



State of the Cooperative: Challenges and Opportunities

**Denise Hooks
Mideastern Michigan Library Cooperative**



Michigan Cooperatives

- **Formed under P.A. 89, 1977**
- **Quasi-governmental units**
- **Library of Michigan**
- **Funded with State Aid dollars**
- **Board of Trustees oversight**
- **Advisory Council membership**
- **Cooperative Directors Association**
- **Michigan Library Association**

Mideastern Michigan Library Cooperative (MMLC)

Membership includes:

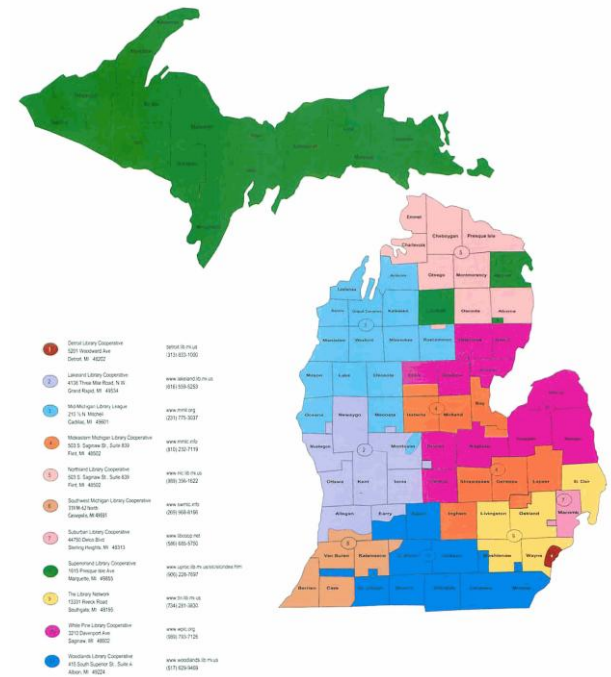
19 Public Library Systems

4 Colleges/Universities

8 School Libraries

1 Special Library

Your Michigan Library Cooperatives





Value-Added: Why Belong

- **State Aid Funds**
- **Top 5 Additional Benefits:**
 - **Public Libraries**
 - **Programming - Advisory Council Meetings/Networking - Advocacy - Professional Development - Consulting**
 - **Academics, Schools, Special**
 - **Professional Development - Discounts - News Alerts - Advocacy - Advisory Council Meetings/Networking**
 - **Other Resources**
 - **Website - Listserv - Grant Collaboration - Equipment Loans**



**Library Futures
and the
Reality of the Present**



Public [Mis]Perceptions: Future of Libraries

Crawford, Walt. “Futurism and libraries.” *Online 33.2* (2009)

- “Physical libraries are passé, but librarians have a bright future as information specialists.”
- “Everything’s been digitized, so what’s the point of a book collection?”
- “Everybody cares more about time and convenience than money, so libraries can’t compete with Amazon regarding books.”
- “Nobody uses or needs library reference services; Google’s good enough.”
- “Kids don’t read books anymore and they certainly don’t care about libraries so we’re doomed.”
- “If libraries don’t fundamentally reinvent themselves, they’ll be gone in another decade.”



MMLC Libraries

- **Ruth Hughes Memorial District Library circulation stats up nearly 40% in the past two years; increased attendance at story hours; increased Internet use.**
- **Holly Township Library computer use quadrupled over the same month the previous year; grant money providing 14 new computers; 45 pre-schoolers attend story hour each week and 30 families participate in a Saturday Children's Early Learning program; MeL Statewide delivery has doubled in one year.**
- **Bay County Library's Summer Reading program stats up over 30%; major increases in teen and adult use of library; see next slide for amazing increases.**



Bay County Library

PATRON USE STATISTICS 2008 vs. 2009

	<u>2008</u>	<u>2009</u>	<u>DIFF</u>	<u>%DIFF</u>
CHECKOUTS	739,671	846,797	107,126	+14%
COMPUTER USE	84,249	109,087	24,838	+29%
VISITORS	359,593	408,733	49,140	+14%
PROGRAM ATT.*	23,943	39,222	15,279	+64%

*includes Summer Reading Program



More Library Data

- **Public Libraries of Saginaw offers Business Start Up and Planning seminars in collaboration with the local community college that attracts 25-30 new people month; continuous training of literacy tutors; capacity seating at computer/Internet classes; jam-packed story hours and summer reading programs.**
- **Flint Public Library hosted 600 students and 100 adults for day long literacy programming; 89,000 children and adults attended programs in 2009; 350,000 people a year visit the Main Library; 148,000 reference questions answered each year; 166,000 computer sessions provided.**
- **Genesee Schools hosts an adult/student mentoring program in reading that has seen tremendous success; 80 students and adults participate in an annual Build-a-Book program.**
- **Zen College Life**
<http://www.zencollegelife.com/85-reasons-to-bethankful-for-librarians/>
Great Comments!



Future of Libraries

Sandra Nelson, Consultant, “Reimagine, Reinvent, Reallocate: Our New Reality”

[MMLC Website front page link to PLA Notes]

- ✓ **Using Examples of Innovative Libraries**
- ✓ **Thinking Beyond the Walls**
- ✓ **Gauging Community Needs**
- ✓ **Redefining Spaces**
- ✓ **Maximizing Available Funding/Seeking More**

You do this work every day!

A vertical decorative bar on the left side of the slide, featuring a colorful, abstract pattern of green, blue, and purple. At the top left of this bar is a small, 3D-style triangle with a blue-to-purple gradient.

Advocacy: Our Next Challenge



Threats to Library Funding

- \$ Reductions in State Aid**
- \$ Lower Property Values**
- \$ Lower Penal Fine Revenue – fewer police officers, nicer judges**
- \$ Loss of Revenue Through Tax Captures, TIFA's**
- \$ New Renaissance Zone Legislation – current funding capped, future zones exclude libraries**



Advocacy Effort to Change Perceptions: Talking Points

- **Secure \$8 million budget for public libraries and co-ops**
- **Secure stronger language in the Department of Labor bill for libraries working with Michigan Works (recent survey)**
- **Stress how libraries benefit their local communities by:**
 - a. **Helping the unemployed**
 - b. **Serving local business and residents**
 - c. **Providing access to State and Federal resources**
 - d. **Modeling statewide resource sharing efforts**
- **Articulate the demand for increased services by the public with less funding**
 - Nationwide survey of How American Public Benefits from Internet Access at U.S. Libraries**
 - <http://tascha.washington.edu/usimpact>**

U.S. Congressional Districts

	LSTA	HR 35
1st District Bart Stupak (D) Bay County Library	No	Yes
4th District Dave Camp (R) Chippewa River District Library Coleman Area Library Grace A. Dow Memorial Library Pere Marquette District Library Public Libraries of Saginaw Shiawassee District Library	No	Yes
5th District Dale Kildee (D) Flint Public Library Genesee District Library	No	Yes
8th District Mike Rogers (R) Capital Area District Library Community District Library Holly Township Library Laingsburg Public Library Vernon District Library	No	No
10th District Candice Miller (R) Almont District Library Dryden Township Library Lapeer District Library North Branch Township Ruth Hughes Memorial District Library	No	Yes



**MMMLC Future:
“Optimistically
Guarded”**

Mideastern Michigan Library Cooperative	FY 2009-2010 Budget	FY 2010-2011 Estimate
Income:		
State Aid to Cooperatives	\$250,135.00	\$243,882.00
Workshop Fees	\$5,000.00	\$5,000.00
Summer Reading & Spring Tour	\$104,250.00	\$100,000.00
Other Income	\$24,700.00	\$13,816.00
Northland Library Cooperative Contract	\$1,000.00	\$1,000.00
Total Income	\$385,085.00	\$363,698.00
Expenses:		
Administrative	\$180,535.00	\$185,625.00
Office Operations	\$45,408.00	\$37,150.00
Continuing Education	\$4,000.00	\$4,000.00
Summer Reading & Spring Tour	\$104,250.00	\$100,000.00
Technology Upgrade Service	\$0.00	\$0.00
Delivery Service	\$178,200.00	\$0.00
Total Expenses	\$512,393.00	\$326,775.00
Beginning Fund Balance	\$391,616.00	\$264,308.00
Fund Balance Used	\$127,308.00	-\$36,923.00
Ending Fund Balance	\$264,308.00	\$301,231.00



Cooperative Budget: Savings

- **Copier**
- **Postage Machine**
- **Vendors: AT&T, Paychex, Paetec**
- **Bank Charges**
- **Lewis & Knopf Auditors**
- **Insurance Companies**
- **Meeting Costs**
- **Office Lease?**



Mott Foundation Building: New Office Space

- **Sublet from other tenant on 7th Floor**
- **Reduced space = Reduced rent**
- **Similar Consumers Energy bill**
- **Maintain same service level**
- **Shared kitchen (larger)**
- **Commitment through FY 2011-12**



MMLC Future: Full Speed Ahead!

- Meaningful communication (dialogue, not monologue)**
- Strong leadership in member libraries**
- State Aid at improved rate possible**
- Working hard to affect change at all levels**
- Active Co-op Director's group**
- Close relationship with professional organizations**
- Long history of sustainability**



Thank you!