

# BUILDING THE Library's Future

Today ~ Tomorrow ~ Together.



**IT'S A NEW DAY AT THE LIBRARY** – Come join us in shaping the future! After steep cuts the last two years, new ideas are needed to ensure the continued success and vitality of our beloved library. The new direction is yet to be determined, but it's clear that **YOU will play a crucial role.**

## Serving Our Community

Our libraries in Mecklenburg County provide a broad range of activities and opportunities. The Internet gives us access we once only dreamed of, and your library has programs to deepen your online knowledge. Many other research tools are available to help you find a job, change your career, or grow your business.

**Charlotte Mecklenburg Library makes a difference by...**

**Providing free access –  
No ticket required**

**Charlotte Mecklenburg  
Library visits**

**5.8 million**

**Local sporting event  
attendance** – combined  
attendance at Bobcats,  
Panthers, Checkers and CIAA  
Tournament games.

**1.13 million**

Every year, members of our community visit the library **5 TIMES MORE OFTEN** than we attend live sporting events.

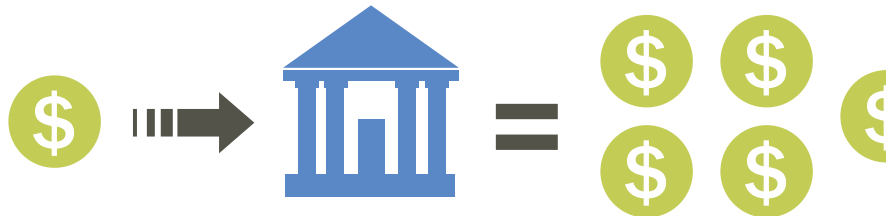
Sources: Charlotte Mecklenburg Library statistics, July 2009 – June 2010; Charlotte Chamber and ESPN.com.

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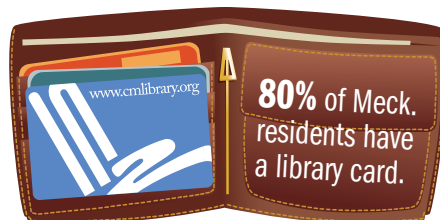
## Why Support the Library?

**1 IT'S OFFICIAL: Charlotte Mecklenburg Library's ROI is tops.**

For every \$1 invested, the Charlotte Mecklenburg Library returns \$4.57 in direct benefits to the community.



Source: Return on Investment Study of the Charlotte Mecklenburg Library prepared by the University of North Carolina at Charlotte Urban Institute (2010).



**257,431 are active library users.**

**2 The Library touches  
so many lives.**

Nationally, library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card, and for many young people, the first card in their wallet is a library card.

Sources: ALA: "The State of America's Libraries, 2009."; U.S. Census Bureau, population estimates for those aged 20 and over; Statistical Abstract of the United States, 2010.

**3 Community support  
is vital.**

Your individual donations of time and money sustained many library programs this year, and clearly demonstrated the high value our community places on library services. *continued on back »*

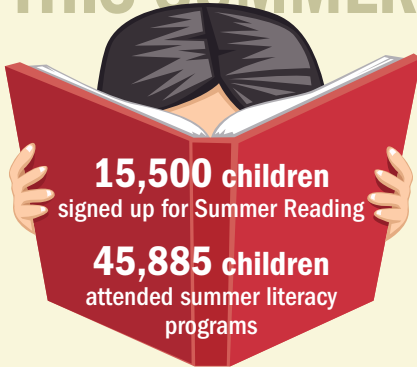


**SERVING OUR COMMUNITY** (continued from front)

**Charlotte Mecklenburg Library makes a difference by...**

Being an educational resource all year round

**THIS SUMMER**



**15,500 children**  
signed up for Summer Reading

**45,885 children**  
attended summer literacy  
programs

More than half of the achievement gap between lower- and higher-income youth can be explained by unequal access to summer learning opportunities. As a result, low-income youth are less likely to graduate from high school or enter college. To help address socio-economic achievement gaps, the Library offers literacy programs and free tutoring resources.

Source: 2010 National Summer Learning Association and Charlotte Mecklenburg Library Statistics, June – August 2010.



Offering  
career assistance  
when it's most needed

**2,400+**

**computer sessions** logged monthly by job seekers who receive career assistance at the Main Library Job Help Center since its opening.\*

**10.5%** Current unemployment rate in Mecklenburg County.

(August 2010 – Employment Security Commission of North Carolina)

People turn to libraries when searching for new jobs. The Job Help Center at Main Library – a career center made possible by your gifts – offers career counseling resources, resume assistance, practice interview sessions, and helping to file in online applications.

\*Source: Charlotte Mecklenburg Library statistics, July 2009 – June 2010.

**DURING THE SCHOOL YEAR**

**4,748 students**

Used the library's online homework help resource Tutor.com – a service made possible by donors like you!

**6,713 teachers**

have special library cards that allow them to borrow items for the classroom for extended periods.

**1,525 teachers**

have checked out materials to utilize in their classrooms in the past year.



**Bridging the digital divide**



**1.28 million**

Charlotte Mecklenburg Library computer uses this year\*

For some, their only access to a computer is found at the library. According to a 2006 study, 70% of library computer users have no other place to access a computer.

Source: Hart Research, 2006. Public Access Computers in Public Libraries. Study commissioned by the Bill & Melinda Gates

**Providing reliable answers**

**5.29 million**

Reference questions answered by library staff last year.\*

**Why Support the Library? (cont'd)**

**4** Volunteers are participating in record numbers.

Volunteers currently contribute **5,000 hours per month** to Charlotte Mecklenburg Library.

We all owe a debt of gratitude to Charlotte Mecklenburg Library volunteers, without whom we could not provide a steady level of service. In light of staff cuts, volunteer support is essential if we are to sustain operational effectiveness. While the future is uncertain, it seems clear that volunteer support will continue to play a key role.

**5** Charlotte Mecklenburg Library is committed to serving this community while responding to a changing economy.

While there is no “quick fix” to the Library's funding situation, solutions can be found. The Library is committed to working with stakeholders from our community—including the members of the Future of the Library Task Force. Their comprehensive findings will be forthcoming in early 2011. If you would like to learn more about the work of the task force, visit <http://charmeck.org/libraryfuture>.

**Join us in building the Library's future.**

Your library has always been here for you. Help us ensure that it always will be—by making a tax-deductible contribution today at [cmlibrary.org/DonateNow](http://cmlibrary.org/DonateNow). Or contact Dick Pahle at 704.416.0617 or [dpahle@cmlibrary.org](mailto:dpahle@cmlibrary.org)



Charlotte Mecklenburg Library

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