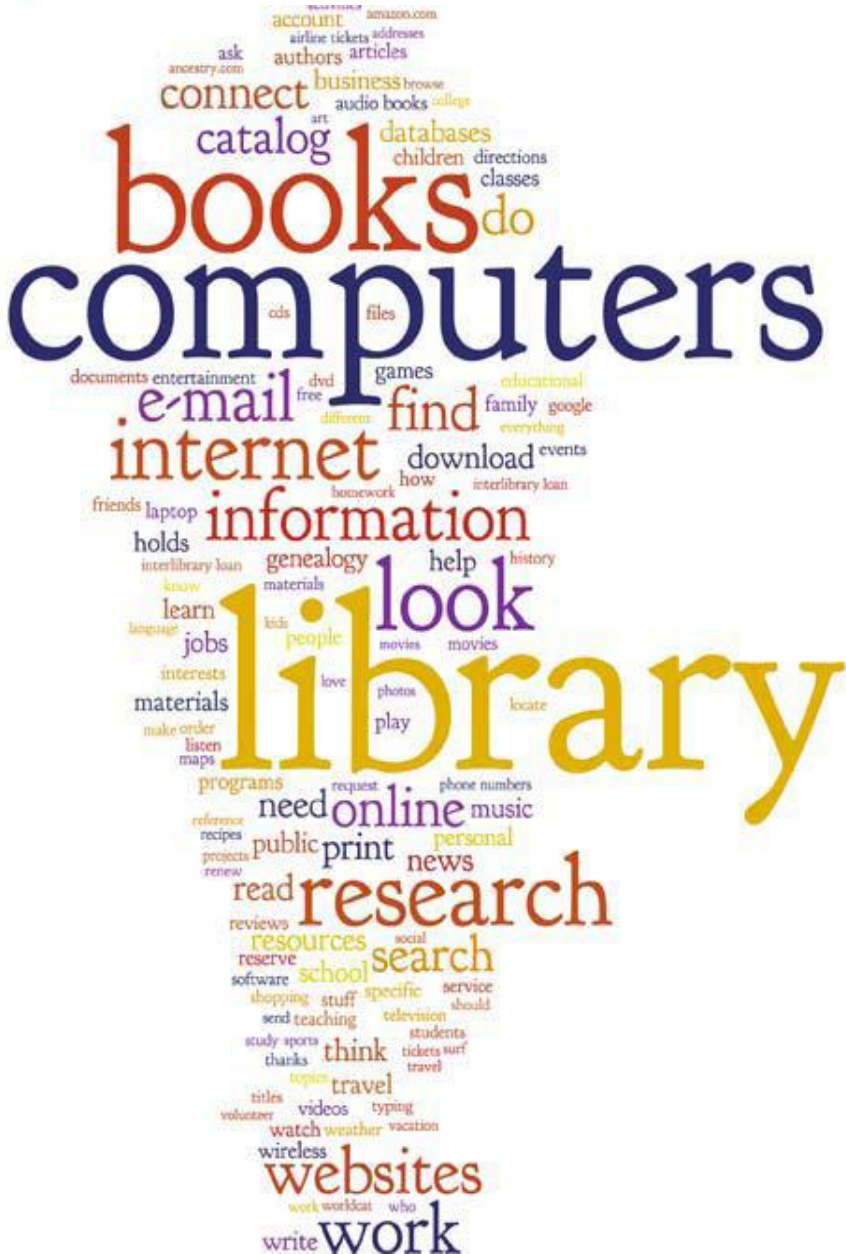




Understanding Services



David W. Singleton, Director of Library Experiences

Prepared for the Task Force on the Future of the Library

November 2010



890,000 residents



1.2 million volumes

20 Library Locations



Charlotte Mecklenburg Library

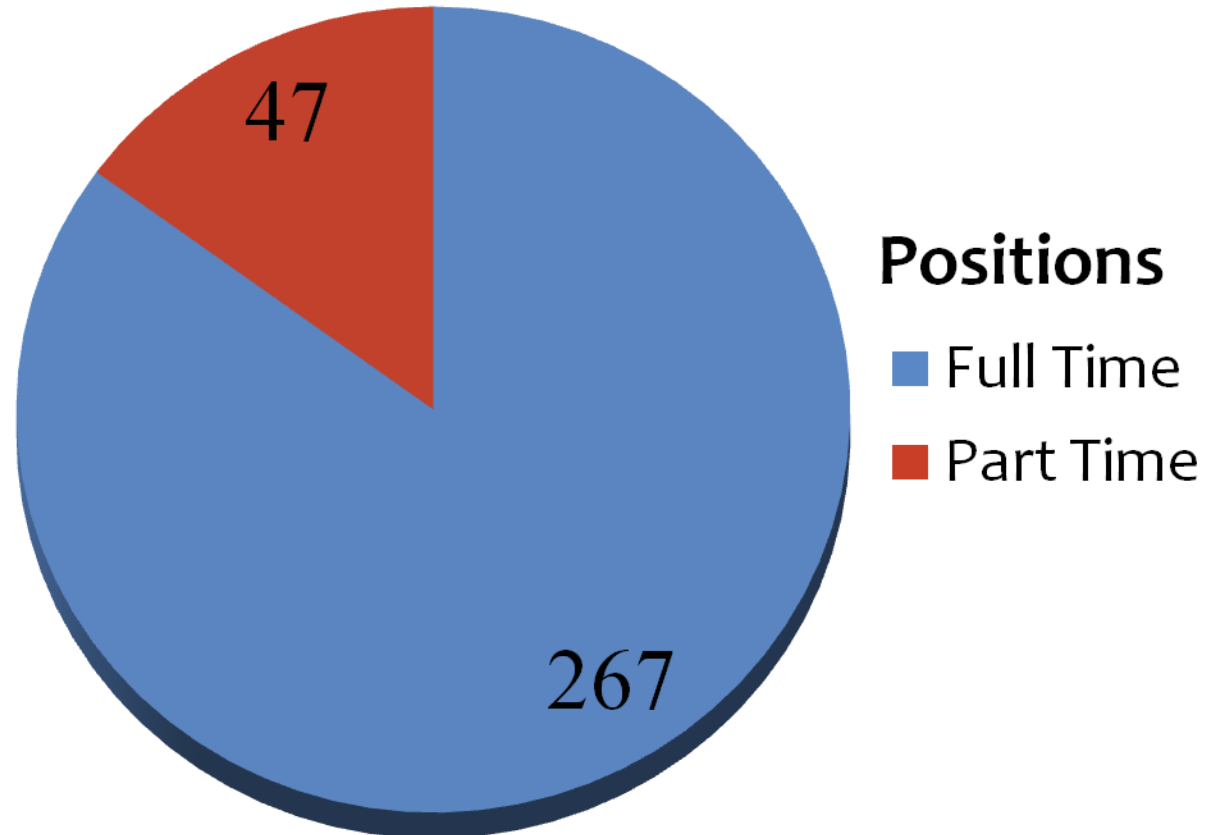
Service

Library Staff – our most valued asset



Staffing Composition

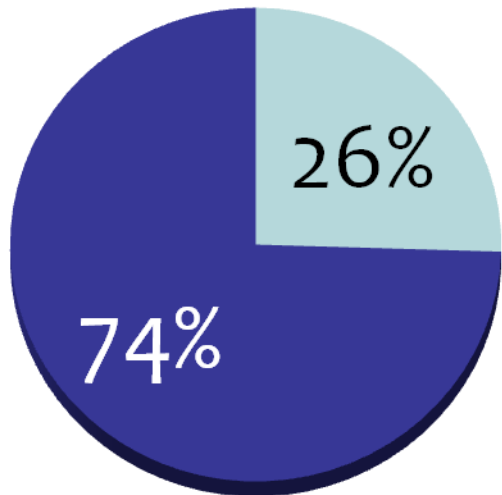
Full Time vs. Part Time



Staffing Composition

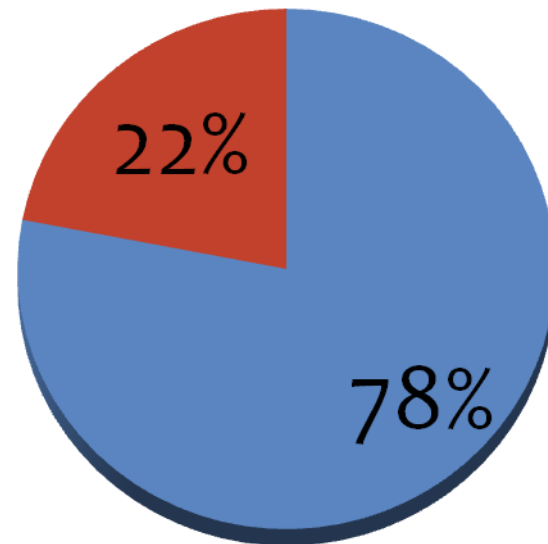
Graduate Professional Librarians
vs. Support Staff

Frontline vs. Support



Education

- MLIS Degree
- Non-MLIS



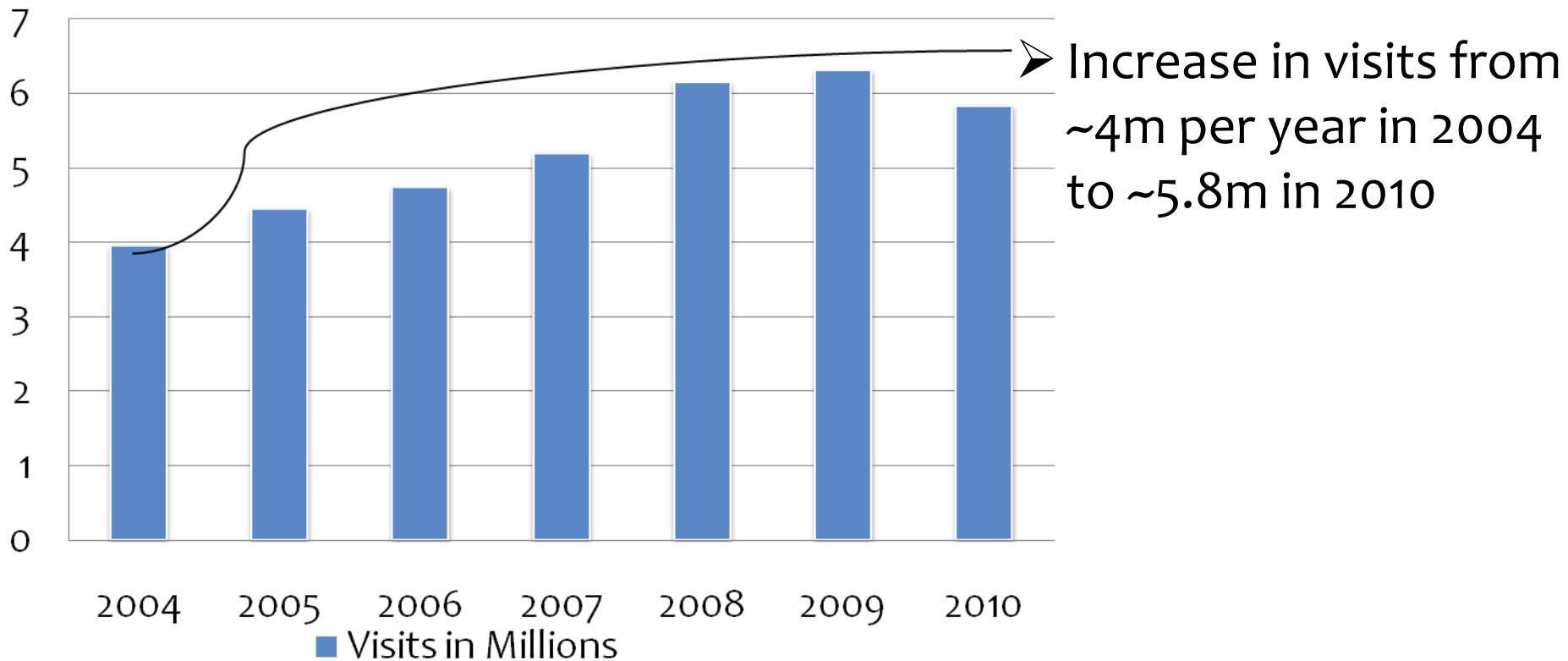
Positions

- Public Services
- Support



History of Library Usage

Door Count





Activity Overview

	FY09	FY10
Items borrowed	7.3 million	7.1 million
Door count (visits)	6.3 million	5.8 million
Virtual visits	70 million	70 million
Computer usage	1.4 million	1.3 million
Information requests	5.1 million	5.3 million
Program attendance	535,101	477,135



Changes in Capacity

	March 2010	November 2010
Library Locations	24	20
Staffing	507	314
Operating Hours per Week	1537	722



Program Capacity Impacts

	July-Sept. 2009	July-Sept. 2010
Number of library programs	3,971	1,842
Program attendance	105,973	50,203



Charlotte Mecklenburg Library

Product Lines

Expected by the public

- **Print** – fiction, nonfiction, magazines, journals
- **Digital** – research tools, downloadable books
- **Audiovisual** – DVDs, music CDs, audio-books





Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want, when and where they want them, and will have the help they need to make choices from among the options.





Search Digital Books for in [Advanced Search](#)

download digital media
GUIDED TOUR



- › Browse eFlicks
- › Browse Audio eBooks
- › Browse eBooks
- › Browse Music
- › Featured Titles
- › Children's
- › Teen
- › Digital Media Help
- › Library Home

Community Reserve



Library 2 Library



OverDrive®
Media Console™



Adobe®
Digital Editions

Sony® Reader for mobile reading of library eBooks. All EPUB eBooks & many PDF eBooks at this site are ready to enjoy on the Sony Reader. Requires installation of Adobe® Digital Editions.

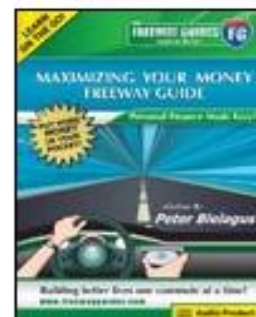
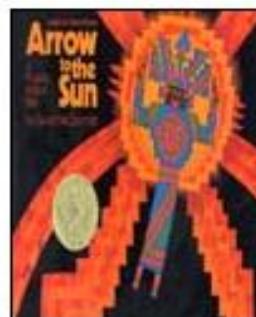
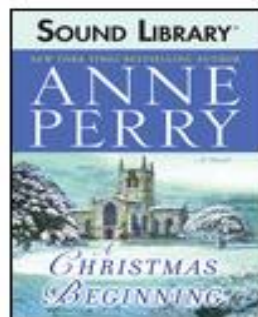


- [1](#)
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- [5](#)
- [6](#)
- [7](#)



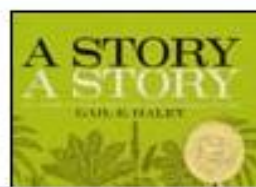
Digital materials are not available for download from Library computers. Downloads are only available to your personal PC, laptop, or PDA.

iPod®-compatible Audiobooks!



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Information

Location:

home base - 310 North Tryon Street
Charlotte, NC, 28202

Phone:

704-416-0705

Fans

6 of 50 fans

See All



The Big Read Mecklenburg County

Wall

Info

Photos

Boxes

Write something...

Attach



Share

The Big Read Mecklenburg County

Just Fans

TO KILL A
MOCKINGBIRD

Harper Lee



The Big Read Mecklenburg County Great voices and great people reading "To Kill a Mockingbird" for a podcast. A link to the podcast will be available in mid-December.



To Kill a Mockingbird Podcast

4 new photos



November 7, 2008 at 11:25am · Comment · Like · Share



The Big Read Mecklenburg County Great voices and great people reading "To Kill a Mockingbird" for a podcast. A link to the podcast will be available in mid-December.

NOVELLO® festival of reading

A festival celebrating books and
learning, presented by the
Public Library of Charlotte
& Mecklenburg County.



Word Play Saturday





In a November 2009 survey of over 1200 Mecklenburg County residents by the Urban Institute at UNC-Charlotte, **95.6%** of respondents viewed the library as an important educational resource.



Create Young Readers: Early Literacy

From birth children will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.





Charlotte Mecklenburg Library

Early Literacy





Charlotte Mecklenburg Library

Boogie Woogie Books





Charlotte Mecklenburg Library

*tail
wagging
tutors*

Help with Reading:





A month by month guide to school readiness: October



Kindergarten Skills Development



Getting Ready to Read



Health & Wellness



Monthly Information Print-Out *

*Free [Adobe Acrobat Reader](#) is required to view / print PDF documents throughout this site.

Get Set for Kindergarten

Parent Checklists

- ◆ What my child should be able to do before kindergarten
- ◆ What I can do to prepare my child

The Kindergarten Day

- ◆ What happens in kindergarten
- ◆ Discover CMS (registration, calendars, directories)





Homework Help

- Staff assistance
- Senior Exit Projects
- Test Proctoring
- *Reading Buddies*
- *FAFSA Day*
- Study Rooms
- Home-schooling Support
- **SAT & GED** Preparation





Charlotte Mecklenburg Library

Succeed in School: Homework Help

Free Help from Expert Tutors Online



Homework

Studying

Research Papers

Resume Writing

GED Prep

And much more!

Students will have the resources they need to succeed in school.



Homework Help



Charlotte Mecklenburg Library

brarydog.net



UserId:

Password:

Get My Page

[New users](#) [FAQs](#) [Forgot password?](#)

Your Homework Help & Web Companion

A service of the Public Library of Charlotte & Mecklenburg County

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the PLCMC on-line
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Live homework
help from
Tutor.com

This service is available in
English 7 days a week from
4pm to 10pm.
Service in Spanish is available
Sunday through Thursday from
4pm to 10pm.
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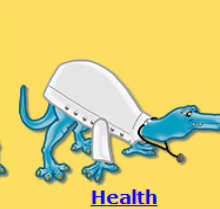
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Search or Select a Topic

Find:

Lexile

Full Text





Satisfy Curiosity: Lifelong Learning

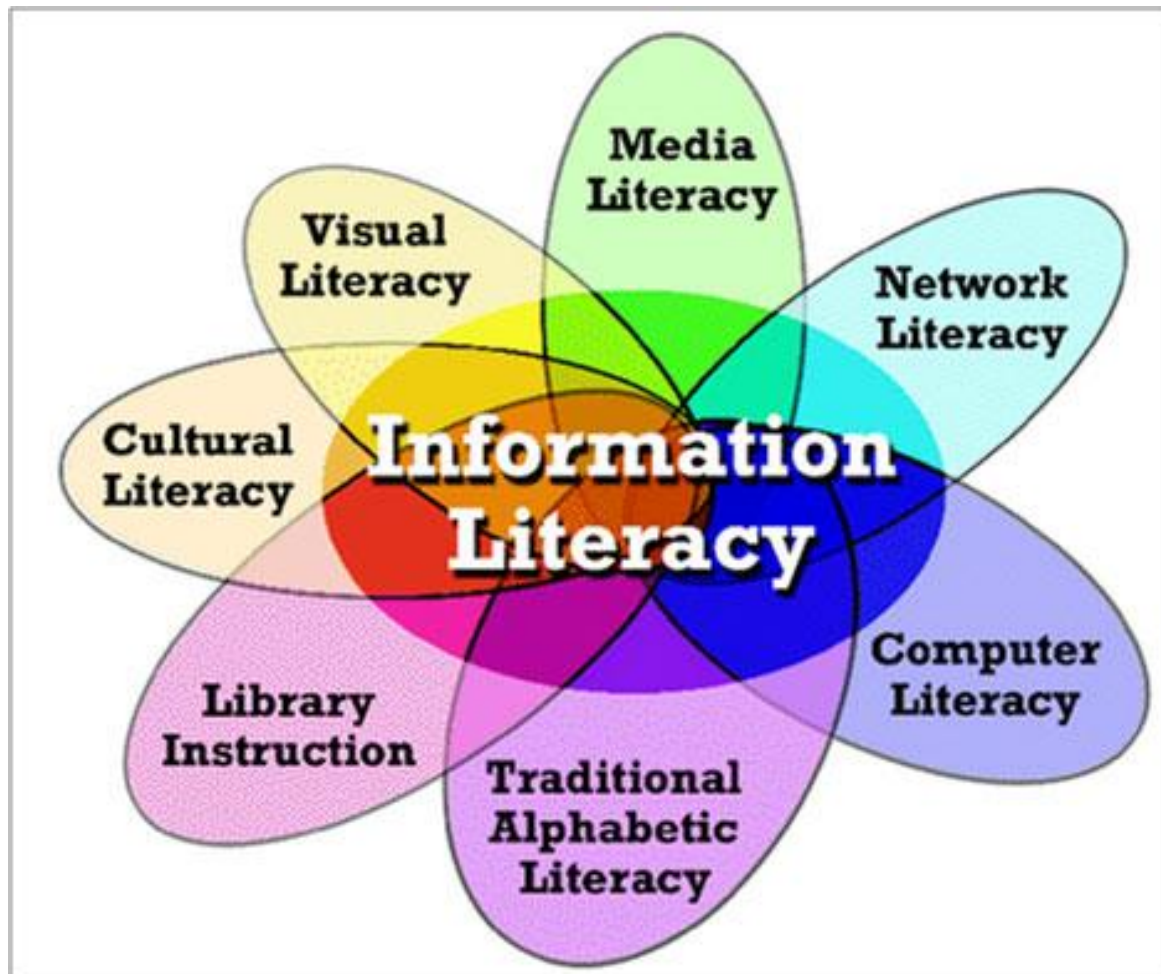
Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.





Understand How to Find, Evaluate, and Use Information: Information Fluency

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.



Make Informed Decisions: Health, Wealth, and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.





Service Lines – facilitate access

- Physical & Virtual Spaces
- Public Internet Access





Charlotte Mecklenburg Library

Community Outreach





Charlotte Mecklenburg Library

Community's Reading Room





Connect to the Online World: Public Internet Access

- The library continues to play a critical role in providing access to computers and the online world.
- The library provides over 1100 public computers to the public; these were used over 1.3 million times last year.



Virtual Spaces

- The library provides many virtual spaces for all ages, all of which are accessible from our main website, **cmlibrary.org**. Examples include:
 - Storyplace.org
 - CMstory.org



Charlotte Mecklenburg Library

imaginon.org



HOME

ABOUT
IMAGINON

GENERAL
INFO

PROGRAMS &
EVENTS

PLANNING YOUR
VISIT

JUST FOR
FUN



► It's a **LIBRARY** for youth

Teen Second Life... Get One!

1 2 3



► It's a professional **CHILDREN'S THEATRE**

Commedia Pied Piper!

1 2 3



► It's so much more!

Puppet Theatre!

1 2 3

300 East 7th Street
Charlotte, NC 28202
704.973.2780



©2005 Public Library of Charlotte & Mecklenburg County
A collaborative venture of [The Public Library of Charlotte & Mecklenburg County](#) & [The Children's Theatre of Charlotte](#)



Specialized Services & Materials

Encompass those services which the Library has invested significant resources (staff, facilities, materials) over years and/or decades.





Charlotte Mecklenburg Library

Discover Your Roots: Genealogy & Local History

Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.





Charlotte Mecklenburg Library

Make Career Choices: Job & Career Development

Adults and Teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.



“Wow! I had no idea I could take free computer classes.”

The Library
Be a **POWER USER**



Charlotte Mecklenburg Library





GETTING STARTED



Get A Free Email Account

Get a Library Card

Visit Job Help Center

The Benefit Bank

OUT OF WORK?



File For Unemployment

Access Community Resources

STEPS TO YOUR NEW JOB



Career Exploration

Job Help at the Library

Develop A Strategy

Developing a plan is the key to achieving any goal and "Getting the job you want" is IT! Because we all are different, we all have slightly different strategies and methods to achieving our goals. Whether you are a first time job seeker, a person reentering the workforce or a recently laid off worker the most important thing that you can do is to assess YOU. You have talents, knowledge and skills that you have acquired in your lifetime that can help you find a job. You also have within you a "Calling". That's right a "Calling" which you can discover. [For more information on career exploration.](#)



The Secret

If you are currently unemployed, I have a secret for you. You **ARE** employed right now as of this moment. You start today. The person that you work for is YOU. That person expects nothing less than your best effort and your job is to guess what? FIND A JOB. The benefit to you is that you will make all the profit from the work that you do! The good news is that we can help you do this by guiding you.

We cannot guarantee that you will find a job, but we are going to give you access to the jobs that are available currently through many of the job search sites online as well as help you



Build Successful Enterprises: Business & Non-Profit Support

Business owners & non-profit directors and their managers will have the tools they need to develop and maintain strong organizations.

The screenshot displays the BizLink website interface. At the top, there is a navigation bar with links for CATALOG, LOCATIONS / HOURS, CLASSES / EVENTS, RESEARCH / HOMEWORK, SERVICES, KIDS, TEENS, ABOUT US, and CONTACT US. Below this is a search bar and a secondary navigation bar with links for Catalog, Website, My Account, Get a Card, Pay Fines, Classic Catalog, and Mobile. The main content area features the BizLink logo, a search bar, and a list of navigation links. The featured content includes sections for Prudential (Good retirement advice from Prudential Insurance), BizRef Electronic Resource (Career Transitions), and NetLibrary eBooks (Coach Yourself to Wealth). A sidebar on the left lists various business and non-profit resources.

CATALOG | **LOCATIONS / HOURS** | **CLASSES / EVENTS** | **RESEARCH / HOMEWORK** | **SERVICES** | **KIDS** | **TEENS** | **ABOUT US** | **CONTACT US**

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Featured BizLink

[Prudential](#)

Good retirement advice from Prudential Insurance. Contains information about IRAs and life insurance, plus various calculators.

[\(See related sites\)](#)

BizRef Electronic Resource

[Career Transitions](#)

Use this highly intuitive and easy-to-use, premier Career Resource to discover your interests, explore careers, prepare your resume, improve your chances, find jobs, and more.

[More information about Electronic Resources](#)

[View Complete List of Additional Reference Resources](#)

NetLibrary eBooks

[Full-text eBook available online through NetLibrary](#)

Business Programs

- [SCORE counseling](#) 10/26/2010 at 10am
- [SCORE counseling](#) 11/2/2010 at 10am
- [Teen Finances](#) 11/3/2010 at 3pm

[Find out more](#) about Business Programs at the library.

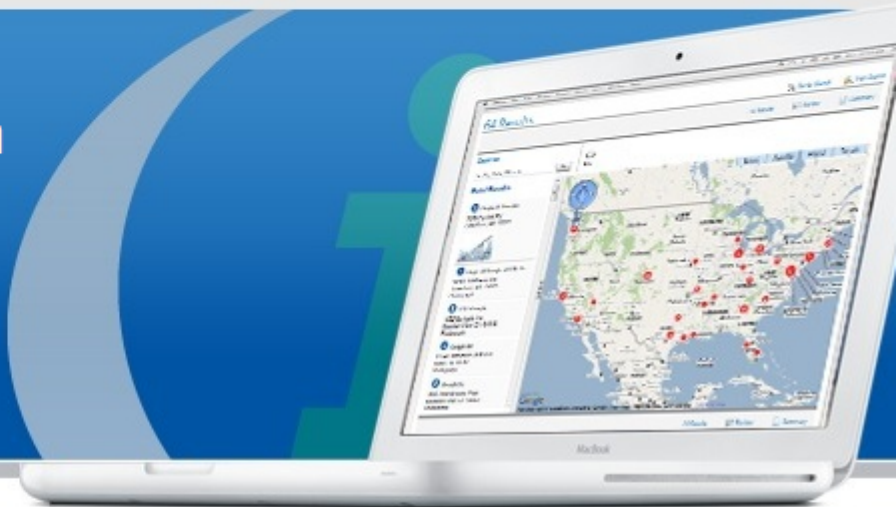


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855,000 Physician & Dentists

▶ **US Standard White Pages**
89 Million Residents

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ReferenceUSA provides quality information to help you:

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- Research executives & companies worldwide
- Track down addresses and phone numbers
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Map of Cross-Border Giving

Free for Professional subscribers: Access the Foundation



Center's new *Map of Cross-Border Giving* as part of your Professional subscription. See grants from U.S. grantmakers to non-U.S. recipients.

[Use Map of Cross-Border Giving»](#)

New Feature for Professional Users: the Social Media Tab

We have an exciting new enhancement to announce for *Foundation Directory Online Professional* grantmaker profiles. Included in the expanded *Professional* portfolio is a tab housing each grantmaker's social media and multimedia channels, including content feeds from Facebook, Twitter, YouTube, Vimeo, Flickr, and blogs, as well as links to LinkedIn, MySpace, and multimedia pages, including podcasts and video hosted on the grantmaker's web site. To get started, keyword or Power Search the name of a social media site to see which foundations are there.

[Learn more about this exciting new feature»](#)

Headlines

Paul Rapoport Foundation Awards \$2.1 Million in Grants

The foundation, which plans to spend down its

RFPs

National Center on Immigrant Integration Policy Invites Entries for E Pluribus Unum Prizes



Express Creativity: Create & Share Content



Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

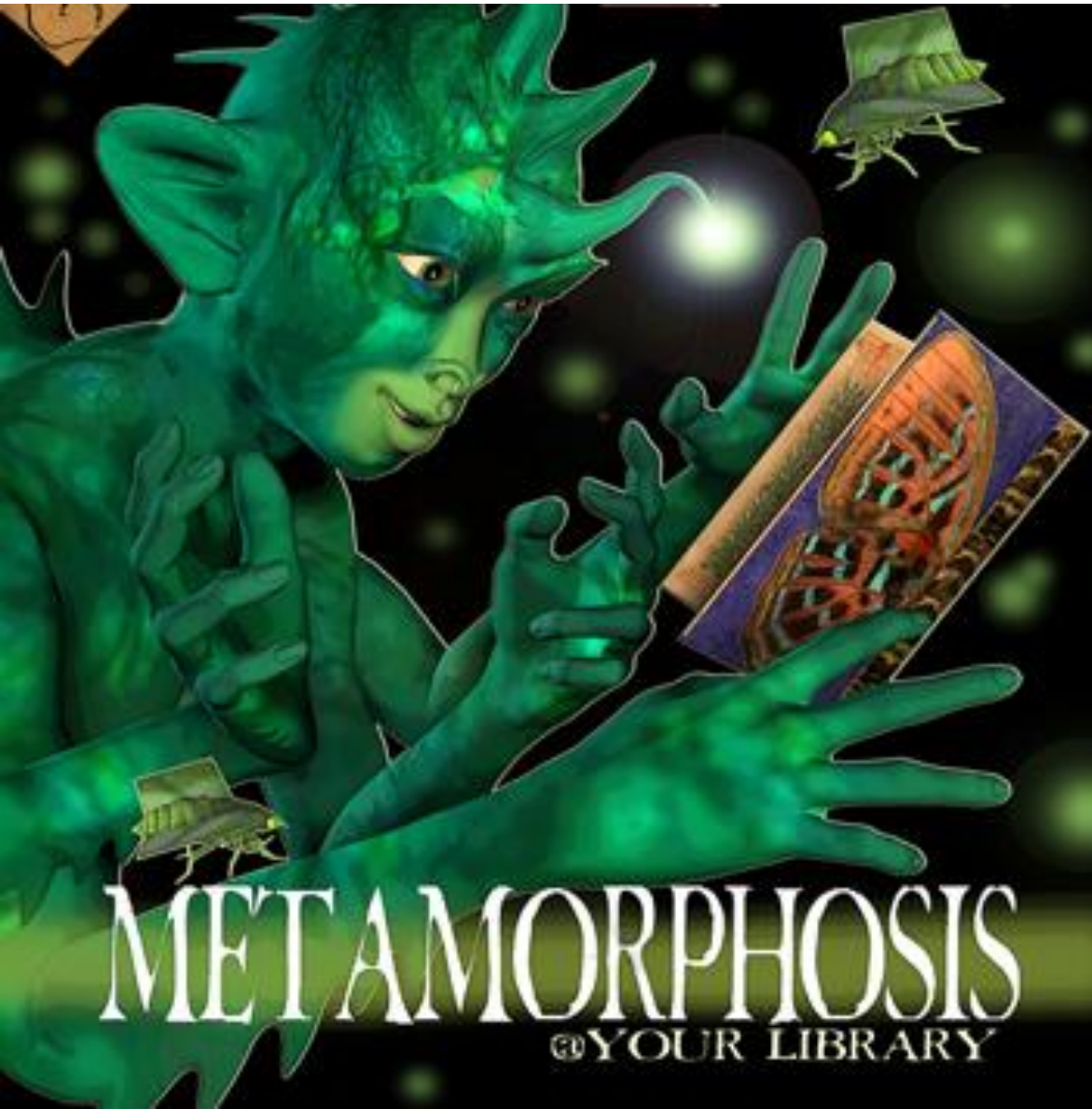


Charlotte Mecklenburg Library





Charlotte Mecklenburg Library





THE HIP HOP TAKEOVER



MUSIC OVER VIOLENT ENTERTAINMENT

IMAGINON

Saturday
May 30, 2009
The Wachovia Playhouse
1-5 PM

Are you a songwriter, rapper, singer or producer? Are you interested in playing an influential role in the community and changing the music industry? If so, audition for the Hip-Hop M.O.V.E. Squad! Auditions will follow the event.

704-978-2728
theloft@plcmc.org

Hip Hop M.O.V.E. is an initiative empowering teens to positively influence their community through music, education and creative self-expression.

- Teen Music Performances
- Inspirational Speakers
- Hip Hop workshop
- Young Lives Film Debut

charlotte@generationengage.org



ImaginOn Joe & Joan Martin Center - 300 East 7th Street - Charlotte, NC, 28202

This event is free and open to the public.

Auxiliary Services



Charlotte Mecklenburg Library



- those which Charlotte Mecklenburg Library provides on a best effort basis, subject to funds and resources available.

- Ishmael Beah
- Author of *A Long Way Gone: Memoirs of a Boy Soldier*

NOVELLO
festival of reading



A festival celebrating books and learning, presented by the
Public Library of Charlotte
& Mecklenburg County.





Be an Informed Citizen: Local, National, and World Affairs

Residents will have the information they need to support democracy, to fulfill civic responsibilities, and fully participate in decision-making for their communities.





Charlotte Mecklenburg Library

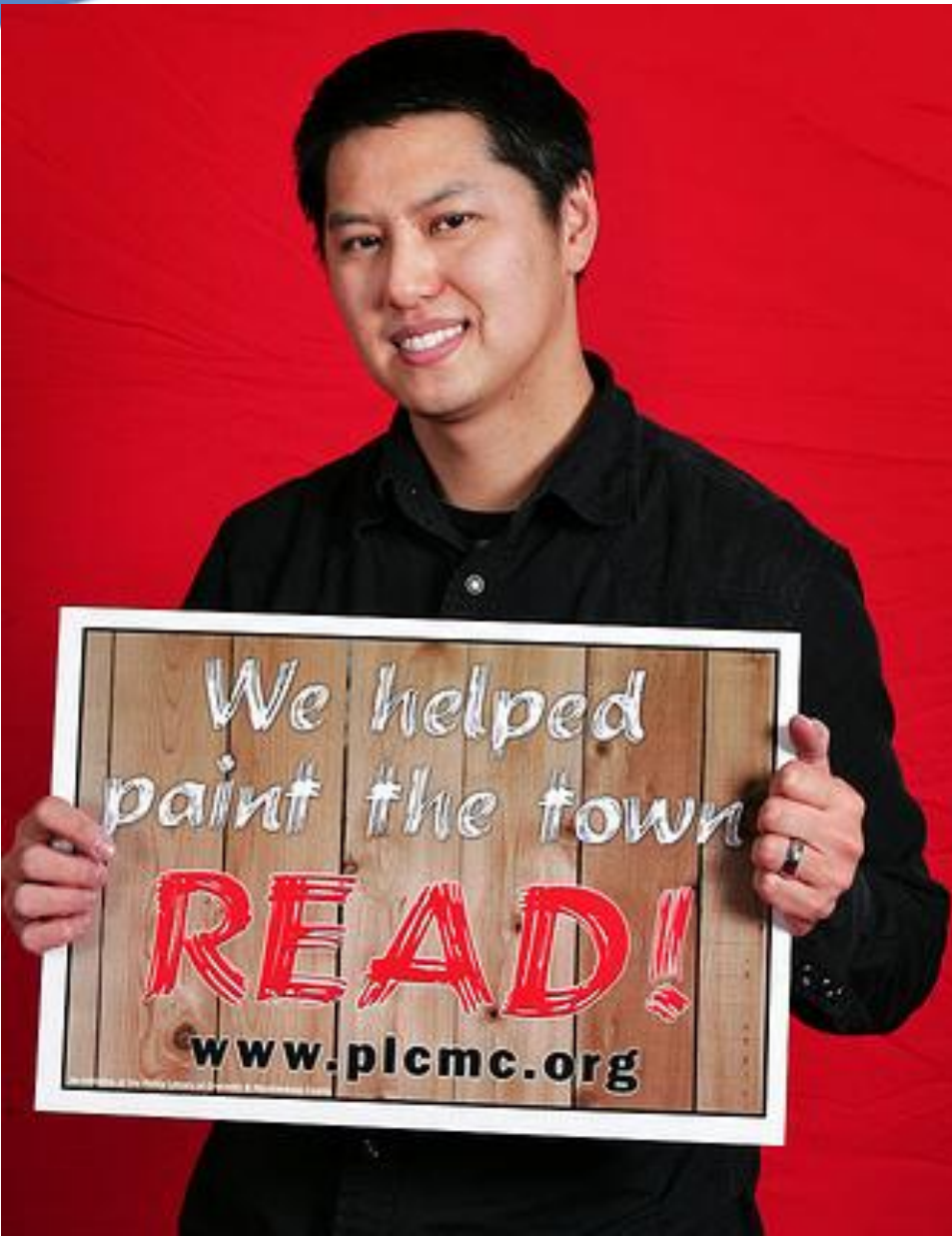
Welcome to the United States: Services for New Immigrants



New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in American life.



Charlotte Mecklenburg Library



Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.





Charlotte Mecklenburg Library



Celebrate Diversity

Children participate in “Children’s Day, Book Day”, an annual celebration of books, stories and culture.

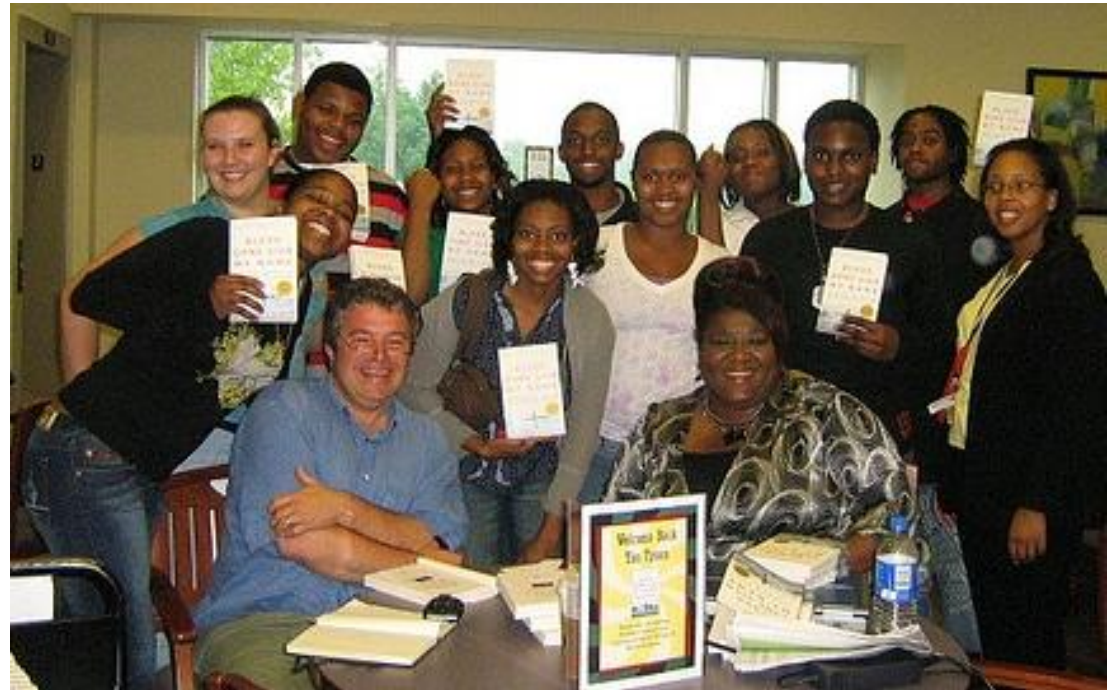
Día de los niños, Día de los libros



Charlotte Mecklenburg Library

Learn to Read and Write: Adult, Teen and Family Literacy

Adults and Teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.





Charlotte Mecklenburg Library

Questions?

David Singleton
704.416.0612

dsingleton@cmlibrary.org