Strategic Planning
Trend Analysis
AADL Board Retreat
9/30/2009
2005 Survey

What did we learn?
How often do you use the library?

100% of respondents

How often do you use the library?

- **Malletts**
  - Daily: 25%
  - Weekly: 25%
  - Monthly: 25%
  - Yearly: 25%

- **Northeast**
  - Daily: 25%
  - Weekly: 25%
  - Monthly: 25%
  - Yearly: 25%

- **West**
  - Daily: 50%
  - Weekly: 25%
  - Monthly: 25%
  - Yearly: 25%

- **Downtown**
  - Daily: 75%
  - Weekly: 25%
  - Monthly: 25%
  - Yearly: 25%
What prevents you from using the library more often?

- I don't have time: 50%
- Parking: 30%
- What I want is checked out: 10%
- I buy the materials I want: 5%
- Hours: 5%
- Location: 5%
- I don't feel safe: 5%
- I don't feel Welcome: 5%
- Long Checkout Lines: 5%

% of respondents:
How important are these things for AADL?

1. Be the most convenient source: Extremely
2. Keep my interactions Private: Extremely
3. Community Services and Programs: Important
4. Expand, Improve building facilities: Important
5. Keep on top of technology: Important
6. Formal & informal meeting spaces: Important
7. Provide digital content on demand: Important

Percentage Breakdown:
- 25%
- 50%
- 75%
- 100%
How important is the library to our community?

- Extremely important: 81%
- Moderately important: 2%
- Important: 16%
Graduate Degree: 60%
Bachelor's Degree: 26%
Some College: 10%
High School: 3%

2000 census respondents
What’s changed since 2005?

- Checkouts:
  - 2005-2006: 0
  - 2006-2007: 400,000
  - 2007-2008: 800,000
  - 2008-2009: 1,200,000

- Self-checkouts:
  - 2005-2006: 2,000,000
  - 2006-2007: 2,400,000
  - 2007-2008: 2,800,000
  - 2008-2009: 3,200,000
MeLCat use growth

![Bar chart showing MeLCat use growth from 2006-2007 to 2008-2009.]
The Washtenaw Library for the Blind and Physically Disabled

Welcome to the Washtenaw Library for the Blind and Physically Disabled @ AADL!

In Washtenaw County, this free service, which loans books, magazines, and videos in alternative formats (recorded cassette, Braille and descriptive video) to individuals of all ages who are certified as unable to read or use standard printed materials as a result of temporary or permanent visual or physical limitations, is administered by the Ann Arbor District Library. These materials are shipped free to your home and are mailed back free to AADL.

The WLBPD collection is housed in the Downtown AADL location at 343 South Fifth Avenue in Ann Arbor at the corner of Fifth Avenue and William Street. For information on all AADL locations and transportation options, visit the AADL Locations & Hours page.

All Washtenaw County residents who are eligible for the WLBPD service are also eligible for Ann Arbor District Library borrowing privileges.

WLBPD is part of the National Library Service (NLS) network. Click here to locate other NLS libraries in Michigan or in other states.

WLBPD Blog

Friday Art Group at Center for Independent Living

Join the Center of Independent Living every week as they exercise creativity in the Friday Art Group. Art sessions begin at 1 pm and generally end at 3 pm. Participants choose which project to do each
Library Director

- Associate Director IT & Production
  - IT Ops Team
  - IT Dev Team
  - Content Production Team
  - Events & Marketing Department
  - Video Production Team

- Associate Director Finance & Facilities
  - Facilities & Maint.
  - Security
  - Purchasing & Accounting
  - Human Resources

- Associate Director Services & Collections
  - Circulation Dept.
  - Youth Dept.
  - Collection Management
  - Access & User Services
  - Outreach Dept.
US Home Internet Connections
Web Explosion

Google’s Index:
November 2004: 8 Billion Webpages
July 2008: 1 Trillion Webpages

+12,400%

average: 763,000,000 new pages per day
Emergence of a Major Player

22 Million iPhones Sold
200 Million iPods Sold
1 Million Kindles Sold
The One-Stop Social Media Boom

Since 2005, Facebook:

• Left Harvard
• Bought facebook.com
• Was losing $3M / Q
• Becomes Cash Positive
• Grows past 300 Million Active Users
SPOILER ALERT
DUMBLEDORE DIES; TAKES NEWSPAPERS WITH HIM

Dumbledore dies on page 596
(I just saved you 4 hours and $30)
Social & Demographic Trends

- By 2010, Gen Y will outnumber Baby Boomers...
  - But not in Michigan
- Economic Conditions delaying traditional Adulthood
- Service Area Population Projections are Flat
- SEMCOG projects major shift from 18-34 to 65+
- Local Jobs to continue growth...
  - but available projections are based on old data
Industry Trends

- Major Retraction in the Library Industry
  - Municipal Libraries & Rural Libraries hit hardest
- Retrenching and Hunkering replacing Innovation and Service Development
- Libraries not a factor in the Digital Marketplace
- Constant growth with a Recession Boom on top
- Public Library work now uncommon goal of I-School Grads
- Tough decisions are underscoring how much most communities care about their libraries
Technology Trends: Pocket Bandwidth
Email has peaked
Web as Platform
Global Media Consumption per Week

- 2020: 80% of all media digital
- 2010: 66% of all media digital
- 2007: 50% of all media digital

Source: Carat

© World Association of Newspapers 2007-2008
Free: a Dominant Price Point for Content
ebooks gaining steam but not many customers
The Growth of Cloud Computing

cloud computing n. Leveraging 3rd party computing capability over the network to cut costs, increase scale, improve agility, and access best practices

From http://blogs.zdnet.com/Hinchcliffe

“The Cloud”: Hosted Service Business Model
Broadband isn’t cutting it anymore
External Forces
Washtenaw County administrator releases budget recommendations to address $30 million structural deficit

Posted: 5:55 p.m. September 11, 2009

Washtenaw County Administrator Bob Guenzel's budget recommendations to the County Board of Commissioners were released today in the form of a letter on the county's Web site.

Guenzel took a somber tone explaining to commissioners, county workers and the public the hardship he faced making the second set of recommendations to address a $30 million shortfall in the county's 2010-11 budget cycle. Between 21 to 88 county jobs could be cut, depending on certain factors, under plans released today.

"This budget message comes after a long year filled with unprecedented challenges," Guenzel wrote. "Not since the Great Depression more than 70 years ago have we experienced such profound economic loss. As many have said, this is deeper and different than any downturn we have seen."
Nonprofits to County: “Don’t Cut Funding!”
Commissioners get official budget proposal for 2010-11

BY MARY MORGAN

Washtenaw County
Board of Commissioners
(Sept. 16, 2009): Leaders of local nonprofits and people who’ve been helped by their services packed the boardroom Wednesday night, urging Washtenaw County commissioners to continue support for the area’s most vulnerable residents.

The meeting marked the first time that county administrator Bob Guenzel made his official budget recommendations to the board, which include cuts aimed at closing a projected $30
Is there any Copyleft?
The Information Revolution is less than 15% Complete
library

response cloud, 2008 DDA / AADL survey