


**CC
PIL** CHARLESTON COUNTY
PUBLIC LIBRARY

Books and more



Getting to know you ...

- ◆ How many of you:



Getting to know you ...

- ◆ How many of you:
 - Have visited a CCPL branch?



Getting to know you ...

- ◆ How many of you:
 - Have visited a CCPL branch?
 - Have attended a Library event or program?





Getting to know you ...

- ◆ How many of you:
 - Have visited a CCPL branch?
 - Have attended a Library event?
 - Have a Library Card?



Getting to know you ...

- ◆ How many of you:
 - Have visited a CCPL branch?
 - Have attended a Library event?
 - Have a Library Card?
 - Have visited the Library's Web site?
 - www.ccpl.org





Getting to know you ...

- ◆ How many of you:
 - Have visited a CCPL branch?
 - Have attended a Library event?
 - Have a Library Card?
 - Have visited the Library's Web site?
 - www.ccpl.org
 - Have used the Library's databases?



Getting to know CCPL

- ◆ How many branches are there?
 - Main Library, Calhoun Street





Getting to know CCPL

- ◆ How many branches are there?

- Main Library, Calhoun Street
- 15 branches



- McClellanville to Edisto



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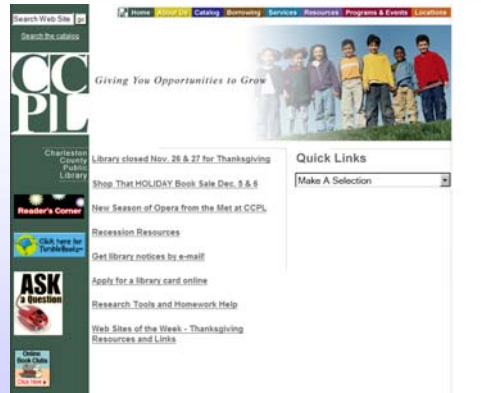
- Bookmobile

- Regular schedule, including visits to nursing homes and daycare centers



Your library online

- ◆ www.ccpl.org
 - Library catalog
 - Ability to reserve items online
 - Research databases
 - Programs and events



Library Catalog



- ◆ Search materials by
 - Author
 - Subject
 - Title
- ◆ Enhanced features
 - Tables of contents
 - Reviews
 - Author biographies
 - Much, much more!

CCPL's collection



- ◆ 1.14 million books



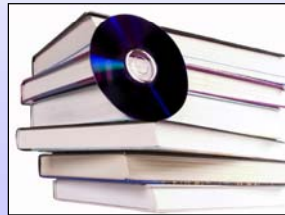
CCPL's collection

- ◆ 1.14 million books
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- ◆ 44,511 audio books and CDs
- ◆ 102,919 DVDs and videos
- ◆ 83 databases



Programs for all ages

Last year, more than 132,516 participated in library programs and events ...



... enough to fill the North Charleston Coliseum more than TEN times.



Children's Services

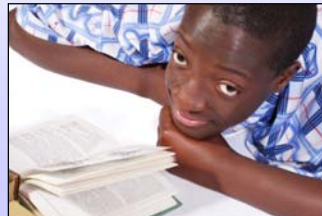


- ◆ Special programs, activities and resources for children and parents
- ◆ Promotes reading for a lifetime
 - Targets newborns to 11 years olds with
 - Storytimes
 - Games
 - Puppet shows
 - Music
 - Crafts
 - Movies



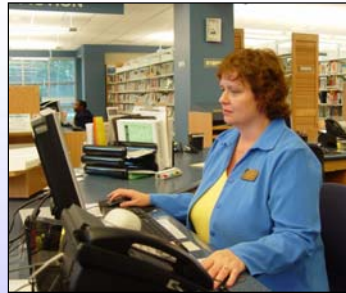
Young Adult Services

- ◆ Targets 12-18 year olds
- ◆ Provides place of their own
- ◆ Teen Advisory Boards
- ◆ Age-related books and magazines
- ◆ Movies, programs and special events



Reader's Advisory

- ◆ Reference assistance for fiction lovers
- ◆ Locate a long lost book
 - Based on a plot
 - Character description
- ◆ Provide reading lists
 - By genre
 - Find fiction by topic
- ◆ Simply suggest a good book



Media Services



- ◆ DVDs
- ◆ Compact Discs
- ◆ Audio Books
- ◆ Video Cassettes
- ◆ Audio Cassettes



Business Center

- ◆ Small business help
 - Resource Fairs
 - Entrepreneur Nights
 - SCORE counseling
- ◆ Investment research
- ◆ Foundation Center
 - Grant resources
 - Non-profit organizations

Job and Skill Development

- ◆ Job Fairs
- ◆ College and Career Information
- ◆ Resume writing resources
- ◆ Career and Skill Testing
 - Available online and in print



State History and Genealogy

- ◆ South Carolina Room
- ◆ The Charleston Archive



- ◆ Collects and preserves historic and rare documents, photos and records
- ◆ Information available in print, microfilm and digitally online

CCPL – by the numbers

- ◆ Branches/Locations = 16
- ◆ Visits to a branch = 2.17 million
- ◆ Circulation = 3.77 million
- ◆ Programs offered = 4,324
- ◆ Program attendance = 132,516
- ◆ Reference transactions = 2.04 million
- ◆ Public Internet work stations = 305
- ◆ Local County money = \$14.2 million

Stats for FY09, ending 6/30/2009

What's the Return on Investment?



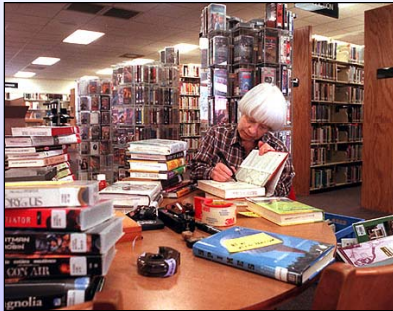
- ◆ Libraries provide a real return on investment

2005 USC Study on Libraries

- ◆ Charleston County:
 - 93%: said libraries improve the area's prosperity
 - 78%: believed that libraries benefit their businesses
- ◆ On the business side:
 - 92%: felt library contributed to their business success
 - 81%: said lack of library services would negatively impact their business
 - 93%: believed the library's investment materials contributed to their financial well-being
 - 81%: job seekers felt library information in some way helped them secure a job

Books and Materials

- ◆ Last budget year:
 - 3.77 million books and materials were borrowed from the Library System



- ◆ Estimated Value:
 - \$101.8 million, based on a \$27 retail value if residents had to purchase individually

In-House Use

- ◆ Last budget year:
 - 1.13 million books, periodicals and newspapers were used within the library



- ◆ Estimated Value:
 - \$4.5 million, based on \$4 retail value if residents had to purchase individually

Reference Questions

- ◆ Last budget year:
 - 2.04 million reference questions answered in person, by telephone, via e-mail or IM

- ◆ Estimated Value:
 - \$20.4 million, if each customer paid \$10 per inquiry/research request



Computer Classes and Technology

- ◆ Last budget year:
 - 2,700 people trained in 325 classes
 - 20,000 patrons helped by staff during Open Lab hours
 - 300+ public access computers for Internet/word processing



- ◆ Estimated Value:
 - \$135,000, based on \$50/hour for 2,700 hours of computer training

Programs

- ◆ Last budget year:
 - 132,516 children and adults attended library programs



- ◆ Estimated Value:
 - \$1.06 million, if each person paid a \$8 admission charge



The money

- ◆ 2005 USC Economic Impact study:
 - \$1 invested in library services in SC reaps an average 350 percent return on investment
- ◆ In Charleston County for FY09:
 - Charleston County tax money spent on library services
 - \$14.2 million
 - Total benefits from materials, reference, programming and other services
 - \$128.65 million

What does that mean?

*In Charleston County,
taxpayers reaped a nearly
904 percent
return on their library investment.*

For every \$1 spent by Charleston County on library services, the community reaped approximately \$9.04 in value by using the library's materials, programming and services.

CCPL named one of nation's best



- ◆ *Library Journal Magazine, 4/09*
 - CCPL named “star” library
 - Top 3 percent nationwide of 7,115 public library system
 - First-ever ranking, based on
 - Number of Visitors
 - Circulation
 - Program attendance
 - Public Internet Use

Don't miss the boat ... join the fun!



◆ Get your Library Card

- Free to county residents
- Valid at all libraries and the bookmobile

◆ Get a PIN Number

- Check your account online
- Reserve materials online
- Renew items online
- Gain access to online databases for research and reference

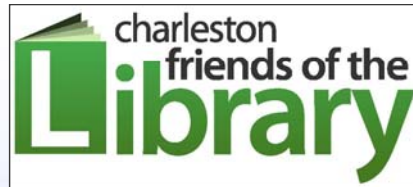
Be a volunteer

- ◆ Library has an active volunteer program
- ◆ Volunteers can help throughout the system by
 - Shelving books
 - Helping in Children's Area
 - Helping patrons
 - Working with staff on special events and programs
- ◆ Want to volunteer?
 - Call 805-6826



Join the Friends of the Library

- ◆ Non-profit support organization
- ◆ Provides funds to support Library programming
- ◆ Fund raising from annual and branch book sales



Come see what you're missing ...