## MPLIC BY THE NUMBERS

### Goal 1:
**Ensures that all Memphians have access to technology needed to increase knowledge, learning, and access to the economy.**

<table>
<thead>
<tr>
<th>Metric</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of eBooks checked out</td>
<td>84,000+</td>
</tr>
<tr>
<td>Number of eAudio books checked out</td>
<td>17,000+</td>
</tr>
<tr>
<td>Number of Magazines checked out</td>
<td>800+</td>
</tr>
<tr>
<td>Number of songs checked out</td>
<td>5,500+</td>
</tr>
<tr>
<td>Number of Magazine, Journal, and Newspaper articles retrieved from our Research databases in FY14.</td>
<td>30,000+</td>
</tr>
<tr>
<td>Number of online renewals in this past year (9% of total circulation)</td>
<td>115,000+</td>
</tr>
</tbody>
</table>

### Goal 2:
**Reaches beyond its walls with creative partnerships that make a difference in people’s lives.**

- **$25,000**
  - Typical annual funding provided by Friends of the Library for library staff to attend trainings / conferences.
  - Library staff attended this year’s Tennessee Library Association conference in Murfreesboro, TN where MPLIC staff shared their successes and learned from the successes of other libraries throughout the state.
  - MPLIC staff members Beth Dailey, Kenneth Dean Moore, Steven Shakelford, and Stacey Smith led presentations.
  - Michele Yellin took home the Daniel Taylor Award for contributions to Children’s/Young Adult Services.

### Goal 3:
**Communicates in ways that move libraries from a supporting player to a leadership role that is highly valued in today’s public space.**

<table>
<thead>
<tr>
<th>Metric</th>
<th>FY14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of times in FY14 YTD that items were checked out at non-owning libraries due to customer requests. Delivery &amp; Distribution follow a FedEx model to deliver items to and from every library, every day.</td>
<td>88,000+</td>
</tr>
<tr>
<td>“I use the bus and trolley to get to the cossitt branch. Ms. Murphy locates the books I am looking for and they are usually there the next day.” - Tom A. Livers, Sr., Cossitt Library Customer</td>
<td></td>
</tr>
</tbody>
</table>

### Goal 4:
**A platform for three overriding purposes: literacy, education accelerator, and jobs center.**

- **Explore Memphis is off to an Explosive Start!**
  - Thirty members of a Memphis history class from the University of Memphis visited the Memphis and Shelby County Room to learn of the primary sources available at the public library for their research projects.
  - “The Memphis Room is the best resource in the world for the study of Memphis history.” - Dr. Charles Crawford
  - Meanwhile, 47 customers attended 4 biannual genealogy workshops. Long-time Commercial Appeal photographer, Bob Williams, held the spotlight for 40+ customers honoring his contribution to Memphis history.

### Goal 5:
**Advances a culture of excellence in operations and outreach.**

- **Phase I of our Strategic Plan Implementation is complete.**
  - This phase consisted of non-administrative staff completing a Need/Capacity ranking of each item in the nearly 50 page report. These rankings were then reviewed by the Strategic Plan Committee.
  - Thank you team leaders: Nobuko Igarashi, Laura Salehi, Steven Shackelford, Robyn Stone, and Syreeta Washington.

- **The Library and Business Development**
  - “Programs like this are very important because, sometimes, people are not able to pay for classes like this.” - Machelle Herson, South Library customer
  - “When the program is at a place where you come already, it is convenient to take advantage of this resource.” - Ebony-Azizi Sylla, Central Library customer
  - Over 20 business assistance programs are being offered throughout the library system this summer through partnerships with the Tennessee Small Business Development Center, SCORE, StartCo, and E-Business Solutions.

- **Friends reporting**
  - The Friends of the Library Book Sale at Benjamin L. Hooks Library, as well as their book sales at East Shelby and Parkway Village gave customers plenty to rave about.
  - “With the economy today, we all need to budget...the low prices are exactly what we need as parents.”
  - “I thought it was time to bring my grandsons to make sure they’re occupied this summer.”
  - “We came basically because we knew the proceeds would benefit the Library.”
  - Friends report that the Benjamin L. Hooks Central Library Book Sale was the 2nd largest ever in terms of attendance and proceeds.