



**Grand Forks Public Library**  
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**Monday-Thursday**  
9am-9pm  
**Friday-Saturday**  
9am-5pm  
**Sunday**  
1pm-5pm

Visit us online at  
[www.gflibrary.com](http://www.gflibrary.com)  
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#### 2010 Library

##### Board Members:

Lila Christensen

Richard Fiordo

Eliot Glassheim

Susan Mickelson

Kay Powell



## 2010 Annual Report: Planning For The Future

The Grand Forks area has a long and rich history of library service. Not long after the city of Grand Forks was founded, the first library was established. In 1892, a group of Grand Forks women each contributed \$5.00 for a library and took turns serving as the librarian.

In 1900, the Grand Forks City Council agreed to establish a public library and the School Board appointed the first Library Board. The Library was for "persons of good deportment" who were allowed to check out one book at a time.

Shortly thereafter, in 1901, Andrew Carnegie donated \$20,000 to construct a library. In return, the City agreed to make an annual appropriation of \$2,000 to support library services.

By the 1960's, it was clear that the community had outgrown the Carnegie library. In 1969, a bond issue was passed to build a new facility and in 1972, that facility opened to the public.

In 1973, 3,000 Grand Forks County residents petitioned for library service and the library officially began serving the entire County.

## Mission

The mission of the Grand Forks Public Library is to  
connect the community,  
enrich the mind,  
and  
inspire the imagination.

## Vision

The Grand Forks Public Library is a cornerstone of the community, committed to meeting the public's evolving needs by engaging minds and transforming lives.

## Core Values

The Core Values of the Grand Forks Public Library are:

- ♦ Customer-focused service excellence: providing prompt, friendly, quality service with a commitment to continuous improvement.
- ♦ Love of reading and lifelong learning.
- ♦ Integrity, respect, and kindness.
- ♦ Connections between people, community, ideas, and inspiration.

**Connect. Enrich. Inspire.**



# A Message from the Board President



Grand Forks Public Library management and staff continued efforts to increase usage and develop advocacy throughout the past year. The goal for 2010 was to establish a more visible community presence, reinforced by a better understanding of the unique and specific service that a library provides to our residents.

Our public library is a vital part of Grand Forks and continues to grow in usage. A total of 283,956 people visited last year and checked out a whopping 852,129 pieces of material, making ours the busiest public library in the state of North Dakota. Grand Forks loves its library!

Director Wendy Wendt and the library’s department heads have provided excellent leadership and initiative, developing several new program options throughout the year and building on established favorites from the past. Technology upgrades within the library made significant impact in 2010. Here’s an overview:

- ◆ Two new automated check-out systems were installed at the circulation desk, and an additional system is to be added soon in the Children’s Department.
- ◆ An average of 200 users per day access the newly renovated computer lab. Expanded programming opportunities include a variety of well-attended computer classes held three days each week.
- ◆ We have a new website, and it’s wonderful! The GFPL technology team worked for many months with the website provider to come up with the perfect blend of easy access, functionality, and attractive design. The end result is an incredibly efficient warehouse for important user information and a convenient off-site location for managing your library account. Check it out at [www.gflibrary.com](http://www.gflibrary.com).
- ◆ GFPL provides access to an expanded selection of searchable online databases such as Ebsco and Gale journal articles, Ancestry, Auto Repair Center, Mango Languages, NoveList, and Proquest Newspapers. Using a cardholder ID, patrons can log in – free of charge – to these subscription databases that are not accessible from local Internet providers.

The Children’s Department continues to be a very active place at GFPL, with weekly toddler and preschool story times, summer and winter reading programs, book clubs, program events, and special guests. Excitement reached a fever pitch last fall when members of the UND Men’s Hockey Team stopped by to lend a hand with a craft project.

Also new in program options at our library: Five book clubs that meet monthly on site, with plans for additional groups in the future. For those with less structured schedules, Book Clubs in a Bag are very popular. Everything you need for a great discussion is stored in a tote bag and available for easy check-out.

In an effort to build advocacy and share the good news of increased usage and growing patron counts, Wendy and I have teamed up for more than 60 public presentations throughout the past year. We’ve explained the variety of services available and how society dictates the ongoing changes in a public library’s collection, based on popular media formats. We have also discussed the frustrations of limited space for materials, programs, and patrons, as well as the problems we face when operating and maintaining an aging facility.

Grand Forks Public Library emerged as the much-deserved focus of community conversation in the last six weeks of 2010, when Knight Foundation grant monies provided the necessary platform for our “Speak Up for Your Library” campaign. Thousands of people weighed in with their comments and concerns.

The next two years will be critical in sustaining our efforts to rejuvenate GFPL. We look forward to receiving continued strong leadership, strategic insight, collaborative thinking, and creative visioning to instill future success.

*Susan Mickelson*

# Library Comparisons

Library Name	Population	Total Staff	Expenditures per capita	Print Materials	Total Circulation	Hours Open per Week.	Visits
Grand Forks Public Library	66,109	23	\$23.35	312,392	847,547	68	300,624
West Fargo Public Library	14,950	9	\$39.15	49,623	82,668	56	N/A
Dickinson Public Library	23,524	8	\$22.23	92,706	122,871	23	166,904
Morton Mandan Public Library	25,926	7	\$18.70	46,673	106,909	38	106,709
Minot Public Library	36,567	17	\$28.64	138,824	299,137	67	151,785
Bismarck Public Library	75,000	25	\$28.28	198,882	499,350	43	358,922
Rapid City Public Library	85,108	40	\$31.37	136,298	677,228	34	469,620
Duluth Public Library	86,319	48	\$43.24	419,310	901,128	34	404,724
Fargo Public Library	90,599	35	\$27.63	179,120	830,287	57	461,581

Data from the Public Libraries Survey are used to generate this report.  
[www.harvester.census.gov/imls/pub\\_survdesign.asp](http://www.harvester.census.gov/imls/pub_survdesign.asp)

## Library Return Investment

- ◆ In 2010, the Grand Forks Public Library saved community members \$11,059,902 by loaning them books, videos, and other items worth an average of \$14.00 per item.
- ◆ In 2010, the Library saved community members \$71,874 of offering story times, book clubs, and other library programs and events, as compared to a \$7.00 movie ticket.
- ◆ In 2010, the Library saved community members \$841,668 by providing computers with Internet access for the public. Kinko’s charges \$12.00 per hour for this service.
- ◆ In 2010, the library saved community members \$1,059,107 by answering reference questions valued at an average of \$7.00 per question.
- ◆ In 2010, the City Of Grand Forks and Grand Forks County provided \$1,785,073 in library funding, and the residents received the equivalent of \$13,482,551 in library services.
- ◆ For every \$1.00 spent on the library, our community received an average of \$7.55 in return.
- ◆ **Library return investment: 755%**



## Financial Summary

	2009	2010
<b>Revenue</b>		
City of Grand Forks	\$1,275,140	\$1,300,008
Grand Forks County	\$ 339,560	\$ 374,687
Intergovernmental	\$ 100,652	\$ 110,378
Gifts, Donations and Grants	\$ 54,165	\$ 107,246
Fines, Fees, and Other Charges	\$ 43,409	\$ 43,207
Interest	\$ 19,738	\$ 21,734
Miscellaneous (2009-Fire Ins. Reim.)	\$ 39,857	N/A
<b>Total Revenue</b>	<b>\$1,872,521</b>	<b>\$1,957,260</b>
<b>Expenditures</b>		
Staff Salaries and Benefits	\$1,016,566	\$1,118,735
Books and Library Materials	\$ 241,449	\$ 205,125
Online Catalog	\$ 54,501	\$ 53,906
Supplies and Materials	\$ 41,575	\$ 41,975
Building Repairs and Utilities	\$ 104,461	\$ 96,835
Equipment	\$ 4,288	\$ 4,529
Computer Hardware, Software and Repair	\$ 30,682	\$ 30,201
Postage	\$ 15,272	\$ 14,286
Telephone	\$ 9,147	\$ 8,543
Membership Fees/Continuing Ed	\$ 2,526	\$ 3,799
Travel	\$ 6,952	\$ 7,863
Printing	\$ 12,991	\$ 15,677
Grant expenses	N/A	\$ 65,535
Consultants & Other Operating Expenses	\$ 44,266	\$ 191,934
Capital Outlays	\$ 8,530	\$ 5,441
<b>Total Expenditures</b>	<b>\$1,593,205</b>	<b>\$1,864,384</b>
Excess (Deficiency) of Revenue over Expenditures	\$ 279,316	\$ 92,876
Fund Balance (Beginning of Year)	\$ 334,825	\$ 614,141
Fund Balance (End of Year)	\$ 614,141	\$ 707,017

“The library is the temple of learning, and learning has liberated more people than all the wars in history.” Carl T. Rowan

## Library Service Statistics 2010

Population served - (Grand Forks County) 66,585

Number of library staff (Full-Time Equivalent) 23.0

Library visitors this year 275,649

Library visits per capita 4.14

Total items checked out 789,983

Adult materials 563,894

Children’s materials 226,089

Items checked out per capita 11.86

“Libraries can be  
an indispensable service  
in lifting  
the dead weight of  
poverty and ignorance.”  
Francis Keppel

Number of internet users served 70,139

Number of reference questions  
answered by staff 151,301

Interlibrary loan

Items loaned to other libraries 3554

Items borrowed from other libraries 564

Number of library programs 219

Adult 61

Young Adult 7

Children 151

Number of people attending library programs 5982

Adults 603

Young Adults 38

Children 5341

## Library Collection

Print materials 224,795

Audio materials 19,839

VHS videos and DVDs 16,715

Total materials 261,403

Magazines and Newspapers 255

Databases available online through Library website 28

E-books available through Library website 6698



## LIBRARY REVITALIZATION PROJECT

2010 was a busy year for the Revitalization Project! In February, Library Consulting P.A. developed a Building Use Plan, which specified how much space was needed to build a state-of-the-art library that will meet the community's evolving needs.

In March, Library Consulting P.A. analyzed 10 of the 25 potential locations for a new library. Some of the 26 criteria included availability, lot size, visibility, parking, and room for

In April, we reviewed the qualifications of 11 architectural firms that submitted proposals for our building project. Each of the 4 top finalists were nationally-recognized library experts that partnered with local architectural firms.

In May, we hired the firm PSA-Dewberry, with local partner Widseth Smith Nolting, to be our project architects. One of their first tasks was to help us narrow down potential building sites.

In the fall, with a grant from the Community Foundation and the incredible assistance of our local media partners, we conducted a week-long Speak Up for Your Library media blitz. Community members were encouraged to speak up about the library in various ways, from in-person focus groups to online questionnaires and blogs, to a telephone survey of a randomly selected sample of community residents. The results of this project will help shape the library of the future.



## COMPUTER LAB



In June 2010, the Grand Forks Public Library held the Grand Opening of its new and improved computer lab.

The project involved clearing out a space that had been used for library storage, putting in a wall to separate staff from the computer lab, rewiring the space for electricity and technology, carpeting and painting.

In addition, the project also included the purchase of 26 new computers for the lab, a projector, and a screen so that we can now offer computer training classes to the public. In September we began offering classes, such as Computers 101, Microsoft Word, Excel and PowerPoint, Intro to Facebook, genealogy classes, and many more.

Funding for the computer lab came from the following sources:

Knight Foundation	\$37,600
ND State Library	\$16,000
Gates Foundation	\$11,700
Ecolab	\$ 2,500
<b>Total Grants</b>	<b>\$67,800</b>

## DOWNLOADABLE BOOKS AND MORE

E-books and other downloadable materials came to the Grand Forks Public Library in September 2010. The service is called Library2Go and is purchased through the vendor Overdrive.

The Grand Forks Public Library partnered with 8 other libraries in the state to form the North Dakota Digital Consortium, created so we could pool our resources in order to offer this service to our customers. Later in the year, additional libraries including Fargo, decided to join us and now offer Library2Go as well.

Library2Go provides digital print books and audio books, music and movies for checkout to library customers.

Materials can be used on e-readers such as the Nook and Kindle, computers, iPads, MP3 players, and cell phones. All that is necessary is a current Library card.

Use of Library2Go has been steady with new customers signing on each month. In the last three months of 2010, Grand Forks Public Library alone had 299 people use Library2Go to check out 588 items.

To access Library2Go, visit the Library website at [www.gflibrary.com](http://www.gflibrary.com) or visit one of our librarians who would be happy to tell you more



## THE BIG READ



The Grand Forks Public Library, together with several community partners including the University of North Dakota, the Grand Forks Air Force Base, and the Grand Forks Public Schools, received several grants to host a month-long Big Read in October/November.

The Big Read is a project sponsored by the National Endowment for the Arts that gives communities the opportunity to come together to read, discuss, and celebrate the joy of reading and the power of community.

The Great Grand Forks Big Read featured Tim O'Brien's book "The Things They Carried", a memoir of one man's journey through the Vietnam War. Author Tim O'Brien kicked off the Big Read with a Great Discussion at UND, which drew over 850 people.

The Kids' Big Read featured Lois Lowry's "Crow Call", the story of a young girl who reunites with her father who has just returned from World War II. Lois Lowry also visited Grand Forks and drew nearly 100 people to her book talk.

Other Big Read events included an exhibit at the Myra Museum, a ballet performance, a panel discussion at the Northland Community College, and numerous book discussions.

In all, the Big Read offered 25 events, which attracted 1,542 participants.

## CUSTOMER SERVICE

Regardless of where the Grand Forks Public Library may be located, our top priority has always been, and will continue to be, providing excellent customer service.

In 2010, we have done several things in an effort to provide even better customer service.

To begin with, we installed self-checkout machines at the main desk. These have been incredibly popular, with nearly 56% off all library items being checked out at those machines.

We also implemented self-serve printing and internet sign-up services. Customers really appreciate this convenience and staff members

appreciate it even more. It not only increases the time that they are now able to devote to other customer services, it has also increased printing revenue.

Thanks to a generous donation from the marketing firm SimmonsFlint, we now have a new library logo, of which we are very proud. It is featured on all Library communications. In addition, Library customers can now get a library card featuring the new logo, as well as one featuring a photograph of the current library, or one featuring a drawing done by local teenager,



## LIBRARY PROGRAMS AND EVENTS

2010 was a banner year for the Grand Forks Public Library as far as programming is concerned.

Due to the popularity of our Children's Summer Reading Program, we have started a Winter Reading Program that is sponsored by the UND Athletic Department. It has been a hit with the kids and the athletes alike!

The Children's Department now offers a book club, a game night, a Lego event, and much more on a regular basis.

We now offer five adult book clubs including:

- Great Reads
- Leaders Read
- This & That
- Current Events
- Classic Re-Reads

We participated in the Greater Grand Forks Big Read.

We now offer computer classes, including

- Computers 101
- Genealogy

- Microsoft Word, Excel, and PowerPoint

- And many more.

