

MANSFIELD/RICHLAND COUNTY PUBLIC LIBRARY

# ANNUAL REPORT 2023

A YEAR IN REVIEW



**Mansfield/Richland County  
Public Library**



# A WORD FROM OUR DIRECTOR

I want to express the deepest gratitude to the voters of Richland County for their support in the primary election last spring. Many volunteers spent time out in the community speaking with groups and individuals. The support we received from our communities is appreciated and inspiring.

With the levy's passage, you can expect our work to continue with improved facilities, more physical and digital materials, and the smiling faces of our staff who are here to assist you. We will also soon begin work on a new strategic plan.

The passage of our levy was not the only positive from 2023. We experienced growth in visits to the Library, circulation of both items in print and digital books and audiobooks, more Outreach visits around the county, and an increase in calls to our vital First Call 211 service. Check out our highlights on the following pages for exciting initiatives from the past year!

I appreciate your support,

**CHRIS MAY**  
DIRECTOR

## OUR MISSION

Be the leader in creating endless possibilities for our community by providing opportunities, access, and resources for everyone.

We are committed to connecting our community to resources and opportunities that help create and support a vibrant quality of life.

## BOARD OF TRUSTEES

The Board is the body that is ultimately accountable for ensuring that the money the Library receives is well spent and that the services the Library provides are equally accessible to all. Thank you for your service to our community.

## 2023 BOARD MEMBERS

Amy Hiner, President

Teana Sykes, Vice President

Kate Peters, Secretary

Geneva Cummins, Treasurer

Brigette Burnell

Jodie Perry

Larry Rawls



## ADVENTURE PASS

This program was launched in 2022 and allows library cardholders to discover and access free tickets to area attractions. The program has expanded to include nine community partners and 1080 passes were circulated in 2023.



## ADULT LITERACY PROGRAM

This year saw the return of the Adult Literacy Program which provides free tutoring services to adults with low literacy skills. Trained volunteer tutors are matched with learners who want to improve their basic reading ability and open the door to skills such as earning a diploma, searching and applying for jobs, and using email.



## BOOKMOBILE & OUTREACH

Our Library on the Go allows us to engage with patrons beyond our buildings. This year, the Outreach staff made 528 stops and circulated 41,612 items, an increase of 22% over 2022.



## FACILITIES UPDATES

A new roof was installed at the Lexington branch. Push-plate door buttons were installed at all locations to increase accessibility. A new roof was installed on our Lexington branch. Three murals created by local artists were installed on the exterior of the Bookmobile garage at the Main Library.



## LANGUAGE LINE

All MRCPL staff members became trained to use this service that allows library staff to communicate with customers who either do not speak English or have limited English proficiency. Additionally, each branch has at least one Language Line expert who has completed extensive training in using this service and can offer help in more complicated situations.



## LIBRARY APP

The Mans/Richland County Library app was released in October 2023. The app provides the materials and resources to library customers anytime, anywhere. Users can update accounts, search the event calendar, store library cards on their mobile devices, link multiple cards, and check branch locations and hours.



## LIBRARY OF THINGS

This year saw the continued expansion of our Library of Things, our non-traditional collection of items curated to provide diverse opportunities for learning and engagement. Memory Kits, coding robots, streaming sticks, and many more unique items were added.



## MOBILE PRINTING

Our MobilePrint Service™ became available at all library locations. Customers can wirelessly use their personal computer or mobile device to print to the Library's printers from anywhere.



## MEMORY LAB

This do-it-yourself space in the Main Library Media Department was launched in August of 2022 for the community to digitize and preserve a variety of audio/visual media formats. This year, 70 sessions were booked for users to independently preserve their digital memories.



## SUMMER LIBRARY PROGRAM

"All Together Now" was the popular Summer Library Program theme. This year's events featured a live band performance and interactive children's performers and engaged the minds of over 8300 participants of all ages.

# CIRCULATION

Books	717,591
Movies & TV	383,220
Digital Downloads	255,129
Video Games	55,247
Music	38,869
Inter-library Loans	25,854
Library of Things	19,638
Magazines	14,548
Audiobooks	13,583

**1,523,679**



# LIBRARY CARDS

New Cards	5,468
New eCards	1,376
Online Renewals	1,313

**8,157**



## VISITORS

Bellville	46,909
Butler	20,855
Crestview	9,473
Lexington	62,065
Lucas	22,180
Madison	37,746
Main	153,383
Ontario	71,412
Plymouth	23,947

**447,970**

## PROGRAM PARTICIPANTS

Children	62,889
Adult	22,466
Teen	5,738
Learning Lab	763

**91,856**

81,933



MRCPL.ORG VISITS

26,019



HOURS OF PUBLIC  
COMPUTER USE

7,165



FACEBOOK  
FOLLOWERS

677



LIVE CHAT  
WITH US

2,989



LEARNING LAB  
COMPUTER SESSIONS

1,621



INSTAGRAM  
FOLLOWERS

270,705



WIFI USERS

FIRST CALL

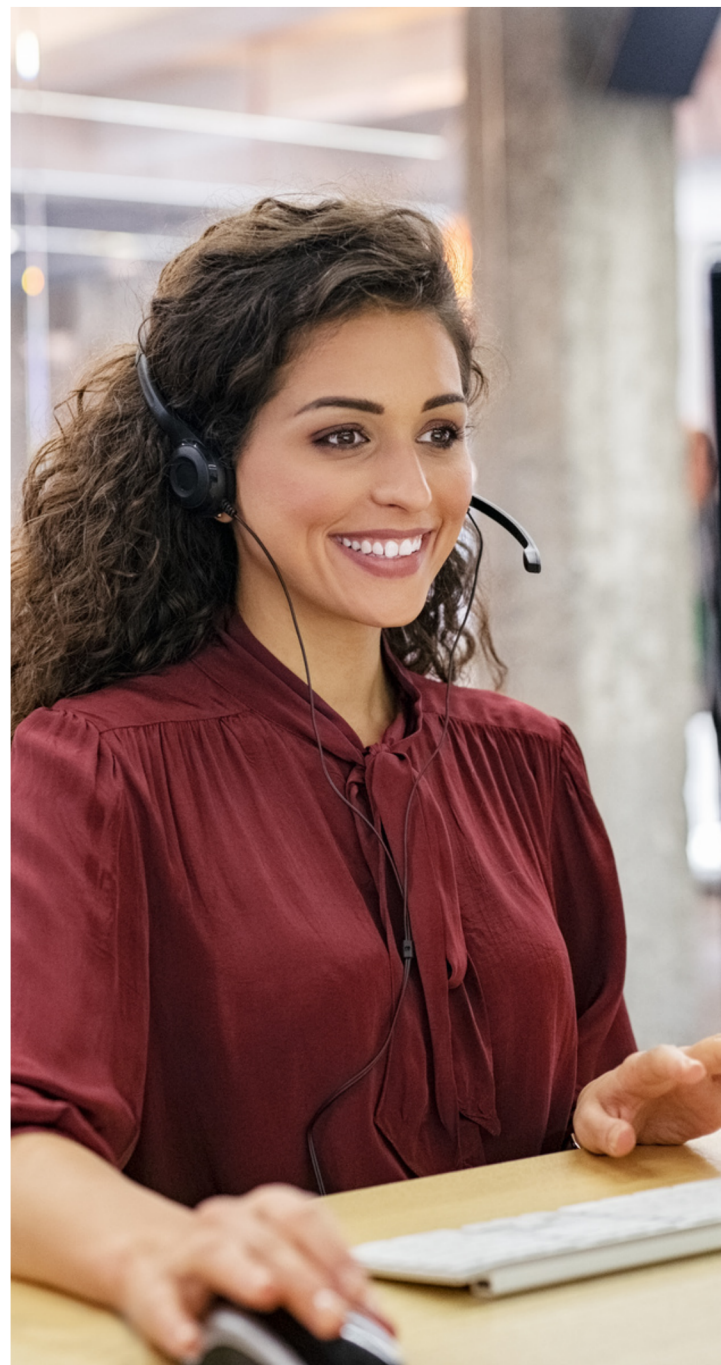


The First Call 211 department continued to expand its services during 2023. At the beginning of the year, the service covered Richland, Ashland, and Huron counties, serving a combined population of nearly 236,000 residents. Discussions in the year's first quarter resulted in the department signing a contract with the United Way of Wayne Holmes counties to bring the service to an additional 160,981 Ohioans.

The First Call 211 service is one of 14 call centers providing live answered assistance 24/7, 365 days a year. As part of a statewide consortium, the department signed agreements to upload the local community resource records into the newly created National Data Platform. This endeavor will allow easier data sharing with the ability to create a statewide searchable database in future years.

The department applied for national accreditation renewal. In June 2023, the national membership organization, Alliance of Information and Referral Systems (AIRS), rebranded to become Inform USA. The reaccreditation process should conclude by June 2024.

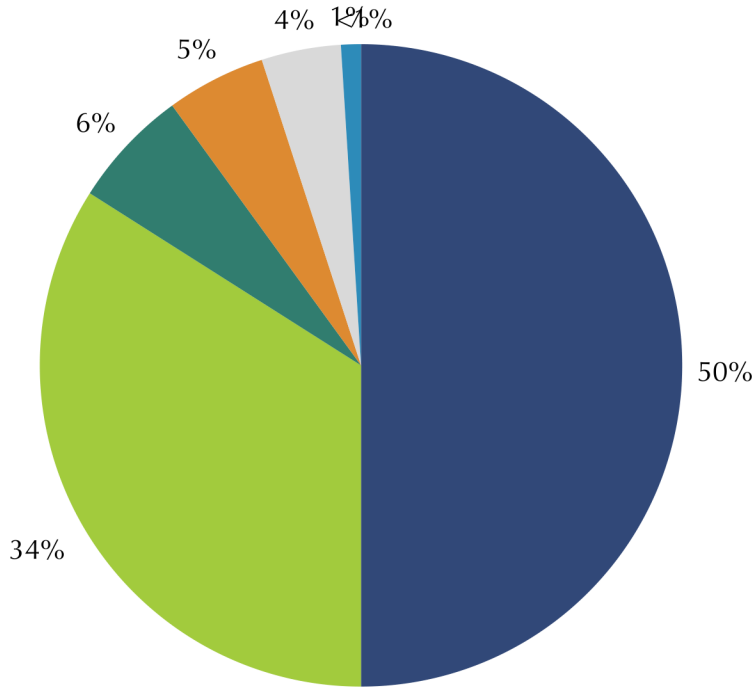
During 2023, First Call 211 served the county Emergency Management Agencies of both Richland and Ashland counties to take numerous damage reports from residents for a variety of storm events: a microburst that occurred in Madison Township on April 1, the derecho storms on June 21st and 22nd; storms on July 29th and additional storms occurring over August 22nd and 23rd.



**TOTAL CONTACTS**  
**38,630**

**TOTAL IDENTIFIED NEEDS**  
**41,949**





## REVENUES

General Property Tax (50%)	\$6,646,398
Public Library Funds (State Income Tax) (34%)	\$4,526,411
Intergovernmental Funds (6%)	\$830,800
Other Income (5%)	\$603,690
Interest (4%)	\$576,903
Fines/Fees (<1%)	\$42,261
<b>Total</b>	<b>\$13,226,463</b>

## EXPENDITURES

Salaries & Benefits (65%)	\$7,535,796
Library Materials (14%)	\$1,636,704
Contract Services (8%)	\$975,721
Capital Outlay (6%)	\$701,457
Information Services (4%)	\$511,603
Supplies (2%)	\$261,520
Other (<1%)	\$44,109
<b>Total</b>	<b>\$11,666,910</b>

