

MANSFIELD/RICHLAND COUNTY PUBLIC LIBRARY

ANNUAL REPORT 2024

A YEAR IN REVIEW



Mansfield/Richland County
Public Library



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.

FROM OUR DIRECTOR

2024 was a year of forward momentum for the Mansfield/Richland County Public Library! We kicked off projects outlined in our Master Facilities Plan, beginning with the Ontario Branch renovation. Our dedicated staff did an outstanding job relocating the branch to a temporary location while maintaining efficient and effective library services throughout the renovation. We're excited about the additional meeting spaces, larger Children's Department, increased lighting and efficient heating/cooling, a dedicated Teen Space, and outdoor patio at the Ontario Branch!

Our commitment to serving the community with new services and opportunities to grow. The Library of Things continues to expand. Our Outreach Department increased its presence with several new bookmobile stops and participated in numerous community events. The Learning Lab enhanced its offerings with new Creation Station equipment as we work toward reimagining the space for the future. First Call 211 completed its re-accreditation process. And, of course, the entire Library pulled together to host another successful Summer Library Program — a huge accomplishment for our team! We appreciate your continued support!

CHRIS MAY
DIRECTOR

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.

2024 BOARD MEMBERS

Amy Hiner, President

Larry Rawls, Vice President

Kate Peters, Secretary

Geneva Cummins, Treasurer

Brigitte Burnell

Tara Muratore Strang

Teana Sykes

ONTARIO BRANCH RENOVATION

On April 22, 2024, the doors of the Ontario branch closed for a full remodel. A temporary location opened at The Ontario Center on May 6. Nearly the entire collection of materials, computers, toys, and more were moved to the new full-service location and widely received by the community. Programming continued at the temporary location with children's summer programming hosted at Marshall Park.



REMODEL HIGHLIGHTS

- Entrance located directly off the parking area with automatic doors
- Vibrant, comfortable new furnishings throughout the building
- A dedicated, enclosed space for teens
- Flexible programming areas, a modernized community room, and additional meeting rooms
- Enhanced lighting across the facility
- Improved accessibility features
- 24/7 locker pick-up access
- Outdoor seating area





MRCPL APP

In January 2024 the app was introduced to the public for both Android and iPhone users. The app allows customers to navigate effortlessly through the Library's extensive collections, place holds, and manage accounts. Additionally, the event calendar, location information, and much more are now available with the touch of a finger anytime, anywhere.



BACKPACK MEALS

The Library partners with the Greater Cleveland Food Bank to distribute free Backpack Meals for children 18 and under. This service began at the Main Library and expanded in 2024 to include our Butler, Madison, and Plymouth locations. In 2024, 2,367 meal bags were distributed.



PCS FOR PEOPLE

In May, the Library launched a new partnership with PCs for People providing eligible shoppers the opportunity to purchase low-cost, refurbished computers and internet service and pick up their purchase at any MRCPL location. The program has seen _____ items sold. In addition, the Main Library hosted a collaborative recycling drive for used machines. Customers donated 2410 lbs. of machinery at this event.



BOOKMOBILE & OUTREACH

The Outreach team added 2 new elementary school stops into their regular monthly schedule. Three regular school stops now support teachers and students as they approach the 3rd year guarantee reading goal. In addition, the Outreach staff added 3 new lobby stop locations for a total of 27 regular visits.



CAREER ONLINE HIGH SCHOOL

This service saw continued growth in 2024 with 5 new graduates. With free enrollment to a limited number of adult learners, this program offers the chance to earn an accredited high school diploma and a career certificate



MANSFIELD CITY PARKS PARTNERSHIP

The Library entered into partnership with the Mansfield City Parks Department by adding a StoryWalk® at South Park and two new Little Free Library fixtures at Burton Park and Maple Lake Park. This partnership has plans for expansion in 2025.



LIBRARY OF THINGS

This year saw the continued expansion of the Library of Things, our non-traditional collection of items curated to provide diverse opportunities for learning and engagement. Sensory kit and craft kits were added to the collection. In addition, the branch collections of unique items were enhanced.



CREATION STATIONS

The Main Library Learning Lab now offers Creation Station machinery for customer use. Available self-serve equipment includes a button maker, label maker, laminator, photo printer, and a Cricut®. The machines are available by appointment.

ADVENTURE AT THE LIBRARY

Adventure Begins at the Library was the 2024 theme for the Summer Library Program. The annual program with activities for all ages had over 10,025 participants. Over 70 prizes were distributed among all nine locations, the Bookmobile, and through online interaction. A total of 230,512 items were circulated during the program. It was another huge success!



BY THE NUMBERS

YEAR 2024

CIRCULATION

Books	727,178
Movies & TV	363,407
Digital Downloads	331,864
Video Games	44,085
Music	33,316
Inter-library Loans	11,945
Library of Things	17,175
Magazines	13,643
Audiobooks	11,173

1,553,786



LIBRARY CARDS

New Cards	5,001
New eCards	2,343

7,344



VISITORS

Bellville	49,621
Butler	21,282
Crestview	9,876
Lexington	66,744
Lucas	25,222
Madison	75,797
Main	190,504
Ontario	53,461
Plymouth	22,058

514,565

PROGRAM PARTICIPANTS

Children	44,716
Adult	18,655
Teen	2,487

65,858



95,609
+16%

MRCPL.ORG VISITS



23,939

HOURS OF PUBLIC
COMPUTER USE



718

LIVE CHAT
WITH US



7,903
+10%

FACEBOOK
FOLLOWERS



1,744
+7%

INSTAGRAM
FOLLOWERS



7,801,277

WIFI
USERS



2,813

LEARNING LAB
COMPUTER SESSIONS



The First Call 211 Department started off 2024 serving in partnership to AARP's Tax Aide Income Tax Assistance program as it has for more than a dozen years. Over the first four months of the year more than 1300 contacts were fielded related to income tax filing which included making and confirming nearly 670 tax appointments. An additional 158 income tax appointments were made for the United Way of Orrville's Volunteer Income Tax Assistance (VITA) program, a new initiative through the WHIRE 211 agreement signed in 2023.

Following more than two years of planning, it can be safely reported that emergency efforts were not needed to be deployed during the Great North American Eclipse which occurred on Monday, April 8, 2024. All the efforts involved in planning proved to be a valuable investment as new working relationships and awareness resulted between the 211 service, community stakeholders, and statewide emergency planning partners.

Efforts toward the national reaccreditation process continued throughout the calendar year. A request for extended time was granted by Inform USA to carry over into 2025. Disaster services were again provided to both Richland and Ashland County Emergency Management Agencies throughout the year. Most notable were assistance response following an EF-2 tornado that touched down in the far northwest corner of Richland County on Thursday, March 14, and providing information on cooling centers that opened during an intense heatwave from June 17-21st. First Call 211 served as the point of contact for alerting residents when temporary drop in overnight and daytime warming centers opened in November whenever the weather dropped below 20 degrees Fahrenheit.

Several agencies requested the First Call 211 staff to assist with seasonal projects by taking registrations for special events. In 2024, these included the Summer Splash event organized by the Ashland County Board of Developmental Disabilities and Special Needs Ministry in August (227 attendees); United Way of Wayne/Holmes County's Annual Senior Forum in October (338 attendees); Ashland County Associated Charities for their Thanksgiving Food Basket (208) and Christmas Basket (170) distributions; and Children's Cupboard Thanksgiving and Christmas events. In addition to the initial registrations, attendees receive text reminders of the upcoming event along with any special instructions.

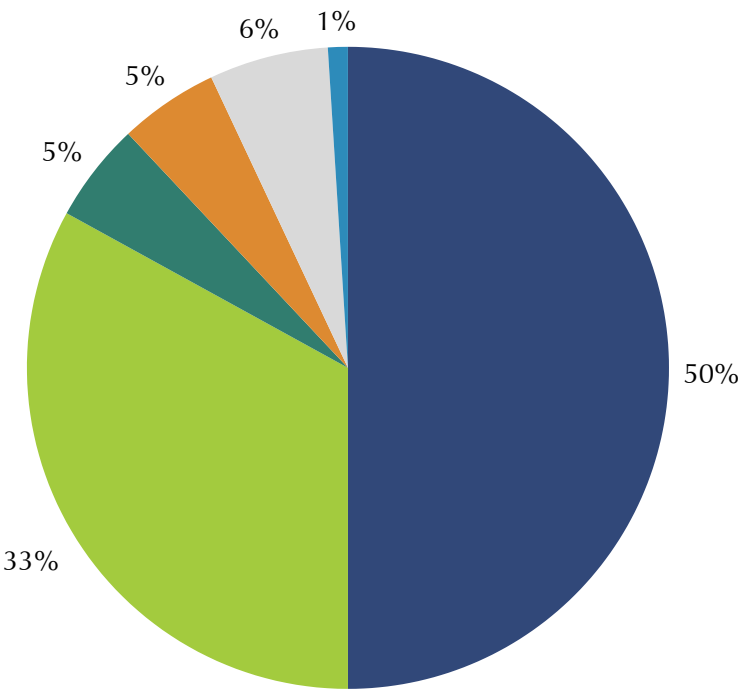
Several staff members qualified to renew their national Inform USA credentials including Cheryl Barretta (Certified Community Resource Specialist and Certified Community Resource Specialist—Database Curator), Terry Carter (Certified Community Resource Specialist), Amanda Crowley (Certified Community Resource Specialist and Certified Community Resource Specialist—Database Curator) and Elaine Novak (Certified Community Resource Specialist).

TOTAL IDENTIFIED NEEDS
43,835

TOTAL CONTACTS
40,284

REVENUES AND EXPENDITURES

YEAR 2024



REVENUES

General Property Tax (50%)	\$7,092,154
Public Library Funds (State Income Tax) (33%)	\$4,697,934
Homestead/Rollback Tax Distribution (5%)	\$787,920
Other Income (5%)	\$680,480
Interest (6%)	\$901,504
Grants/Gifts (>1%)	\$35,655
Services Provided (>1%)	\$38,021
Fines/Fees (>1%)	\$43,917
Total	\$14,277,585

EXPENDITURES

Salaries & Benefits (60%)	\$8,123,055
Transfers (18%)	\$2,500,000
Library Materials (11%)	\$1,525,270
Contract Services (7%)	\$1,002,395
Capital Outlay (1%)	\$64,238
Supplies (1%)	\$220,477
Other (<1%)	\$65,088
Total	\$13,500,523

