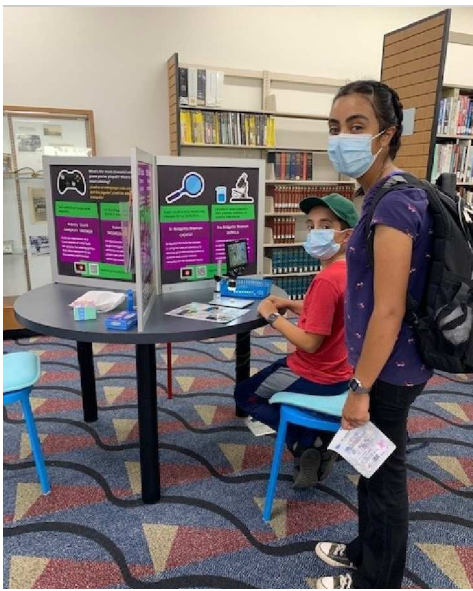


Annual Report 2021-2022



Connect. Learn. Grow.



MADERA COUNTY LIBRARY
(559) 675-7871
www.maderalibrary.org

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MESSAGE FROM THE DIRECTOR

The 2021-2022 fiscal year continued to bring a sense of renewal that re-energized Madera County Library through a return to regular services, full open hours, and gradual reintroduction of in-person programming at all library locations. We love seeing our regular patrons return. We also love seeing new patrons registering for free library cards!

The year also brought many exciting new programs and services through the generous support of our Friends of the Library groups and multiple grants from funders such as the California State Library, the Space Science Institute, the American Library Association, and First 5 Madera County. MCL continued our outreach through partnerships and participation in community events, and rolled out our new Mobile Library/ Bookmobile to further support this goal.

With COVID restrictions lessening, the year was the perfect time to draw on what we heard in community conversations to form a new Strategic Plan. The plan provides focus as we prioritize our efforts and maximize resources to best serve our unique communities. From community conversations, the four focus areas to emerge for the next few years are: 1.) increasing services for teens and tweens, 2.) increasing services in rural areas and to Spanish-speaking communities, 3.) increasing the notion of public libraries as community resource hubs of trusted and timely information about local events and services, and 4.) improving the library's website and online presence. Find out more about the progress made in these areas during the 21-22 Fiscal Year on pages 4-6. You can also view the entire plan and background data at <https://www.maderacounty.com/government/madera-county-library/about-us>.

I am very proud of how our Library team has emerged from the pandemic-related shutdown even stronger, more energized, focused, and determined to provide the best resources, programs, and services to our communities. We thank you for your continued patronage and support that makes it all possible, and we look forward to seeing you soon at the library!

Krista Riggs

Library Director

Madera County Library



STRATEGIC PLAN 2022-2025

MCL held community conversations across Madera County during 2020- 2021 to hear the hopes and wishes of people in our service areas. By analyzing recurring themes, MCL devised a new, community-driven strategic plan. This plan unifies our team through a shared vision and purpose and will help MCL prioritize decisions and allocate resources within four main focus areas as we continue to grow over the next few years. The results of community conversations and the full strategic plan can be viewed at: <https://www.maderacounty.com/government/madera-county-library/about-us>.

MISSION

Madera County Library strengthens communities by providing a place for everyone to connect, learn, and grow.

VISION

The Library at the center of a thriving and connected community.

VALUES

Honesty
Ethics
Accountability
Respect
Teamwork
(HEART)

STRATEGIC PLAN 2022-2025

FOCUS AREAS



Teens and Young Adults



Rural and Spanish-Speaking Communities



Website/ Online Presence



Community Resource Hubs

Objectives

1. Gather public knowledge from local teens and young adults via community conversations and surveys on what they would like to see in our libraries.
2. Increase staff training opportunities on teen programs and services to build internal confidence and understanding.
3. Increase the number of co-designed programs for teens and young adults at each location, working in partnership with community organizations.
4. Develop an assessment tool to gain feedback from teens and young adults on resources, programs, and services to guide future planning and decisions.

1. Continue gathering public knowledge on what rural and Spanish-speaking communities would like to see on the upcoming Bookmobile.
2. Build awareness of the new Bookmobile through marketing, promotion, and partnerships.
3. Implement and evaluate service on two new monthly Bookmobile routes.
4. Plan, implement, and evaluate at least two new programs quarterly in rural areas utilizing the new Programming Trailer.
5. Implement StoryWalks in at least three community spaces.
6. Develop an assessment tool to gain feedback on resources, programs, and services to guide future planning and decisions.

1. Gather public knowledge on why the community uses the website and what people want to see.
2. Gather usage statistics about what links and internal pages are most used.
3. Seek funding to collaborate with a website designer to create a framework for a virtual 'third space' that staff can maintain.
4. Develop an assessment tool to gain feedback from the community about usability and effectiveness of the new website.
5. Increase engagement and refine strategy on social media platforms.
6. Follow CIPA guidelines and outline online safety protocols.

1. Through the Community Connections grant, conduct a needs assessment of the cities and unincorporated areas within Madera County.
2. With grant funds, set up community resource hubs in each branch and hire community resource liaisons.
3. Through collaboration in the Building Healthy Families initiative, continue training all staff to raise awareness of the resources available from partner organizations in each community.
4. Develop an assessment tool to capture statistics and gain feedback on the Community Connections project to guide future planning and decisions.

STRATEGIC PLAN PROGRESS

Increasing Our Reach to Teens/ Young Adults

- Survey about teen materials, programs, and services at the Oakhurst Branch Library.
- STEAM Equity Grant at the Chowchilla Branch Library from the American Library Association and National Science Institute that offers multiple traveling national exhibits about science and technology while also providing funding for STEAM-related programming at the Chowchilla Branch Library.
- Each library branch was tasked with creating at least one teen-specific program to correspond with the Summer Reading Program. Branch leads rose to the challenge, enlisting community talents to provide programs such as teen origami workshops, tie-dye programs, Cricut crafting, karate camps, art camps, ukulele workshops, and more.

Increasing Our Reach in Rural and Spanish-Speaking Communities

- MCL received a Shared Vision Grant from the California State Library to build a Mobile Library/ Bookmobile to better reach unincorporated and rural areas of the county not easily served by brick-and-mortar buildings.
- Since acquiring the Bookmobile in January 2022, MCL has made monthly visits to Raymond, Coarsegold, La Vina, and Cedar Creek Living.
- Bookmobile participation in outreach events and parades in Parksdale, Raymond, Madera, and Chowchilla.
- Bookmobile participation in the Summer Reading Kick-Off Celebration at Courthouse Park in Madera.
- MCL also received a LSTA Competitive Grant from the California State Library to purchase a programming trailer and StoryWalk signs to further promote early literacy and take programming resources beyond library walls into new communities.
- MCL expanded its Backpack Literacy Project, funded by a grant from First 5 Madera County, to include rural and unincorporated areas. The program included online programs in English and Spanish to support parents and caregivers as their children's first and most important teacher. The program won an Innovation Award from the California State Association of Counties Challenge Award series in 2021.
- All library locations participated in the Zip Books grant that allows patrons to request materials not currently in the collection. The materials are purchased from Amazon and mailed directly to patrons, and then returned to a library when the loan period ends. Zip Books allows participating libraries to curate a more patron-driven collection based on unique community needs, and breaks down barriers such as transportation and distance in rural communities by mailing materials directly to patrons' addresses.

Increasing Trust as Community Resource Hubs

- MCL was one of ten libraries in the state to receive the Community Connections Grant from the California State Library to create designated Community Resource Hubs in each of its five locations.
- The Madera Main Library also hired a Community Resource Specialist through grant funds to create a model center, nurture and strengthen relationships with community partners, compile resources on local services, and act as an information navigator or guide to connect patrons with information and services.
- MCL joined the Growing Healthy Families initiative to better collaborate with other community organizations and increase awareness of library resources, programs, and services while increasing awareness of other local opportunities.
- In just three months, the Community Resource Hub at the Madera Main Library recorded 195 interactions.

Improving Our Website and Online Presence

- Through grant funds, MCL subscribed to Springshare's LibCal online calendar. This allows all library locations to advertise upcoming programs in one easy-to-find location. The platform also allows patrons to register online for programs, join a waiting list if a program is full, and allows staff to email reminders and follow-up surveys to participants after an event.
- MCL continues to reach a growing number of followers through regular Facebook and Instagram posts. Please follow us on these platforms to find the latest information about upcoming programs, services, and resources.
- MCL is finalizing a community survey to determine why patrons visit the website and how to improve upon the current structure and wireframe. Watch for the survey to post online soon on our social media channels and in paper format at all library locations.

HIGHLIGHTS: MOBILE LIBRARY



The Mobile Library/ Bookmobile was made possible with generous funding from a two-year Shared Vision Grant from the California State Library. Local vendor Performance Trailers, Inc. acquired the van and outfitted it with interior shelving, rolling book carts, rooftop Wi-Fi, and a liftgate that enables MCL to expand library resources, programs, and services beyond the walls of our buildings to reach more County residents. With an all-new collection of books, DVDs, and audiobooks for all ages, plus hotspots and Chromebooks for lending, MCL is reaching new audiences and building new relationships. Becoming 'road-ready' in April 2022, the Bookmobile has already covered over 1,600 miles in a short time. Areas visited to date include:

- Monthly visits to La Vina, Raymond, Coarsegold, and Cedar Creek Senior Living
- Parade appearances in Raymond and Chowchilla
- Visits to Parksdale, Courthouse Park, and Howard School in Madera
- Story Time visit at Riverstone in Madera Ranchos



HIGHLIGHTS: STEAM EQUITY PROJECT

The Chowchilla Branch Library is one of twelve libraries in the United States to receive the STEAM Equity grant through the Space Science Institute and the American Library Association. The grant includes funding for take-home kits, in-library activity stations, participation in a community of practice with other grant recipients, and the opportunity to host traveling hands-on STEAM exhibits during the four-year project.



COMMUNITY CONNECTIONS

Madera County Library is one of ten libraries in the state to receive the Community Connections grant from the California State Library. The grant provided funding to create trusted community resource hubs in each location and the Bookmobile to increase awareness of local resources and events in our service areas. The project also included staffing support at the Madera Main Library and monthly participation in a community of practice with other grant recipients throughout the state to share ideas, support, and best practices.



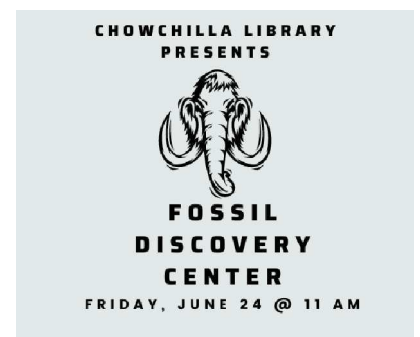
HIGHLIGHTS: ROBOTICS

Madera Main Library saw the return of its popular Robotics program with FIRST® LEGO® League Explore teams for ages 6-10 and FIRST® LEGO® League Challenge teams for ages 9-14. The Explore teams learn fundamentals of engineering as they explore real-world problems, learn to design and code, and create unique solutions made with LEGO® bricks. The Challenge teams engage in research, problem solving, coding, and engineering – building and programming a LEGO® Education SPIKE™ Prime or LEGO MINDSTORMS® robot that navigates through missions. MCL's Challenge team placed in the top 20 at the Regional Championships in the Spring of 2022. The program is possible through support from the Friends of the Madera County Library, and the Friends of the Chowchilla Branch Library are sponsoring an expansion of the program in Chowchilla next year.



SUMMER PROGRAMS

MCL's Summer Programs aim to keep children and teens healthy, active, and engaged in the months between school years so that students return to school ready to learn. Participation in the Library's flagship Summer Reading Program grew dramatically at all locations as young patrons tracked reading and activities to earn incentives, plus a return to in-person programming combined new offerings with traditional favorites. MCL increased its offering of teen programs to include a student-led Summer Arts Program plus workshops in Karate, sewing, gardening, and the ukulele in Oakhurst; Origami and crafting workshops in North Fork; and canvas painting and tie-dye programs in Madera. Lunch at the Library programming helped provide meals, activities, and free books during the summer months in North Fork, while grant funding also allowed Chowchilla and Madera staff to offer enriching activities and free books at nearby school lunch sites. Madera Main Library hosted its first Summer Kick-Off Celebration at Courthouse Park with participation from community organizations and families. Summer programs are generously sponsored by each Friends of the Library organization plus many community organizations and individuals. Thank you!



HIGHLIGHTS



Madera Main Library
Native American Songs and Stories



North Fork Branch Library
School Visit



Oakhurst Branch Library
Karate Workshop



Chowchilla Branch Library
STEAM Activities



Madera Main Library
Gardening/ Story Time



Madera Ranchos Branch Library
Story Time

HIGHLIGHTS



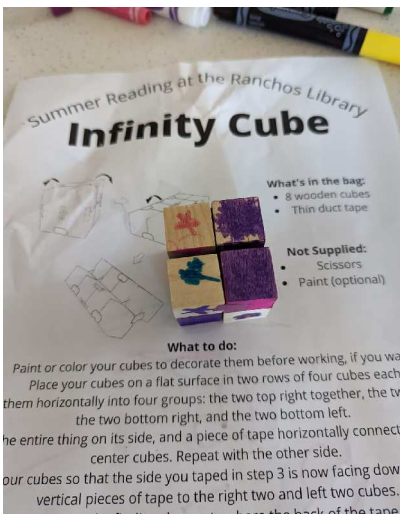
North Fork Branch Library
School Visit



Madera Main Library
Painting Program



Oakhurst Branch Library
Summer Bird House Workshop



Madera Ranchos Branch Library
Summer Grab and Go Craft



Oakhurst Branch Library
Summer Sewing Workshop



Chowchilla Branch Library
STEAM Equity Exhibit

GRANTS AND AWARDS

Agents of Discovery: A grant from the California State Library to create Augmented Reality Challenges at local parks throughout the County to provide healthy, enriching outdoor learning experiences during the pandemic. The project received further funding from a California State Parks Pass grant for Fiscal Year 2022-2023.

Backpack Literacy Project: A grant from First 5 Madera County that supports parents and caregivers as their child's first and most important teacher by circulating backpacks full of books, craft supplies, flash cards, and more to correspond with online story times/ language-rich, interactive workshops for adults and their children. The project received CSAC's Innovation Award for 2021 (see below).

Be Fit Madera County: Through a grant from the California State Library, MCL offered low-impact chair exercise programs online during the pandemic to increase healthy activity and combat isolation.

California State Association of Counties Innovation Award 2021: CSAC awarded MCL its highest Challenge Award, the Innovation Award, in the Rural Category for the innovative means of quickly pivoting to offer the Backpack Literacy Project online during the pandemic. <https://www.counties.org/post/2021-challenge-award-recipients>.

Community Connections: MCL was one of ten libraries to receive the Community Connections grant from the California State Library. The grant provided funding to create designated Community Resource Hubs in each location to help connect patrons with local resources and services. MCL received an additional collaborative grant for Fiscal Year 2022-2023 to continue the project alongside Glendale and Oceanside Public Libraries.

FINRA Disaster Recovery Grant: In response to the devastating Creek Fire and other natural disasters, MCL received funding from the FINRA Foundation to enhance our collection of disaster recovery, self-help, and personal finance materials.

A Library to Go - Expanding Our Reach: This competitive grant from the California State Library allowed MCL to purchase a programming trailer to correspond with the new Bookmobile, further increasing our capacity to take programming materials and resources beyond library walls. The grant also includes funding for StoryWalk installations in local parks and public spaces throughout the County, coming soon.

Lunch at the Library: MCL participated in this funding opportunity again in the summers of 2021 and 2022, serving free meals for youth ages 1-18 at the North Fork Branch Library and offering 'pop-up' enrichment activities and free books at summer meal sites in the Chowchilla and Madera areas.

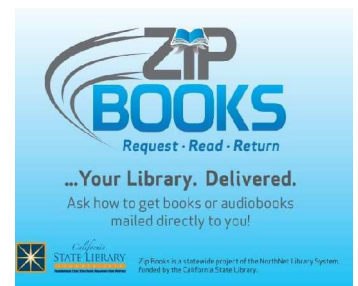
Shared Vision - Bringing the Library to You: The two-year grant opportunity from the California State Library that funded the vehicle outfitting plus a brand-new collection of books, DVDs, and other materials for the Bookmobile.

STEAM Equity Grant: The Chowchilla Branch Library was one of just twelve libraries in the country to receive this grant from the Space Science Institute and the American Library Association. The four-year project includes funding for activity kits, in-person programming, and traveling hands-on exhibits to increase awareness and opportunities in Science, Technology, Engineering, Arts, and Math for local teens and tweens.

Zip Books: This grant from the California State Library breaks down geographic barriers by delivering requested materials directly to patrons' through Amazon. Materials are returned to the library and added to the collection after use, informing a more patron-driven collection.

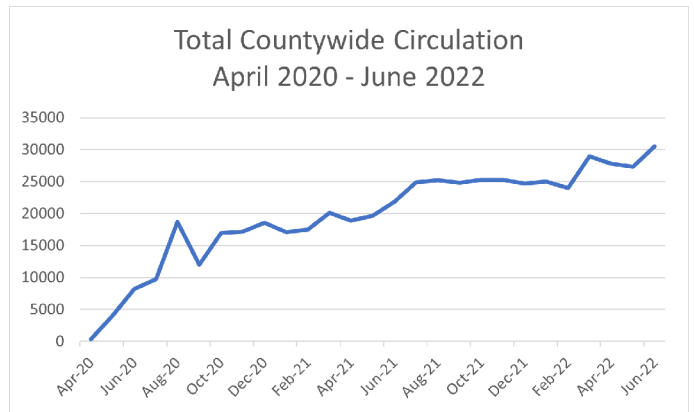
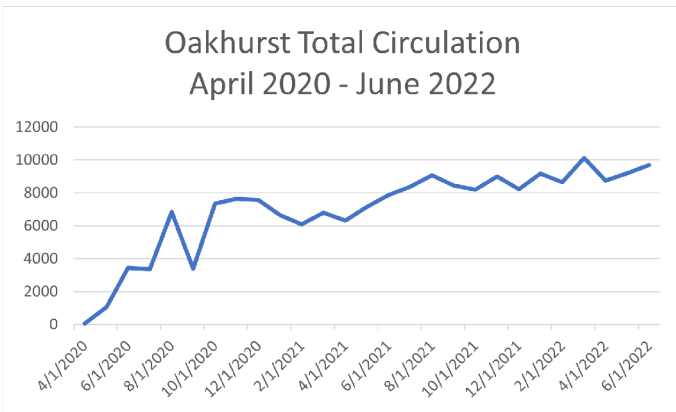
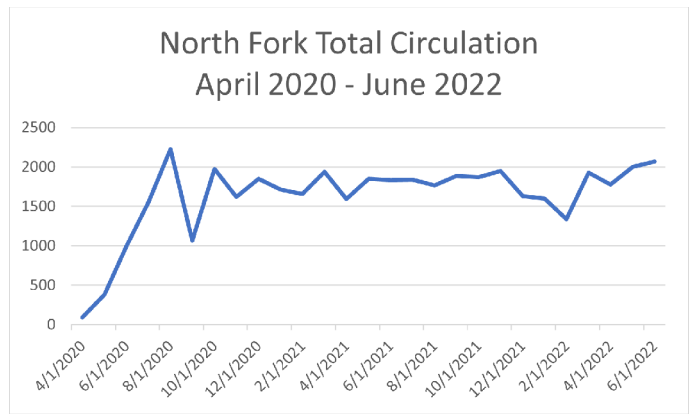
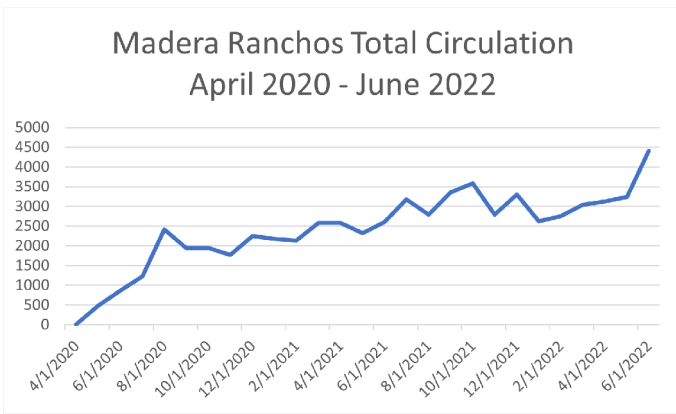
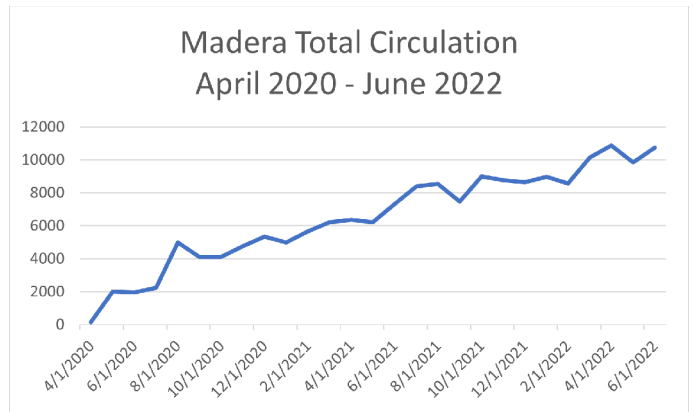
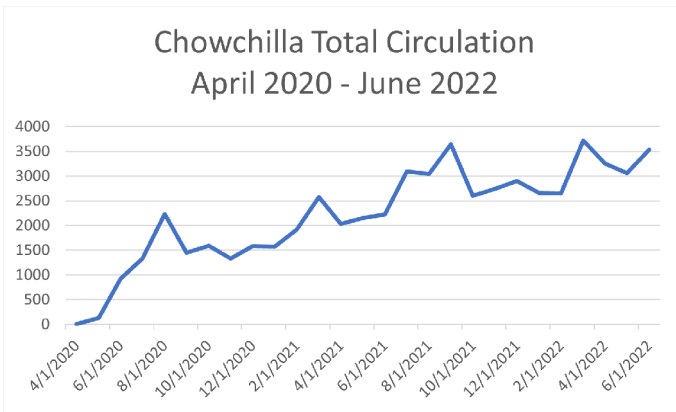


THE COUNTY VOICE
Innovative Madera County Library Program Prepares Kids for Kindergarten



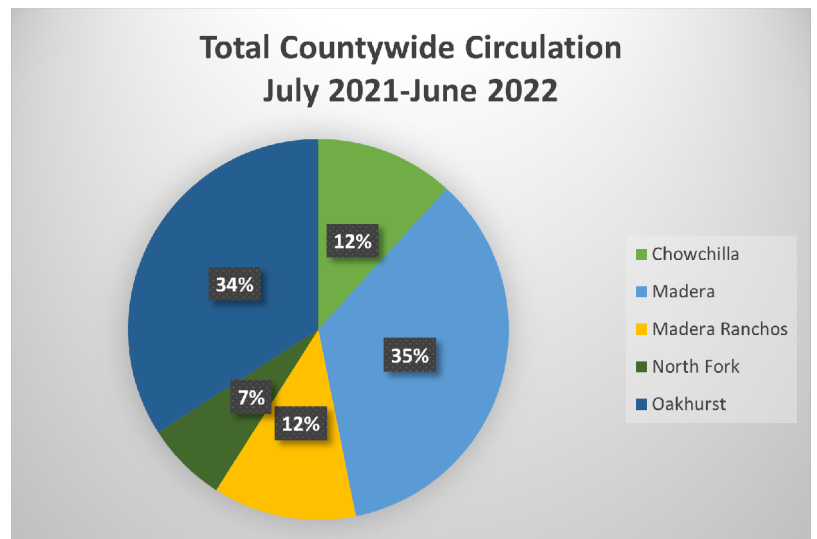
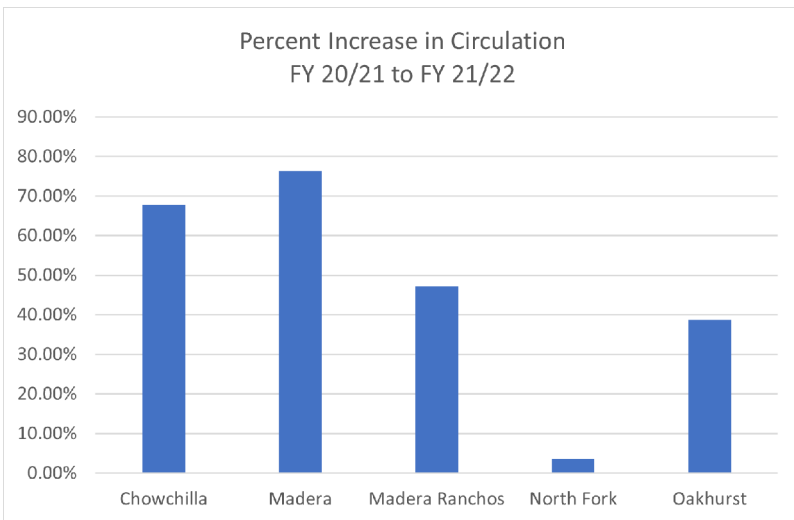
CIRCULATION TRENDS

Circulation of physical materials (check-ins plus check-outs, not counting online/ electronic materials) continues an upward climb from the 'rock bottom' COVID-19 closures in April of 2020 and effects of the Creek Fire in September 2020. All branches have seen an increase in total circulation from April 2020 - June 2021 and July 2021 - June 2022, with as much as a 76.29% change in total transactions from FY 2020-2021 and FY 2021-2022 at the Madera Main Library and a 50.60% increase in total transactions across all branches countywide.



CIRCULATION TRENDS

MCL's two larger branches, Madera Main and Oakhurst, are open to the public six days a week and together comprised over half (69%) of total circulation transactions for Madera County from July 2021 through June 2022 (check-outs, check-ins, renewals, etc.). Open five days a week, the Chowchilla, Madera Ranchos, and North Fork Branch Libraries together accounted for 31% of total circulation. Countywide, circulation of physical materials increased from 208,236 total transactions across all branches in Fiscal Year 2020-2021 to 313,599 total transactions in FY 2021-2022.



FINANCIALS

Revenues



\$272,500

Fines & Fees, Grants, FOL Donations, City Funds.

Expenditures



\$1,948,057

Staffing, Supplies, Books & Materials, Utilities.

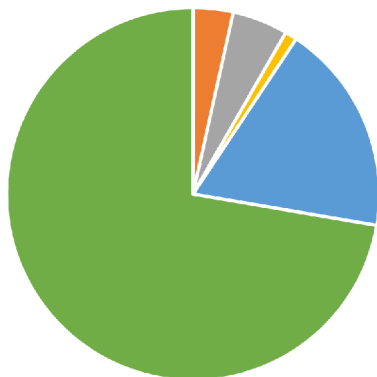
Net County Cost



\$1,675,557

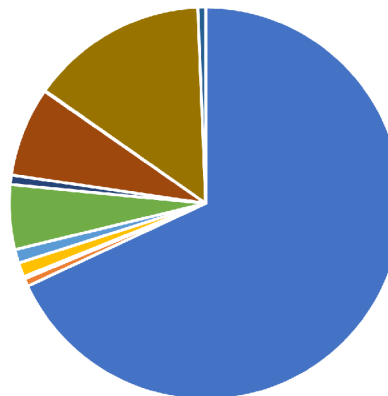
Expenditures minus Revenues.

Revenues



- Meeting Room Rentals
- Copies
- Fines, Fees, and Services
- Donations
- Madera City Funds
- Grants

Expenditures



- Salaries and Benefits
- Communications
- Insurance
- Office Supplies
- Equipment and Rentals
- Utilities
- Copy Machine Rentals
- Consortium Membership (SJVLS)
- Travel/ Training
- Library Materials and Supplies
- Capital Assets



86% of expenditures covered by Madera County (Net County Cost).



73% of external revenues came from grants and donations.
(Not including County General Funds from Net County Cost.)



67% of expenditures supported salaries and benefits for the team.

CONTACT US



Main Library:
Madera County Library
121 N. G Street
Madera, CA 93637

Phone:
559-675-7871

Website:
www.maderalibrary.org



Thank you!

Madera County Board of Supervisors

District 1
Brett Frazier

District 2
David Rogers

District 3
Robert L. Poythress

District 4
Leticia Gonzalez

District 5 - Chairman of the Board
Tom Wheeler

County Administrative Officer
Jay Varney

Friends of the Library Organizations

Friends of the Chowchilla Branch Library
P.O. Box 812, Chowchilla, CA 93610

Friends of the Madera County Library
121 N. G Street, Madera, CA 93637

Friends of the Madera Ranchos Branch Library
37398 Berkshire Dr, Madera, CA 93636

Friends of the North Fork Branch Library
P.O. Box 876, North Fork, CA 93643

Friends of the Oakhurst Branch Library
P. O. Box 1226, Oakhurst, CA 93644

Friends of the Library are separate 501(c)(3) organizations that raise funds to support Library materials, programs, and services and advocate for public libraries in the community. Thank you for your continued support!

