See videos and web-based annual report.
bcpl.info/AnnualReport17
At a Glance

Fiscal Year 2017 was a year of sharing our vision and the strategic plan within the community to create opportunities for connecting and building partnerships to achieve goals. The power of connections fostered relationships, provided inspiration for success and brought a synergy that led to a greater collective impact for 800,000 Baltimore County residents and the 10 million visitors to our 19 branches, four bookmobiles and the virtual branch.

- **4.7 MILLION** BRANCH VISITORS
- **5.6 MILLION** VIRTUAL BRANCH USERS
- **10.7 MILLION** ITEMS BORROWED
Message from the Director Page 3
Recognition Page 6
Highlights Page 7
Numbers of Note Page 11
Branches by the Numbers Page 13
A Typical Day Page 16
Governance Page 17
Dear Citizens of Baltimore County:

The mission of the Baltimore County Public Library features four key words: explore, learn, create and connect. While FY2017 provided countless opportunities to achieve our mission, it was the word CONNECT that steered our focus. Connections to the community, nonprofits, outside organizations, businesses and, of course, our customers were vital to the implementation of the library’s Strategic Plan X: Give ‘Em What They Want! for the 21st Century.

While the strategic plan laid the groundwork, it was the dedicated and enthusiastic staff along with the Board of Trustees, Foundation and Friends groups that led our outreach to share our vision and the strategic plan within the community to create essential partnerships to achieve our goals for providing innovative and transformative resources for the 21st century. Some of these collaborations include:

• Partnering with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland for a hands-on showcase of virtual and augmented reality technology.

• Hosting Battle of the Books competitions in conjunction with Baltimore County Public Schools to make learning fun through competition while exposing students to Maryland Black-Eyed Susan Book Award winners and encouraging reading comprehension, teamwork and sportsmanship.

• Visiting Women, Infants and Children (WIC) Centers in Baltimore County to promote the library and early learning practices. Providing library cards, modeling reading to children and sharing early literacy tips were part of the interactions.

• Providing opportunities and a safe space for conversation and thoughtful discussion on the most challenging topics facing our county, state and country by teaming up with the University of Maryland, Baltimore County School of Public Policy and the League of Women Voters of Baltimore County.

• In conjunction with Baltimore County Government, we introduced digital technology to our collection, including Google Chromebooks for borrowing up to seven days. This is in addition to Playaway products, including Views, Launchpads and audio devices already offered. These devices provide equal access for all citizens of Baltimore County and help the library to achieve the goal of being an instrument of democracy.

MESSAGE FROM THE DIRECTOR
Baltimore County Public Library Director Paula Miller

A TYPICAL DAY AT BALTIMORE COUNTY PUBLIC LIBRARY

BRANCH VISITORS

VIRTUAL BRANCH VISITORS

ITEMS BORROWED

DIGITAL DOWNLOADS

PUBLIC COMPUTER USERS

HOURS ON PUBLIC COMPUTERS

IN-BRANCH WIFI USERS

PROGRAM ATTENDEES

STORYVILLE VISITORS
In collaboration with stakeholders and users, our new branding campaign was created and introduced in FY2017. The tagline “Be All In” is our promise to be a meaningful part of the community by offering something for everyone. The library of the 21st century is a safe zone, civic center, technology hub and space for ideas and learning. There is no other place where you can get the same array of services and experiences so easily and conveniently and — more importantly — for free. Today’s Baltimore County Public Library is a place where you can be an explorer, learner or creator, all while connecting with others.

In FY2017, we renovated the Randallstown Branch to provide more open spaces with an increase in public square footage to include more areas for collaboration and an upgrade in technology. Part of the renovation included our next Center of Excellence – The COLAB, a dedicated space to debut emerging technology and computer resources to the community. Laptops and specialized training and programs are offered in the space. With each renovation and library upgrade, additional Centers of Excellence will be introduced, connecting the community to specialized resources for experimenting and learning.

As we grow and continue to evolve, the Baltimore County Public Library staff and Board of Trustees pledge their commitment and dedication to develop connections that bring you the latest resources and technologies for succeeding in the 21st century. It is the power of connections that builds relationships and provides inspiration for the Baltimore County Public Library to continue to be a leader in the community.

It’s never been a better time to be a library card holder in Baltimore County. We invite you to take advantage of all the library has to offer via our brick and mortar branches or online virtually with new resources like Rosetta Stone, Lynda.com and Kanopy. We are certain that you will “Be All In” after a few visits, if you are not already.

Paula J. Miller, Director
Mission
Providing opportunities to explore, learn, create and connect.

Vision
Empowered and engaged individuals in an inclusive and connected Baltimore County community.

We Value
- Customers and communities
- Equal access and intellectual freedom
- Flexibility and collaboration
- Continuous improvement
Mortenson Center for International Library Programs at the University of Illinois Urbana-Champaign

Director Paula Miller and select staff members were chosen to participate in a multiple-day workshop to develop a community engagement guide for libraries to utilize across the globe. This invitation was a result of recent successes with programs that provided community members with safe spaces and conversation to explore, connect and learn more about one another and the topics prevalent in our community.

The Associated Builders and Contractors Awards

The Hereford Branch received the Award of Merit for the Hereford Branch Library Renovation in Recognition of Outstanding Construction Management in the category of General Contractor Renovation Over $1 Million. This award recognized the collaboration of Baltimore County Office of Property Management, architect Manns Woodward Studios, Inc. and Baltimore County Public Library.

The Academy of Interactive & Visual Arts

The Media Services department was recognized with an award of distinction for the production of several videos in the instructional and video blog categories.

• Made in Baltimore County, Episode 1
• Explore the Real Story: Bigfoot
• Eating Adventures: Rhubarb Apple Crisp
• Get Magazines for Free at Baltimore County Public Library (Zinio)

The Telly Awards

The Media Services department received a Bronze Telly Award for Excellence to honor the production of Made in Baltimore County, Episode 1.

William & Lanaea C. Featherstone Foundation

The William & Lanaea C. Featherstone Foundation honored Baltimore County Public Library for its strong support of the Foundation’s work in the Latino community.

BRANCHES BY THE NUMBERS

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>ITEMS BORROWED</th>
<th>BRANCH VISITS</th>
<th>PUBLIC COMPUTER USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arbutus</td>
<td>439,426</td>
<td>218,310</td>
<td>29,049</td>
</tr>
<tr>
<td>Catonsville</td>
<td>744,945</td>
<td>326,396</td>
<td>39,929</td>
</tr>
<tr>
<td>Cockeysville</td>
<td>1,473,741</td>
<td>445,627</td>
<td>40,903</td>
</tr>
<tr>
<td>Essex</td>
<td>347,782</td>
<td>217,950</td>
<td>49,885</td>
</tr>
<tr>
<td>Hereford</td>
<td>284,720</td>
<td>112,273</td>
<td>6,002</td>
</tr>
<tr>
<td>Lansdowne</td>
<td>68,746</td>
<td>97,483</td>
<td>16,151</td>
</tr>
<tr>
<td>Loch Raven</td>
<td>88,617</td>
<td>115,502</td>
<td>21,489</td>
</tr>
<tr>
<td>Mobile Library Services</td>
<td>112,215</td>
<td>52,825</td>
<td>N/A</td>
</tr>
<tr>
<td>North Point</td>
<td>483,322</td>
<td>252,478</td>
<td>40,165</td>
</tr>
<tr>
<td>Owings Mills</td>
<td>547,215</td>
<td>369,943</td>
<td>49,437</td>
</tr>
<tr>
<td>Parkville-Carney</td>
<td>560,713</td>
<td>207,215</td>
<td>29,521</td>
</tr>
<tr>
<td>Perry Hall</td>
<td>680,416</td>
<td>245,467</td>
<td>24,236</td>
</tr>
<tr>
<td>Pikesville</td>
<td>1,424,240</td>
<td>430,614</td>
<td>49,456</td>
</tr>
<tr>
<td>Randallstown*</td>
<td>190,497</td>
<td>175,342</td>
<td>33,511</td>
</tr>
<tr>
<td>Reisterstown</td>
<td>372,500</td>
<td>148,967</td>
<td>16,708</td>
</tr>
<tr>
<td>Rosedale</td>
<td>261,435</td>
<td>222,373</td>
<td>29,177</td>
</tr>
<tr>
<td>Sollers Point</td>
<td>39,863</td>
<td>65,325</td>
<td>9,731</td>
</tr>
<tr>
<td>Towson</td>
<td>906,806</td>
<td>451,941</td>
<td>36,434</td>
</tr>
<tr>
<td>White Marsh</td>
<td>466,450</td>
<td>238,431</td>
<td>32,951</td>
</tr>
<tr>
<td>Woodlawn</td>
<td>347,073</td>
<td>337,583</td>
<td>55,839</td>
</tr>
</tbody>
</table>

LOCA TION | ITEM S BORRO WED | BRANCH VIS IT S | PUBLIC COMPutER USER S |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arbutus</td>
<td>439,426</td>
<td>218,310</td>
<td>29,049</td>
</tr>
<tr>
<td>Catonsville</td>
<td>744,945</td>
<td>326,396</td>
<td>39,929</td>
</tr>
<tr>
<td>Cockeysville</td>
<td>1,473,741</td>
<td>445,627</td>
<td>40,903</td>
</tr>
<tr>
<td>Essex</td>
<td>347,782</td>
<td>217,950</td>
<td>49,885</td>
</tr>
<tr>
<td>Hereford</td>
<td>284,720</td>
<td>112,273</td>
<td>6,002</td>
</tr>
<tr>
<td>Lansdowne</td>
<td>68,746</td>
<td>97,483</td>
<td>16,151</td>
</tr>
<tr>
<td>Loch Raven</td>
<td>88,617</td>
<td>115,502</td>
<td>21,489</td>
</tr>
<tr>
<td>Mobile Library Services</td>
<td>112,215</td>
<td>52,825</td>
<td>N/A</td>
</tr>
<tr>
<td>North Point</td>
<td>483,322</td>
<td>252,478</td>
<td>40,165</td>
</tr>
<tr>
<td>Owings Mills</td>
<td>547,215</td>
<td>369,943</td>
<td>49,437</td>
</tr>
<tr>
<td>Parkville-Carney</td>
<td>560,713</td>
<td>207,215</td>
<td>29,521</td>
</tr>
<tr>
<td>Perry Hall</td>
<td>680,416</td>
<td>245,467</td>
<td>24,236</td>
</tr>
<tr>
<td>Pikesville</td>
<td>1,424,240</td>
<td>430,614</td>
<td>49,456</td>
</tr>
<tr>
<td>Randallstown*</td>
<td>190,497</td>
<td>175,342</td>
<td>33,511</td>
</tr>
<tr>
<td>Reisterstown</td>
<td>372,500</td>
<td>148,967</td>
<td>16,708</td>
</tr>
<tr>
<td>Rosedale</td>
<td>261,435</td>
<td>222,373</td>
<td>29,177</td>
</tr>
<tr>
<td>Sollers Point</td>
<td>39,863</td>
<td>65,325</td>
<td>9,731</td>
</tr>
<tr>
<td>Towson</td>
<td>906,806</td>
<td>451,941</td>
<td>36,434</td>
</tr>
<tr>
<td>White Marsh</td>
<td>466,450</td>
<td>238,431</td>
<td>32,951</td>
</tr>
<tr>
<td>Woodlawn</td>
<td>347,073</td>
<td>337,583</td>
<td>55,839</td>
</tr>
</tbody>
</table>

*Randallstown Branch closed 5 months for renovation.
The Randallstown Branch underwent a $1.1 million renovation in 2017. A grant of $170,000 from the County Library Capital Grant Program, Maryland State Department of Education, Division of Library Development and Services was part of the funding used to complete the project with the remainder of the funding from Baltimore County Public Library and Baltimore County Government. Amenities and features of the 29,000-square-foot renovated branch include expanded public spaces with enclosed children and teen areas, laptop bars with outlets, three study rooms, a large meeting room for public and library use along with more than 30 public computers. The newly renovated branch also includes The COLAB, a Center of Excellence, dedicated to creating, collaborating and learning through technology and maker equipment, including the latest virtual reality devices.

An updated brand identity was unveiled in April 2017, including a new logo, colors and fonts. The “B” in the logo reflects the shape of a book, a window or an open laptop computer, establishing a visual connection with the library’s past and our future. While proud of the library’s heritage, it is important to focus on introducing the new services and technologies that are critical for succeeding in the 21st century. In addition to the new brand mark, the tagline “Be All In” is a commitment and promise to be a vibrant and meaningful part of the community. There is something for everyone at the library, and the community is invited to “Be All In” to explore, learn new things and be inspired.

**Library Visits**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Branch</td>
<td>4,732,045</td>
</tr>
<tr>
<td>Virtual Branch</td>
<td>5,566,184</td>
</tr>
<tr>
<td>Meeting Room Users</td>
<td>99,806</td>
</tr>
<tr>
<td>Storyville</td>
<td>102,431</td>
</tr>
</tbody>
</table>

**Program Totals**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs Offered</td>
<td>11,793</td>
</tr>
<tr>
<td>Program Attendance</td>
<td>305,029</td>
</tr>
<tr>
<td>Summer Reading Club</td>
<td>58,009</td>
</tr>
<tr>
<td>Registrations</td>
<td>56,009</td>
</tr>
</tbody>
</table>

**Programs by Type**

- Preschool: 14%
- Elementary: 15%
- Teens: 15%
- Technology instruction: 15%
- Adult: 13%
- School Visits: 10%

**Social Media Followers**

- Facebook: 12,231
- Twitter: 2,507
- Instagram: 701
Baltimore County Public Library began loaning Chromebooks in January 2017. These lightweight, easy-to-use devices provide options for customers seeking mobile connectivity within the library, at home and on the go. Alongside this addition to our physical collection, we expanded several traditional services into the digital realm. Lynda.com offers video courses on subjects ranging from Microsoft Excel to more advanced software applications to management techniques, complementing the wide variety of test books and self-help books we continue to offer as well. The brand new streaming service Kanopy has thousands of movies, documentaries and even the entire Great Courses set at your fingertips from a computer, mobile device and even a TV via Roku. We also began offering digital access to the full New York Times, available in all branches and from your home with a digital passcode.

Baltimore County Public Library partnered with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland (RMI) to host a two-day showcase of virtual and augmented reality technology for staff, local manufacturers and the public. Library staff were trained on the operation of the equipment, then provided hands-on assistance to other participants throughout the event. One featured program, coordinated with RMI, brought local manufacturers to the Towson Branch for a reception, seminar and hands-on showcase of virtual and augmented reality technology. The reception allowed library personnel to meet with local manufacturers to learn about their needs, foster relationships and bring library services to their attention. The manufacturers got the chance to learn about the ways in which emerging technologies are being utilized in the industry, discuss the implications with their peers and experience the technology in person. The Roadshow also featured several pieces of virtual and augmented reality equipment for library customers to try out.
Community Conversations

Politics, Religion, Race, Immigration. Public libraries are an instrument of democracy, providing opportunities for our community members to explore and connect over difficult topics such as these in a neutral space. Providing our community with a safe space for conversation and thoughtful discourse on the challenging issues facing our county, state and country is an essential part of Baltimore County Public Library’s vision. In collaboration with the University of Maryland, Baltimore County’s School of Public Policy and the League of Women Voters of Baltimore County, the Towson Branch hosted a very successful eight-program series about the highly charged 2016 election season, providing opportunities for both information sharing with experts in their fields and discussions among community members. Nine branches held showings of the Oscar-nominated documentary 13th, about race and incarceration, and provided an opportunity for all voices to be heard during facilitated discussions on the topic with academics and leaders in the social justice movement. Discussions of religion in the context of the media, women, peace and war were facilitated by panels with representatives from the Christian, Jewish and Muslim faiths at the Cockeysville Branch.

Battle of the Books

Battle of the Books is a lively series of book-based competitions that grew out of the SAIL (Students Achieve in Libraries) partnership between Baltimore County Public Library and Baltimore County Public Schools. Competitions are hosted throughout Baltimore County, and have grown in recent years to include upper elementary students in both public and private schools, as well as the first middle school battle this year. Battle of the Books encourages reading by highlighting Maryland’s Black-Eyed Susan Book Award winners. Students are exposed to quality literature while improving reading comprehension and vocabulary and promoting teamwork and good sportsmanship.

Expanded WIC Partnership

Early childhood family engagement is promoted through monthly visits to all seven Women, Infants and Children (WIC) centers in Baltimore County. Each month, librarians visit WIC centers to promote early learning practices and spread awareness of library services. At the visits, staff talk to families informally while they are waiting for appointments. They provide library cards, model reading to children and share early literacy tips and information about library materials, programs and resources. Grants and donors provide funding that allows for books to be distributed to children at no cost to families or to Baltimore County Public Library.

HIGHLIGHTS (CONTINUED)

Economic Gardening

Job seekers turn to the library for computer access, assistance with searching for jobs, creating resumes, completing applications and learning interview and job skills. Entrepreneurs use library resources to develop business plans, research and apply for grants and for connectivity and office space. Community members can find resources, programs and experts on topics of interest relating to their personal economics, leading to an economically viable community. In FY17, a generous grant from the Institute of Museum and Library Services enabled the Towson Branch to launch a series of forums called “Economic Gardening: Helping Our Community Grow.” Developed in conjunction with community partners from the public and private sector, the program’s goal is to help catalyze a thriving local business community in Baltimore County by growing the economy from within, covering topics on investments, grant writing and minority-owned businesses. Also this year, a partnership with Goodwill Industries of the Chesapeake, Inc. brought job readiness training and placement assistance to Baltimore County Public Library with weekly classes at the Essex, North Point, Randallstown and Woodlawn branches.
Economic Gardening

Job seekers turn to the library for computer access, assistance with searching for jobs, creating resumes, completing applications and learning interview and job skills. Entrepreneurs use library resources to develop business plans, research and apply for grants and for connectivity and office space. Community members can find resources, programs and experts on topics of interest relating to their personal economics, leading to an economically viable community. In FY17, a generous grant from the Institute of Museum and Library Services enabled the Towson Branch to launch a series of forums called “Economic Gardening: Helping Our Community Grow.” Developed in conjunction with community partners from the public and private sector, the program’s goal is to help catalyze a thriving local business community in Baltimore County by growing the economy from within, covering topics on investments, grant writing and minority-owned businesses.

Politics. Religion. Race. Immigration. Public libraries are an instrument of democracy, providing opportunities for our community members to explore and connect over difficult topics such as these in a neutral space. Providing our community with a safe space for conversation and thoughtful discourse on the challenging issues facing our county, state and country is an essential part of Baltimore County Public Library’s vision. In collaboration with the University of Maryland, Baltimore County’s School of Public Policy and the League of Women Voters of Baltimore County, the Towson Branch hosted a very successful eight-program series about the highly charged 2016 election season, providing opportunities for both information sharing with experts in their fields and discussions among community members. Nine branches held showings of the Oscar-nominated documentary 13th, about race and incarceration, and provided an opportunity for all voices to be heard during facilitated discussions on the topic with academics and leaders in the social justice movement. Discussions of religion in the context of the media, women, peace and war were facilitated by panels with representatives from the Christian, Jewish and Muslim faiths at the Cockeysville Branch.

Battle of the Books

Battle of the Books is a lively series of book-based competitions that grew out of the SAIL (Students Achieve in Libraries) partnership between Baltimore County Public Library and Baltimore County Public Schools. Competitions are hosted throughout Baltimore County, and have grown in recent years to include upper elementary students in both public and private schools, as well as the first middle school battle this year. Battle of the Books encourages reading by highlighting Maryland’s Black-Eyed Susan Book Award winners. Students are exposed to quality literature while improving reading comprehension and vocabulary and promoting teamwork and good sportsmanship.

Early childhood family engagement is promoted through monthly visits to all seven Women, Infants and Children (WIC) centers in Baltimore County. Each month, librarians visit WIC centers to promote early learning practices and spread awareness of library services. At the visits, staff talk to families informally while they are waiting for appointments. They provide library cards, model reading to children and share early literacy tips and information about library materials, programs and resources. Grants and donors provide funding that allows for books to be distributed to children at no cost to families or to Baltimore County Public Library.
Baltimore County Public Library began loaning Chromebooks in January 2017. These lightweight, easy-to-use devices provide options for customers seeking mobile connectivity within the library, at home and on the go. Alongside this addition to our physical collection, we expanded several traditional services into the digital realm. Lynda.com offers video courses on subjects ranging from Microsoft Excel to more advanced software applications to management techniques, complementing the wide variety of test books and self-help books we continue to offer as well. The brand new streaming service Kanopy has thousands of movies, documentaries and even the entire Great Courses set at your fingertips from a computer, mobile device and even a TV via Roku. We also began offering digital access to the full *New York Times*, available in all branches and from your home with a digital passcode.

Baltimore County Public Library partnered with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland (RMI) to host a two-day showcase of virtual and augmented reality technology for staff, local manufacturers and the public. Library staff were trained on the operation of the equipment, then provided hands-on assistance to other participants throughout the event. One featured program, coordinated with RMI, brought local manufacturers to the Towson Branch for a reception, seminar and hands-on showcase of virtual and augmented reality technology. The reception allowed library personnel to meet with local manufacturers to learn about their needs, foster relationships and bring library services to their attention. The manufacturers got the chance to learn about the ways in which emerging technologies are being utilized in the industry, discuss the implications with their peers and experience the technology in person. The Roadshow also featured several pieces of virtual and augmented reality equipment for library customers to try out.

**NUMBERS OF NOTE**

**SERVICE MEASURES**

**Circulation**
- Total Circulation: 10,701,227
- Percent Self Check: 82%
- Interlibrary Loans Received: 39,983
- Interlibrary Loans Lent: 35,982

**Cardholders**
- Active Cardholders: 406,349
- New Cardholders: 56,933

**Computer Use**
- Public Computer Sessions: 610,574
- Public Computer Hours: 541,169
- WiFi Sessions: 550,000

**Queries Answered**
- Reference: 498,498
- General: 968,578
- Virtual: 5,819
- Total: 1,472,895

** Circulation by Age and Format**

**HIGHLIGHTS**

**Devices and Digital Collections**

**Virtual Reality Roadshow**
The Randallstown Branch underwent a $1.1 million renovation in 2017. A grant of $170,000 from the County Library Capital Grant Program, Maryland State Department of Education, Division of Library Development and Services was part of the funding used to complete the project with the remainder of the funding from Baltimore County Public Library and Baltimore County Government. Amenities and features of the 29,000-square-foot renovated branch include expanded public spaces with enclosed children and teen areas, laptop bars with outlets, three study rooms, a large meeting room for public and library use along with more than 30 public computers. The newly renovated branch also includes The COLAB, a Center of Excellence, dedicated to creating, collaborating and learning through technology and maker equipment, including the latest virtual reality devices.

An updated brand identity was unveiled in April 2017, including a new logo, colors and fonts. The “B” in the logo reflects the shape of a book, a window or an open laptop computer, establishing a visual connection with the library’s past and our future. While proud of the library’s heritage, it is important to focus on introducing the new services and technologies that are critical for succeeding in the 21st century. In addition to the new brand mark, the tagline “Be All In” is a commitment and promise to be a vibrant and meaningful part of the community. There is something for everyone at the library, and the community is invited to “Be All In” to explore, learn new things and be inspired.

Library Visits
- Physical Branch: 4,732,045
- Virtual Branch: 5,566,184
- Meeting Room Users (Est.): 99,806
- Storyville: 102,431

Program Totals
- Programs Offered: 11,793
- Program Attendance: 305,029
- Summer Reading Club Registrations: 58,009

Programs by Type
- Preschool: 14%
- Elementary: 45%
- Teen: 10%
- Technology Instruction: 13%
- Adult: 13%
- School Visits: 2%

Social Media Followers
- Facebook: 12,231
- Twitter: 2,507
- Instagram: 701

Library Personnel and Collections

Personnel
- Total Full-Time Equivalent Positions: 482.9

Collections
- Collection Size: 1,798,810
- Database Subscriptions: 25

Financial Information

Expenditures
- Salaries and Wages: $21,685,934
- Employment Taxes and Benefits: $6,340,626
- Circulation Materials: $7,510,968
- Rent and Utilities: $1,456,940
- Other Expenses: $3,286,287
- Total: $40,280,755

Revenue
- General Fund: $32,850,587
- State Aid: $4,549,480
- Fees for Service: $2,666,827
- Grants: $145,721
- Total: $40,212,615
Mortenson Center for International Library Programs at the University of Illinois Urbana-Champaign

Director Paula Miller and select staff members were chosen to participate in a multiple-day workshop to develop a community engagement guide for libraries to utilize across the globe. This invitation was a result of recent successes with programs that provided community members with safe spaces and conversation to explore, connect and learn more about one another and the topics prevalent in our community.

The Associated Builders and Contractors Awards

The Hereford Branch received the Award of Merit for the Hereford Branch Library Renovation in Recognition of Outstanding Construction Management in the category of General Contractor Renovation Over $1 Million. This award recognized the collaboration of Baltimore County Office of Property Management, architect Manns Woodward Studios, Inc. and Baltimore County Public Library.

The Academy of Interactive & Visual Arts

The Media Services department was recognized with an award of distinction for the production of several videos in the instructional and video blog categories.
- Made in Baltimore County, Episode 1
- Explore the Real Story: Bigfoot
- Eating Adventures: Rhubarb Apple Crisp
- Get Magazines for Free at Baltimore County Public Library (Zinio)

The Telly Awards

The Media Services department received a Bronze Telly Award for Excellence to honor the production of Made in Baltimore County, Episode 1.

William & Lanaea C. Featherstone Foundation

The William & Lanaea C. Featherstone Foundation honored Baltimore County Public Library for its strong support of the Foundation’s work in the Latino community.

**RECOGNITION**

**BRANCHES BY THE NUMBERS**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>ITEMS BORROWED</th>
<th>BRANCH VISITS</th>
<th>PUBLIC COMPUTER USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arbutus</td>
<td>439,426</td>
<td>218,310</td>
<td>29,049</td>
</tr>
<tr>
<td>Catonsville</td>
<td>744,945</td>
<td>326,396</td>
<td>39,929</td>
</tr>
<tr>
<td>Cockeysville</td>
<td>1,473,741</td>
<td>445,627</td>
<td>40,903</td>
</tr>
<tr>
<td>Essex</td>
<td>347,782</td>
<td>217,950</td>
<td>49,885</td>
</tr>
<tr>
<td>Hereford</td>
<td>284,720</td>
<td>112,273</td>
<td>6,002</td>
</tr>
<tr>
<td>Lansdowne</td>
<td>68,746</td>
<td>97,483</td>
<td>16,151</td>
</tr>
<tr>
<td>Loch Raven</td>
<td>88,617</td>
<td>115,502</td>
<td>21,489</td>
</tr>
<tr>
<td>Mobile Library Services</td>
<td>112,215</td>
<td>52,825</td>
<td>N/A</td>
</tr>
<tr>
<td>North Point</td>
<td>483,322</td>
<td>252,478</td>
<td>40,165</td>
</tr>
<tr>
<td>Owings Mills</td>
<td>547,215</td>
<td>369,943</td>
<td>49,437</td>
</tr>
<tr>
<td>Parkville-Carney</td>
<td>560,713</td>
<td>207,215</td>
<td>29,521</td>
</tr>
<tr>
<td>Perry Hall</td>
<td>680,416</td>
<td>245,467</td>
<td>24,236</td>
</tr>
<tr>
<td>Pikesville</td>
<td>1,424,240</td>
<td>430,614</td>
<td>49,456</td>
</tr>
<tr>
<td>Randallstown*</td>
<td>190,497</td>
<td>175,342</td>
<td>33,511</td>
</tr>
<tr>
<td>Reisterstown</td>
<td>372,500</td>
<td>149,967</td>
<td>16,708</td>
</tr>
<tr>
<td>Rosedale</td>
<td>261,435</td>
<td>222,373</td>
<td>29,177</td>
</tr>
<tr>
<td>Sollers Point</td>
<td>39,863</td>
<td>65,325</td>
<td>9,731</td>
</tr>
<tr>
<td>Towson</td>
<td>906,806</td>
<td>451,941</td>
<td>36,434</td>
</tr>
<tr>
<td>White Marsh</td>
<td>466,450</td>
<td>238,431</td>
<td>32,951</td>
</tr>
<tr>
<td>Woodlawn</td>
<td>347,073</td>
<td>337,583</td>
<td>55,839</td>
</tr>
</tbody>
</table>

*Randallstown Branch closed 5 months for renovation.
Mission
Providing opportunities to explore, learn, create and connect.

Vision
Empowered and engaged individuals in an inclusive and connected Baltimore County community.

We Value
• Customers and communities
• Equal access and intellectual freedom
• Flexibility and collaboration
• Continuous improvement
In collaboration with stakeholders and users, our new branding campaign was created and introduced in FY2017. The tagline “Be All In” is our promise to be a meaningful part of the community by offering something for everyone. The library of the 21st century is a safe zone, civic center, technology hub and space for ideas and learning. There is no other place where you can get the same array of services and experiences so easily and conveniently and — more importantly — for free. Today’s Baltimore County Public Library is a place where you can be an explorer, learner or creator, all while connecting with others.

In FY2017, we renovated the Randallstown Branch to provide more open spaces with an increase in public square footage to include more areas for collaboration and an upgrade in technology. Part of the renovation included our next Center of Excellence – The COLAB, a dedicated space to debut emerging technology and computer resources to the community. Laptops and specialized training and programs are offered in the space. With each renovation and library upgrade, additional Centers of Excellence will be introduced, connecting the community to specialized resources for experimenting and learning.

As we grow and continue to evolve, the Baltimore County Public Library staff and Board of Trustees pledge their commitment and dedication to develop connections that bring you the latest resources and technologies for succeeding in the 21st century. It is the power of connections that builds relationships and provides inspiration for the Baltimore County Public Library to continue to be a leader in the community.

It’s never been a better time to be a library card holder in Baltimore County. We invite you to take advantage of all the library has to offer via our brick and mortar branches or online virtually with new resources like Rosetta Stone, Lynda.com and Kanopy. We are certain that you will “Be All In” after a few visits, if you are not already.

Paula J. Miller, Director
Dear Citizens of Baltimore County:

The mission of the Baltimore County Public Library features four key words: explore, learn, create and connect. While FY2017 provided countless opportunities to achieve our mission, it was the word CONNECT that steered our focus. Connections to the community, nonprofits, outside organizations, businesses and, of course, our customers were vital to the implementation of the library’s Strategic Plan X: Give ’Em What They Want! for the 21st Century.

While the strategic plan laid the groundwork, it was the dedicated and enthusiastic staff along with the Board of Trustees, Foundation and Friends groups that led our outreach to share our vision and the strategic plan within the community to create essential partnerships to achieve our goals for providing innovative and transformative resources for the 21st century. Some of these collaborations include:

• Partnering with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland for a hands-on showcase of virtual and augmented reality technology.
• Hosting Battle of the Books competitions in conjunction with Baltimore County Public Schools to make learning fun through competition while exposing students to Maryland Black-Eyed Susan Book Award winners and encouraging reading comprehension, teamwork and sportsmanship.
• Visiting Women, Infants and Children (WIC) Centers in Baltimore County to promote the library and early learning practices. Providing library cards, modeling reading to children and sharing early literacy tips were part of the interactions.
• Providing opportunities and a safe space for conversation and thoughtful discussion on the most challenging topics facing our county, state and country by teaming up with the University of Maryland, Baltimore County School of Public Policy and the League of Women Voters of Baltimore County.
• In conjunction with Baltimore County Government, we introduced digital technology to our collection, including Google Chromebooks for borrowing up to seven days. This is in addition to Playaway products, including Views, Launchpads and audio devices already offered. These devices provide equal access for all citizens of Baltimore County and help the library to achieve the goal of being an instrument of democracy.

MESSAGE FROM THE DIRECTOR

Baltimore County Public Library Director Paula Miller

While the strategic plan laid the groundwork, it was the dedicated and enthusiastic staff along with the Board of Trustees, Foundation and Friends groups that led our outreach to share our vision and the strategic plan within the community to create essential partnerships to achieve our goals for providing innovative and transformative resources for the 21st century. Some of these collaborations include:

• Partnering with the Maryland State Library, FutureMakers and the Regional Manufacturing Institute of Maryland for a hands-on showcase of virtual and augmented reality technology.
• Hosting Battle of the Books competitions in conjunction with Baltimore County Public Schools to make learning fun through competition while exposing students to Maryland Black-Eyed Susan Book Award winners and encouraging reading comprehension, teamwork and sportsmanship.
• Visiting Women, Infants and Children (WIC) Centers in Baltimore County to promote the library and early learning practices. Providing library cards, modeling reading to children and sharing early literacy tips were part of the interactions.
• Providing opportunities and a safe space for conversation and thoughtful discussion on the most challenging topics facing our county, state and country by teaming up with the University of Maryland, Baltimore County School of Public Policy and the League of Women Voters of Baltimore County.
• In conjunction with Baltimore County Government, we introduced digital technology to our collection, including Google Chromebooks for borrowing up to seven days. This is in addition to Playaway products, including Views, Launchpads and audio devices already offered. These devices provide equal access for all citizens of Baltimore County and help the library to achieve the goal of being an instrument of democracy.

A TYPICAL DAY AT BALTIMORE COUNTY PUBLIC LIBRARY

| BRANCH VISITORS | 13,367 |
| VIRTUAL BRANCH VISITORS | 15,724 |
| ITEMS BORROWED | 30,229 |
| DIGITAL DOWNLOADS | 2,127 |
| PUBLIC COMPUTER USERS | 1,725 |
| HOURS ON PUBLIC COMPUTERS | 5,529 |
| IN-BRANCH WIFI USERS | 1,554 |
| PROGRAM ATTENDEES | 862 |
| STORYVILLE VISITORS | 289 |
At a Glance

Fiscal Year 2017 was a year of sharing our vision and the strategic plan within the community to create opportunities for connecting and building partnerships to achieve goals. The power of connections fostered relationships, provided inspiration for success and brought a synergy that led to a greater collective impact for 800,000 Baltimore County residents and the 10 million visitors to our 19 branches, four bookmobiles and the virtual branch.

<table>
<thead>
<tr>
<th>4.7 MILLION</th>
<th>5.6 MILLION</th>
<th>10.7 MILLION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRANCH VISITORS</td>
<td>VIRTUAL BRANCH USERS</td>
<td>ITEMS BORROWED</td>
</tr>
</tbody>
</table>
See videos and web-based annual report.
bcpl.info/AnnualReport17