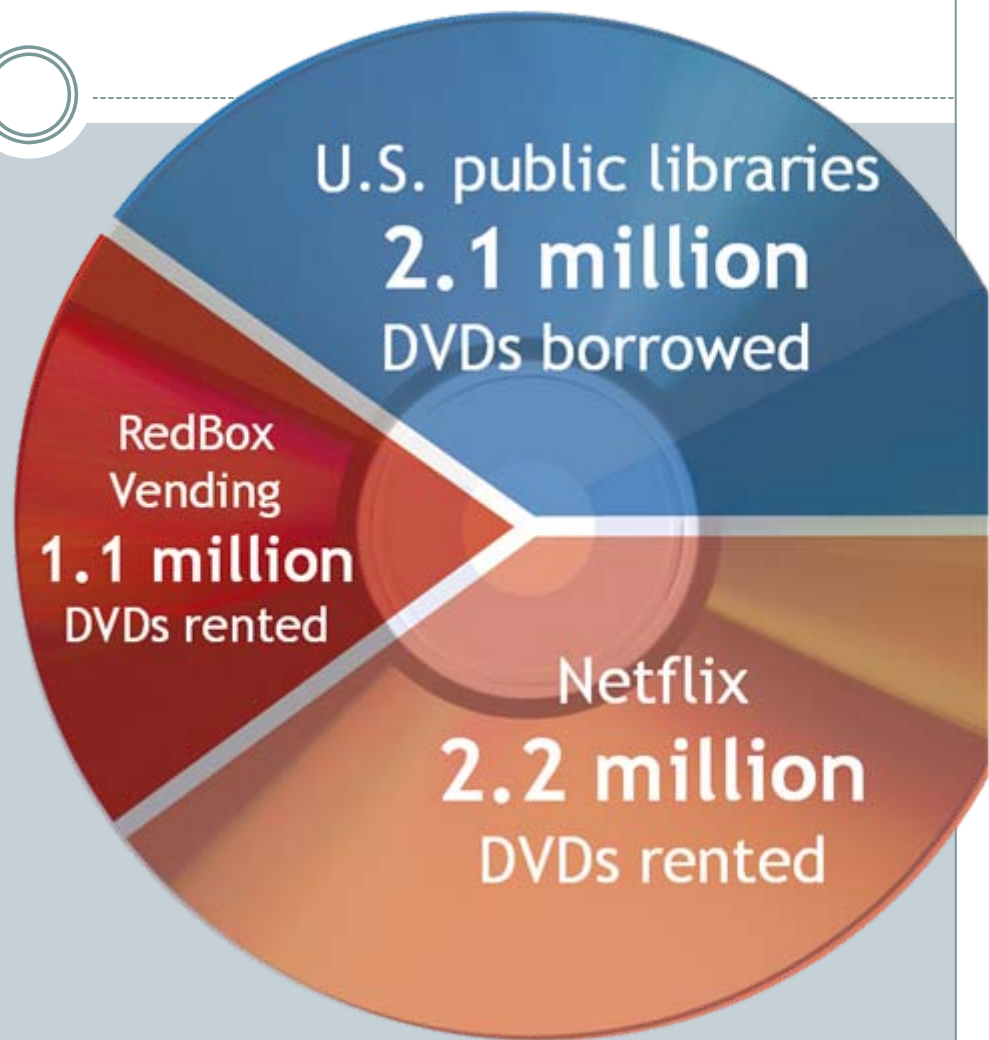


Sources: ALA, 2009, "Libraries Connect Communities 3: Public Library Funding & Technology Access Study, 2008-2009"; ReferenceUSA Business and Residential Directory; OCLC, 2010, primary research; [www.geeksquad.com](http://www.geeksquad.com).



# Movie night

Every day, Americans borrow 2.1 million DVDs from libraries, and we spend over \$22 million for DVD rentals at outlets like Netflix and RedBox vending machines.



# Let's meet

More public libraries offer free meeting rooms than there are conference centers, auditoriums and convention facilities combined.



Sources: OCLC, 2010, primary research;  
*ReferenceUSA Business and Residential Directory.*

# Career assistance when we need it most

U.S. public  
libraries  
offering  
career  
assistance  
**13,000**



U.S.  
Department  
of Labor  
One-stop  
Career Centers  
**3,000**

Americans turn to libraries when searching for new jobs. Both public libraries and One-stop Career Centers provide career counseling resources, resumé assistance and help in filling out online applications.

# No ticket required

U.S. public  
library visits  
**1.4 billion**



U.S. movie  
attendance  
**1.3 billion**

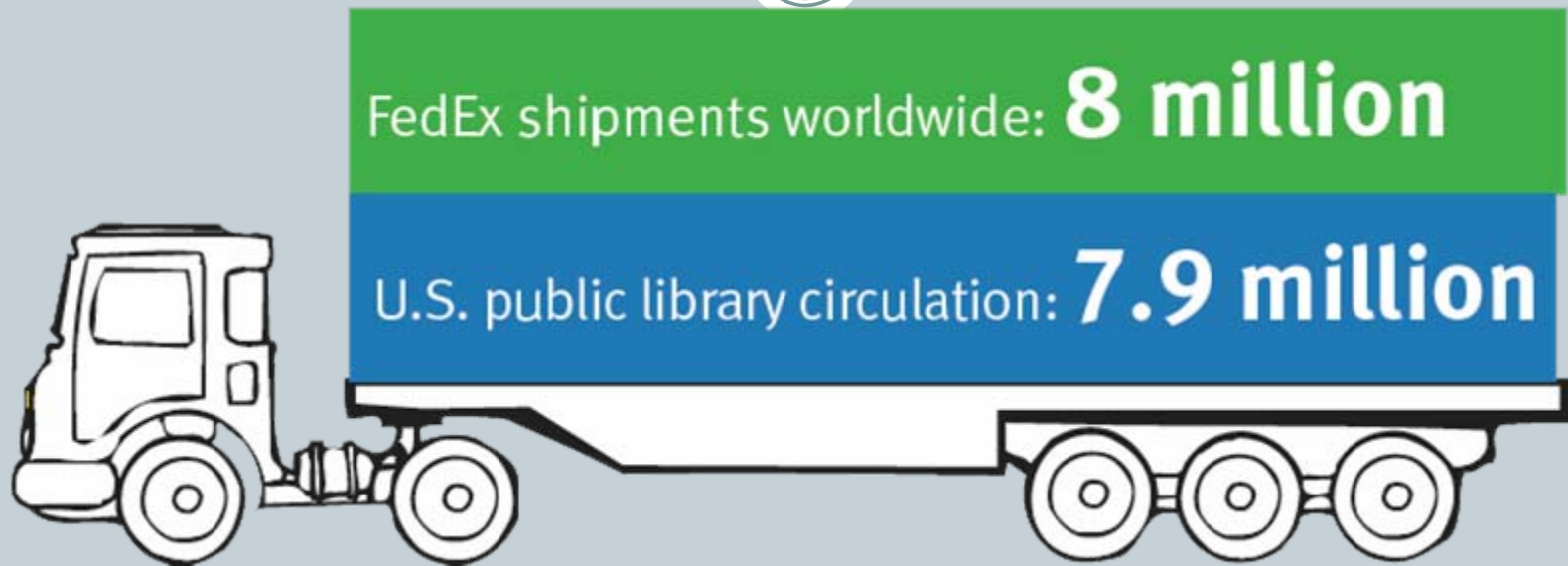


U.S. sporting  
event attendance  
**218 million**



Every year, Americans visit the library more often than we go to the movies and six times more often than we attend live sporting events (includes professional and NCAA football, baseball, basketball and hockey).

# On the move



U.S. public libraries circulate as many materials every day as FedEx ships packages worldwide. We enjoy \$82 million of value every day from the materials we check out at libraries.

# Governance, Organization and Personnel



## THE BASIC FACTS

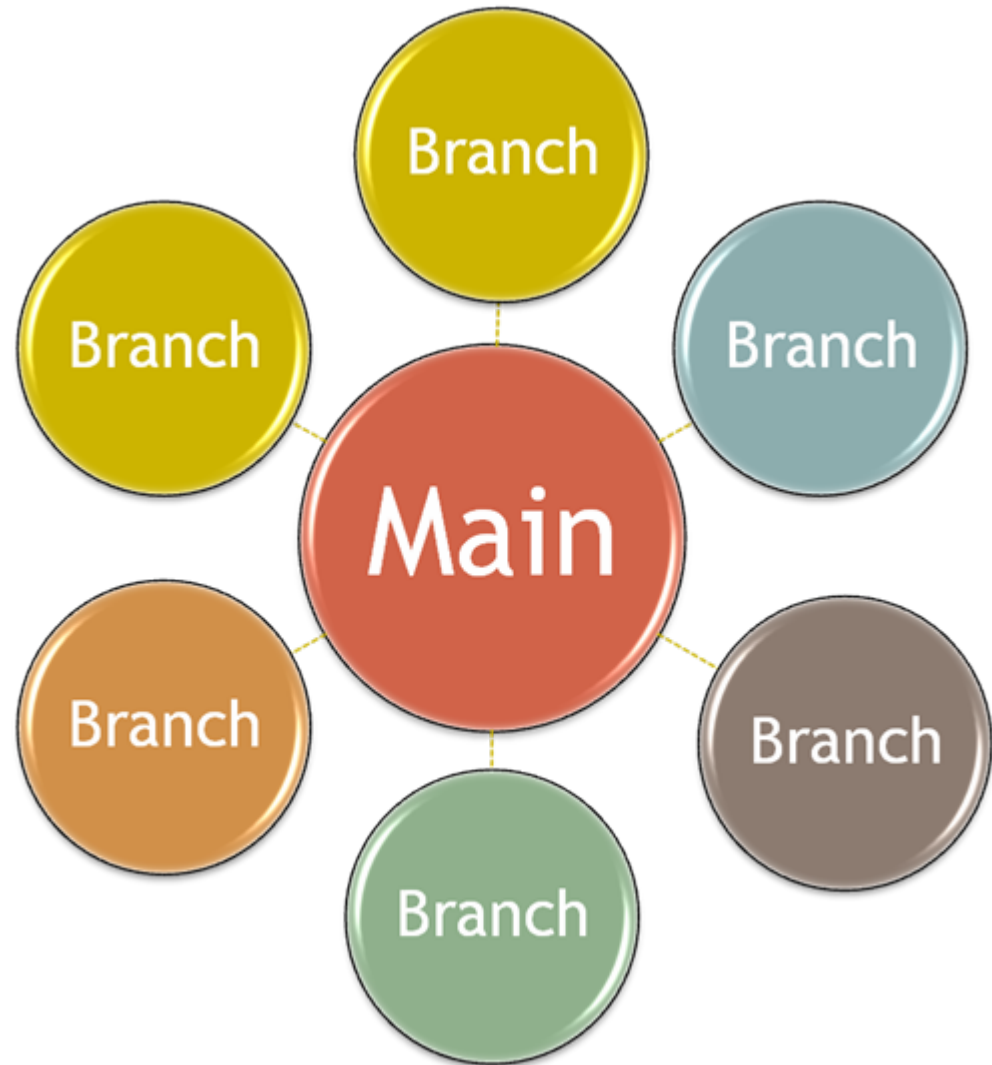
# The Organizational Basis Varies



In the U.S public libraries are classified as either :

- 1) County
- 2) Municipal, city or township
- 3) County/City
- 4) Regional (serves more than one political jurisdiction)
- 5) Other

Larger  
Public  
Libraries  
typically  
have a  
main  
library and  
branches





# Departments in Public Libraries



Typically, public libraries are organized around the services they provide:

- Administration
- Public Services (the ones that the patron sees)
  - Reference
  - Circulation
  - Children's Services
- Technical Services (the ones behind the scene)
  - Acquisition
  - Cataloging

# Personnel in Public Libraries



- Professional Librarians—those employees who have an ALA accredited MLS degree or equivalent (typically under 30% of staff)
- Paraprofessionals and clerks
- Specialists in many areas including systems and IT, Human Resources, PR, Finance and budgeting (may or may not have MLS degrees)
- Part time or temporary employees
- Volunteers

# Public libraries vary widely

From the smallest

To the largest

Norman, Oklahoma



170 Sq. Feet



NYPL: 87 libraries: 4 non-lending research; 4 main lending libraries, a library for the blind and physically challenged, and 77 branch libraries

Its collection exceeds 65 million items.

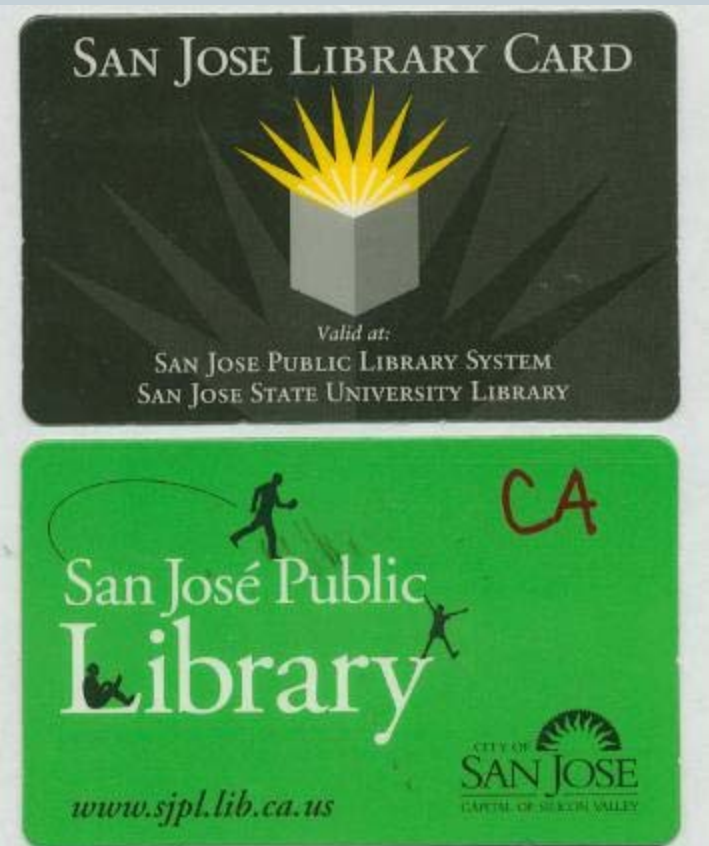
# Each Reflects the Needs of its Community

## San José , California

The main library in the system is a collaboration between the Public Library System and San José University



The building provides combined services for an active campus of 27,000 students and 1,153 faculty and a busy city of 924,950 people



# Queens (NY) Public Library



Help for immigrants  
Citizen Preparation  
ESL classes

Free and low-cost screening and  
health information programs

*We often see people within days of their arrival in America. I often ask, "How did you hear about the Queens Library?" and hear the answer, "Someone told me to come to the Queens Library when you arrive, and they will help you there."*

Queens is considered the most ethnically diverse county in the US. United States. Total population 2.2 million people—46.5% are foreign born and don't speak English at home. In the public schools about 140 different languages are spoken in addition to English.



# Singapore-Self Service Libraries

- One library located in a shopping center is completely self service
- “Cybrarians” located off-site answer questions
- All transactions are automated



# Meeting Local Needs -- The Idea Store

More than a library, the **Idea Store** in Tower Hamlets—one of the poorest boroughs in London provides traditional library service, as well as a wide range of adult education classes, along with career support, training, meeting areas, cafes and arts and leisure pursuits.



# New public libraries are being established where they never existed before (e.g. UAE)

ABU DHABI “To help foster a “reading culture”, the emirate's only public library plans to open 15 new branches.”

“The Dubai Culture & Arts Authority has introduced a new identity and development plan for the Dubai Public Library.

The new identity is the first step in Dubai Culture’s strategic plan to strengthen the role of the Dubai Public Libraries and reposition them as community-oriented centres that enhance public education and knowledge.”





# Public Libraries of the Future



THE LIBRARY OF THE FUTURE  
WILL BE A MULTIFACETED,  
MULTICULTURAL ORGANIZATION

# Public Libraries already have changed



The library while appearing to be stable has changed throughout history. It has moved from being an elite institution to an institution funded by the public and serving many diverse segments of the population. Libraries are poised to make even more changes because they are:

- Looking forward not backward
- Willing to try new ideas
- Have adopted and adapted to new technology

# But even more change is in the future!



- Tomorrow's libraries will continue to reflect the needs of their community
- They will continue to move from print-based institutions to digital ones—connecting users with information wherever it exists.
- The library will grow in importance as a community gathering place and information referral center
- Library 2.0 revolution -- The one-way flow of information from book to patron isn't good enough anymore

# Even more community partnerships



Growing Convergence of Cultural Institutions

**Public Libraries will increasingly partner with:**

- Public Schools
- Colleges and Universities
- Community Colleges
- Museums and Archives
- Arts and cultural agencies

**Plus: Social Service Institutions**

**Health Care Institutions and others**

# Public Libraries are Here to Stay



THEIR FUTURE IS BEING REIMAGINED IN PUBLIC LIBRARIES AND COMMUNITIES AROUND THE WORLD. WHAT DO THE CITIZENS OF CHARLOTTE-MECKLENBURG COUNTY WANT?