

Rockford Public Library

Mission Statement

It is the mission of the Rockford Public Library to inform, educate, entertain, and provide cultural enrichment to people of all ages throughout the community.

Primary Functions → The primary function of the Library is to provide a variety of services to the public through the Main Downtown facility and its five branch extensions. There are six primary operating divisions throughout the library network.

- **Administrative** → The Administrative Division provides all administrative and support services in order to maintain library operations.
- **Adult Services** → The primary responsibility of the Adult Services Division is to provide information in the form of media and non-print media, as well as instructions for use. This division is also responsible for providing cultural event programs and instructions in utilizing computers for information purposes.
- **Youth Services** → Youth Services provides story programs, children's books, reference materials, periodicals, and non-print media to children, parents, and teachers. An introduction to computers, the Internet, and other electronic information is also available in this division.
- **Circulation** → The primary responsibility of the Circulation Division is to checkout and return library materials, perform borrower's registration, and process reserves and overdue loans.
- **Collection Management & Technical Services** → The primary responsibility of the Collection Management & Technical Services Division is to identify, order, receive, and catalog all library materials for use by the public. It is also responsible for identifying and withdrawing materials no longer needed in the collection.
- **Physical Facilities** → Physical Facilities is responsible for maintaining the appearance and physical operations of the Main Library and all branches.
- **Branch Services** → There are five branch divisions of the Rockford Public Library (Montague, Rock River, Northeast, Lewis Lemon, and Rockton). Each division is independent of each other and is supervised by a Manager. The branches provide a basic collection of print, media, and electronic database resources that are appropriate for the community. Each branch also provides circulation, library card registration, reference, programming, and Internet access services to the public.

2004 Accomplishments →

- Broke all previous Library records in several categories for library usage and support, such as circulation, patron count, web site usage, and Friends membership.

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- Instituted a new online catalog (“Max”) that enabled the Library to put Rockford taxpayers at the front of the line for all new materials. Users also have 24/7 access to the Library’s holdings so they can perform a number of tasks at any computer.
- The online catalog enabled the Library to outsource materials processing, thus lowering costs and increasing speed-to-shelf times for all new materials. The estimated savings in the first three years is over \$300,000.
- Participated in On The Waterfront for the first time. Staff estimated that this outreach touched over 8,000 people.
- Recognized by the River District with the Library’s first Heart of Rockford Award for the Summer Reading Club. The program also received recognition from the US Institute of Museum and Library Services Agency.
- Increased Summer Reading Club participation 46% over the last two years, with 9,027 total participants who read over 67,000 books.
- Installed new signage at all Library facilities that incorporated the new Rockford Public Library brand. The Library also purchased a van that showcases the new logo.
- Achieved the highest level of grants and endowments in the Library’s history. Received \$153,800 in LSTA grants, including the second highest grant awarded in the State. The Library also received a \$135,000 Federal E-rate grant to install a new Voice/IP telephone system.
- Created a Financial Opportunities Center to make information that could increase the net worth of individual investors, small business people, and families readily available.
- Hosted the first Festival of Words, a five-day celebration of the written and spoken word with programs featuring internationally known authors and poets.
- Celebrated the 200th anniversary of the Lewis and Clark expedition by leading citizens in a community reading and discussion of *Stoneheart*, a novel about Sacajawea by Diane Glancy.
- Partnered with Rockford College’s Uncommon Lives program to bring Ann Patchett, author of the national bestseller *Bel Canto* to the Montague Branch Library. The program achieved triple the attendance of past years’ collaborations.
- Increased access to the Library’s local history collection by increasing open hours by 52%.
- Led a collaboration among all local history partners in Rockford to jointly place all of our local history on the web in one place. This “Digital Past” initiative will continue to grow in the future.
- Held the Library’s third annual Literary Evening where local celebrities lead discussions of their favorite books. Attendance was up 25% and income up 67%.

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- Began saving \$120,000 per year by moving from in-house custodial care to contract custodial care.

2005 Goals and Objectives →

- Take a library facilities plan to the public for referendum that will: 1) allow citizens to equally access their library system in all areas of the city; 2) update the facilities to provide exciting, inspiring libraries; and 3) help erase the “Digital Divide” between the haves and the have nots.
- Partner with the City of Rockford, the Healthy Futures Group, and the Community Foundation of Northern Illinois to create a community-wide web portal for the dissemination of “all things Rockford”.
- Become the first library in the world to partner with parents, business people, and educators to teach young people about financial literacy via a Summer Reading Club program with a financial literacy theme “Read to Riches”. Partner with the Discovery Center to bring the nationally prominent “Moneyville” exhibit to the museum during the same period so all those who finish the Read to Riches program can receive a free entry ticket to the museum to learn even more.
- Showcase our “Max” brand and marketing plan to the international library community at the SIRSI International Superconference in Nashville, TN in February.
- Install a cutting-edge Voice/IP telephone system that will enable the Library to offer streaming video over the web site, faster access to the internet for patrons, and wireless access at all libraries.
- Accept the oral histories into our local history collection of Winnebago County Veterans as part of the Library of Congress Veteran’s History Project. Over forty print and multimedia versions of our County’s veteran’s stories will be added to this library locally and the Library of Congress nationally.
- Join the rest of Rockford in participating in the Rockford City in Bloom contest by beautifying all facilities with flowers and landscaping. Particular attention will be paid to landscaping the Montague branch and beautifying the Main Library with container flowers.

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Budget Summary

ROCKFORD PUBLIC LIBRARY BUDGET SUMMARY					
APPROPRIATION	2003 ACTUAL	2004 BUDGET	2004 ACTUAL	2005 BUDGET	INCREASE (DECREASE)
PERSONNEL	\$4,039,041	\$4,143,867	\$4,134,524	\$4,311,881	\$168,014
CONTRACTUAL	767,159	1,115,706	992,184	1,182,392	66,686
SUPPLIES	632,675	1,005,256	958,950	1,008,627	3,371
OTHER	41,112	57,910	61,441	64,111	6,201
INTEREST	55,157	315,000	47,293	287,500	(27,500)
CAPITAL	136,334	235,018	245,437	182,713	(52,305)
ENCUMBRANCE	0	0	0	0	0
TOTAL	<u>\$5,671,478</u>	<u>\$6,872,757</u>	<u>\$6,439,829</u>	<u>\$7,037,224</u>	<u>\$164,467</u>

STAFFING REVIEW	2002	2003	2004	2005	INCREASE (DECREASE)
EMPLOYEES	136	131	116	120	4.00
FULL-TIME EQUIVALENT	111.00	109.00	97.00	98.00	1.00

FUNDING SOURCE	2004 AMOUNT	2004 PERCENTAGE	2005 AMOUNT	2005 PERCENTAGE
PROPERTY TAXES				
LIBRARY OPERATIONS	\$5,158,890	77.0	\$5,313,330	75.9
LIBRARY MAINTENANCE	343,926	5.1	354,222	5.1
ADJUSTMENTS, INT 3, TAX CAP	(131,510)	0.0	(164,736)	(2.4)
FRINGE BENEFIT REIMBURSEMENTS	523,996	7.8	524,394	7.5
REPLACEMENT TAXES	483,600	7.2	558,000	8.0
FINES	116,500	1.7	114,500	1.6
NON-RESIDENT FEES	31,500	0.5	25,500	0.4
SERVICE CHARGES	14,000	0.2	17,500	0.2
RENTS AND REIMBURSEMENTS	3,500	0.1	4,500	0.1
INTEREST INCOME/ENDOWMENTS	39,000	0.6	40,000	0.6
STATE OF ILLINOIS	93,500	1.4	187,000	2.7
MISCELLANEOUS	25,500	0.4	27,500	0.4
TOTAL	<u>\$6,702,402</u>	<u>100.0</u>	<u>\$7,001,710</u>	<u>100.0</u>

Budget Analysis

The 2005 budget of \$7,037,224 is an \$164,500 (2.4%) increase from the 2004 budget. Personnel costs increased \$168,000 overall. An increase of \$127,400 in salaries, from general wage increases, along with increases in health insurance (\$37,200) and IMRF contributions (\$35,000), are offset by a decrease in unemployment (\$20,000) and severance pay (\$11,200).

Contractual services increased \$66,700 due to a number of increases. Large increases in service contracts for material cataloging (\$84,200), legal for ongoing union negotiations (\$18,000), and building maintenance (\$10,900). Reductions that offset these increases include \$37,000 in other contractual as projects have been completed, \$23,700 in advertising, and \$12,400 in postage due to increased use of email.

Supplies increased a total of \$3,400. Increases and decreases in particular types of library materials occurred, with an overall increase of \$47,000 for new books and media. Other changes

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in supply accounts include a \$15,500 decrease in small tools, a \$31,900 decrease in office supplies, \$26,000 additional for computer noncapital and \$25,500 less for noncapital equipment.

Other expenses decreased \$27,500 due mainly to decreases in interest payments.

In 2004, the Library spent \$6,439,829, or 93.7% of the budgeted allocation.

Five Year Financial Forecast

The five-year financial forecast assumes three percent assessed valuation growth and a 32-cent property tax rate for operations and maintenance tempered by the impact of tax caps. As can be seen in the schedule below, the tax cap erodes the library's fiscal base. Other forms of revenue increase approximately five percent each year. Expenditures for personnel and supply cost are assumed to increase 5% annually; contractual costs are expected to increase 3.5% each year. All other expenditure types (other, interest, capital) are budgeted at current levels.

Library Fund 2006-2010 Financial Forecast (In 000's)

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Revenues	\$7,166	\$7,378	\$7,594	\$7,847	\$8,094
Expenses	<u>7,049</u>	<u>7,371</u>	<u>7,708</u>	<u>8,062</u>	<u>8,433</u>
Excess (Deficit)	<u>117</u>	<u>7</u>	<u>(114)</u>	<u>(215)</u>	<u>(339)</u>
Beginning Balance	1,618	1,735	1,742	1,628	1,413
Ending Balance	<u>\$1,735</u>	<u>\$1,742</u>	<u>\$1,628</u>	<u>\$1,413</u>	<u>\$1,074</u>

Tax rate limits are 30 cents for operations and two cents for maintenance; fringe benefit reimbursement rates are unlimited.

Capital Equipment

Capital items total \$182,713 for 2005, a decrease of \$52,300 over 2004. Expenditures for 2005 include \$41,000 in building improvements at the Main Library and various branches, \$35,700 to supplement a \$135,000 grant for a new IP telephone system, \$21,000 for computer routers and \$85,100 for catalog software.

CAPITAL EQUIPMENT ROCKFORD PUBLIC LIBRARY 2005 BUDGET			
<u>Description</u>	<u>Cost Center</u>	<u>Account</u>	<u>Amount</u>
BUILDING IMPROVEMENTS	1763-COMM RELATIONS	79911	\$5,500
BUILDING IMPROVEMENTS	1790-YOUTH SERVICES	79911	2,500
BUILDING IMPROVEMENTS	1821-NORTHEAST BRANCH	79911	3,500
BUILDING IMPROVEMENTS	1830-CIRCULATION	79911	2,500
BUILDING IMPROVEMENTS	1850-MAINTENANCE	79911	26,958
TELEPHONE SYSTEM	1764-IT	79928	35,709
HARDWARE	1764-IT	79928	20,929
SOFTWARE	1840-ORDERING	79927	85,117
TOTAL CURRENT CAPITAL EQUIPMENT			<u>\$182,713</u>

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Personnel Review

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	POSITION RANGE	2004 BUDGET			2005 BUDGET			CHANGE
		DOLLARS BUDGETED	FTE	NUMBER OF EMPLOYEES	DOLLARS BUDGETED	FTE	NUMBER OF EMPLOYEES	
SALARIES								
LIBRARY DIRECTOR	E-41	\$83,064	1.00	1	\$84,411	1.00	1	0.00
ASSOCIATE DIRECTOR-PUBLIC SERVIC	E-38	65,440	1.00	1	68,224	1.00	1	0.00
MANAGER-ADULT SERVICES	E-35	65,721	1.00	1	51,693	1.00	1	0.00
CHIEF FINANCIAL OFFICER	E-35	58,937	1.00	1	59,754	1.00	1	0.00
DEVELOPMENT OFFICER	E-35	45,586	1.00	1	47,110	1.00	1	0.00
MANAGER-YOUTH SERVICES	E-34	55,217	1.00	1	55,930	1.00	1	0.00
ASSISTANT MANAGER-COLLECTIONS	E-34	60,561	1.00	1	58,881	1.00	1	0.00
ASSISTANT MANAGER-CIRCULATION	E-32	0	0.00	0	31,200	1.00	1	1.00
SENIOR LIBRARIAN	E-32	43,353	1.00	1	45,225	1.00	1	0.00
MANAGER-CIRCULATION	E-32	38,655	1.00	1	36,690	1.00	1	0.00
MANAGER-PHYSICAL FACILITIES	E-32	54,000	1.00	1	56,473	1.00	1	0.00
MANAGER-BRANCH	E-32	215,133	5.00	5	224,035	5.00	5	0.00
MANAGER-COLLECTIONS	E-29	45,895	1.00	1	48,920	1.00	1	0.00
COMMUNITY RELATIONS OFFICER	E-29	47,737	1.00	1	45,724	1.00	1	0.00
MANAGER-INFORMATION TECHNOLOG	E-29	54,736	1.00	1	56,608	1.00	1	0.00
ADMINISTRATIVE SECRETARY	E-26	78,846	2.00	2	81,717	2.00	2	0.00
PERSONNEL OFFICER	E-26	45,021	1.00	1	47,192	1.00	1	0.00
INFORMATION TECHNOLOGY TECHNIC	E-26	16,091	0.50	1	29,121	1.00	1	0.50
INFORMATION TECHNOLOGY ASST	E-26	35,335	1.00	1	32,457	1.00	1	0.00
FINANCE/PAYROLL ASSISTANT	E-25	30,448	1.00	1	29,138	1.00	1	0.00
ADMINISTRATIVE CLERK	E-21	27,605	1.00	1	28,375	1.00	1	0.00
COMMUNITY RELATIONS ASSISTANT	E-21	34,483	1.00	1	35,444	1.00	1	0.00
PROGRAM COORDINATOR		64,987	2.50	4	63,578	2.00	4	(0.50)
LIBRARIAN		334,189	10.00	10	308,916	9.00	9	(1.00)
LIBRARIAN ASSISTANT		605,779	21.00	23	678,041	22.00	25	1.00
SENIOR LIBRARY CLERK		49,798	2.00	2	24,286	1.00	1	(1.00)
SENIOR CUSTODIAL WORKER		25,052	1.00	1	0	0.00	0	(1.00)
LIBRARY CLERK		511,836	23.00	27	568,824	24.50	30	1.50
SENIOR MAINTENANCE		25,082	1.00	1	25,875	1.00	1	0.00
CUSTODIAL WORKER		9,505	0.50	1	0	0.00	0	(0.50)
PAGE COORDINATOR		8,029	0.50	1	8,112	0.50	1	0.00
SENIOR PAGE		29,618	2.00	4	24,606	1.50	3	(0.50)
PAGES		96,942	8.00	16	130,473	9.50	19	1.50
SEVERANCE PAY		61,168			50,000			
TEMPORARY		52,000			55,000			
OVERTIME		0			0			
MERIT PAY		0			0			
SALARY SAVINGS		0			0			
SUBTOTAL		<u>3,075,849</u>	<u>97.00</u>	<u>116</u>	<u>3,192,033</u>	<u>98.00</u>	<u>120</u>	<u>1.00</u>
BENEFITS								
ILLINOIS MUNICIPAL RETIREMENT		496,132			531,154			
UNEMPLOYMENT TAX		40,000			20,000			
WORKMEN'S COMPENSATION		7,864			7,240			
HEALTH INSURANCE		509,166			546,372			
LIFE INSURANCE		1,176			1,128			
PARKING BENEFITS		13,680			13,954			
SUBTOTAL		<u>1,068,018</u>			<u>1,119,848</u>			
TOTAL		<u>\$4,143,867</u>	<u>97.00</u>	<u>116</u>	<u>\$4,311,881</u>	<u>98.00</u>	<u>120</u>	