



Prince George's County
Memorial Library System

EWDC Briefing | February 2023



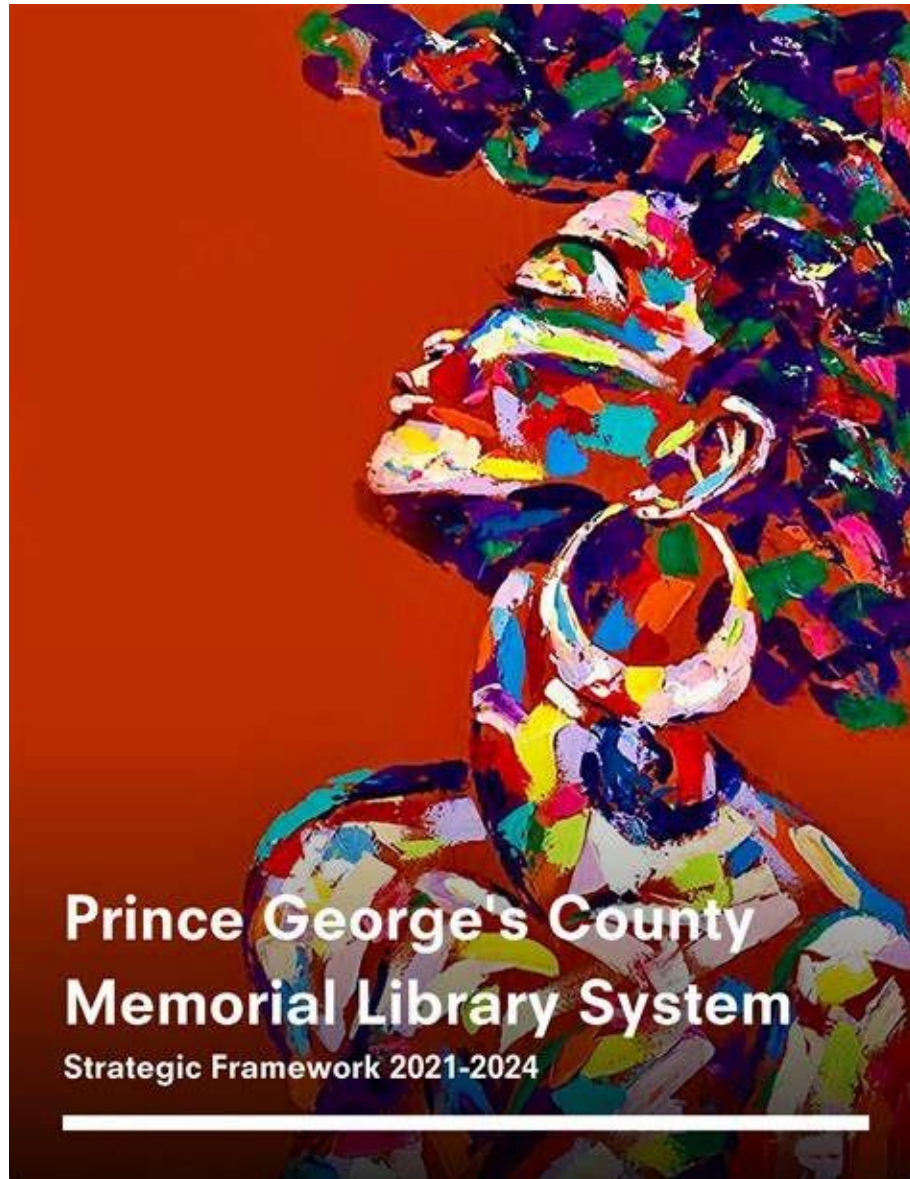
Mission

We build relationships that support discovery by providing equal access to opportunities and experiences.

Vision

We provide a collaborative foundation within the community for all Prince Georgians to create the world they want to see.

Strategic Framework



Inclusion

**Literacy &
Learning**

**Personal
Achievement**

Creativity

**Healthy
Living**

RECENT ACCOMPLISHMENTS

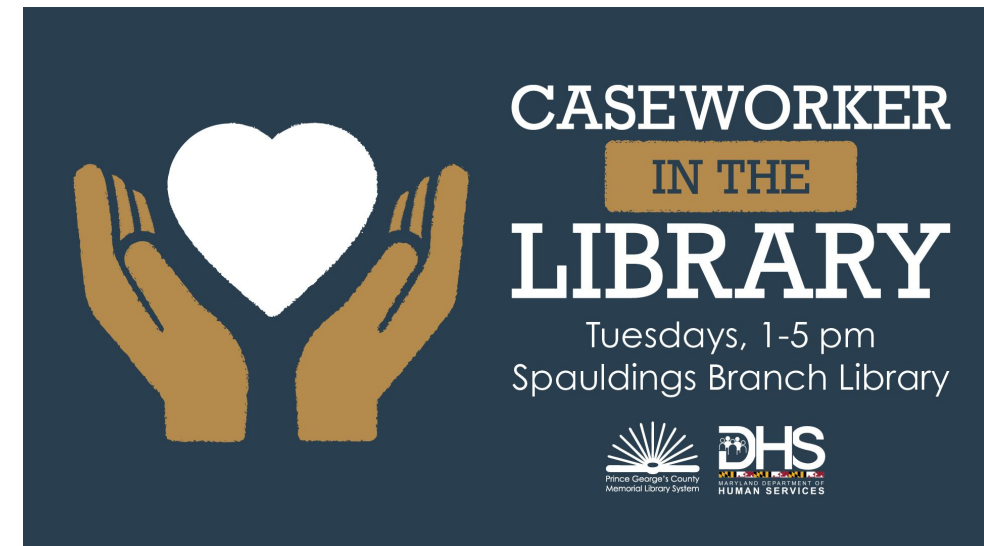
COVID-19 Vaccines & Testing

- **114,430+ self-test kits** distributed to customers since November 24, 2021
- **107,500 KN95** masks distributed since January
- **46,753+ vaccine outreach calls** to households in priority vaccine zip codes
- **2,400+ vaccines administered** to customers through library
- **25 vaccine clinics** hosted at libraries/events

3.4 Million
Checkouts
FY22

2021
URBAN
LIBRARIES
COUNCIL
INNOVATIONS

TOP INNOVATOR



RECENT ACCOMPLISHMENTS



*Prince George's Library Awarded \$2.2 Million To
Acquire A Mobile Library Vehicle: Library 2Go*







FY23 Service Priorities

- **Digital Literacy, Equity, and Inclusion**
 - a. Launch Technology Corner & Northstar Digital Literacy
 - b. Expand Online 2Go Chromebooks
 - c. Senior Tech Help, Chromebook Demos, Basics Classes
- **Early Literacy Programs**
 - a. Expand Books from Birth, UMD Capital Region Medical Center
 - b. Hatchlings
- **K-12 Education Programs & Services**
 - a. Kids Achieve Club & Expansion with Local Impact Grant
 - b. Virtual Tutoring, FAFSA Assistance, Standardized Test Prep

FY23 Service Priorities

- **Immigrant and Refugee Programs & Services**
 - Capital One Digital Equity Project
- **Capital Improvement Program**
 - Surratts-Clinton, Bladensburg, Baden
 - The Commons



Bladensburg Branch Library



Surratts-Clinton Branch Library



The Commons: E/Studio (Largo-Kettering)

FY23 Service Priorities

[Su biblioteca](#)[My Account](#)[Catalog](#)[Libby/OverDrive](#)[Events](#)[Accessibility](#)

Prince George's County
Memorial Library System

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Technology Corner



Borrow Free Technology from PGCMLS!

You can now use your adult library card (18 years old+) to borrow free technology from Prince George's County Memorial Library System! We offer: educational WiFi hotspots, children's Playaway Tablets, Chromebook computers with built-in internet access, and more! These devices are completely free to borrow and easy to use!

Items that you can borrow

- Online 2Go Chromebooks
- Educational Wi-Fi Hotspots
- Electric Usage Monitors
- Playaway Launchpads
- Thermal Cameras

[Borrow Free Technology!](#)

Major Areas of Focus

3-6 Months:

- Hire a new permanent CEO
- Digital Equity & Literacy Programs Continue to Expand; Launch Technology Corner
- CIP: Surratts-Clinton Grand Opening
- Commons: Construction Begins
- Recruitment to Address 44 Vacancies
- Summer: Summer Prince George's, K-12 Meals, Summer Passport Program, Social Justice Camps for Teens (year 2)

6-9 Months:

- Refresh Program/Services Partnership with PGCPs - Tutoring, Literacy
- CIP: Bladensburg Grand Opening; Baden Construction

9-12 Months:

- Acquire and Launch Mobile Library - Rover: Library 2Go (Federal Funding)
- Staffing Model: New evaluation process and job descriptions; statewide class & comp study
- CIP: Baden Opens

FY24 Budget Priorities

Education: Books from Birth, Virtual Tutoring, Kids Achieve Club (with Local Impact Grant)

Economic Development: Workforce Development Staff, Programs, Services, Resources

Investment in Employees: Recruitment and Retention - wage increases, GWA, Tuition Assistance Program, Classification Study

Public Safety and Accountability: Expanded Teen Programming, Safety and Security Coordinator, Staff Development, Legal Aid, Expungement Clinics

Health and Human Services: Food Equity, Summer Meals, Health and Wellness Programs, Health Insurance Enrollment, Public Health Programs

Infrastructure Investments: Expand Digital Equity Programs and Staffing, Utilities

Summer Prince George's



2022 Highlights (with 2021 comparison):

- **1,354,565 minutes of reading logged** (+40% from 2021)
- **Events:** 1,000+
- **Program enrollment:** 3,271 (+30% from 2021)
- **Participation in Beanstack after enrollment:** 1,561 (+9% from 2021)
- **Challenge completers:** 1,160 (35% completion rate, +25% from 2021)
- **Age breakdown of registrants**
 - Adults (27%)
 - Teens (10%)
 - Elementary (44%)
 - Preschool (195)
- Nationals ticket voucher redemption through PGCMLS doubled from 2021 to 2022 (per the team contact)

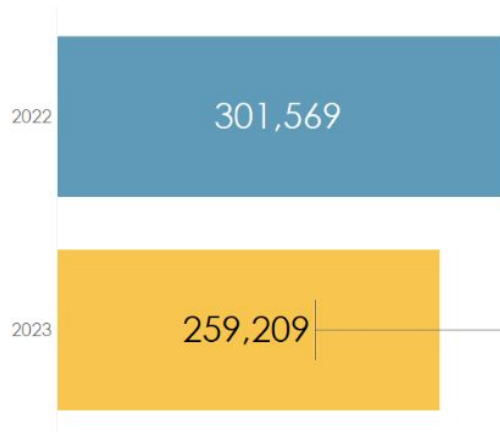


PGCMLS Dashboard

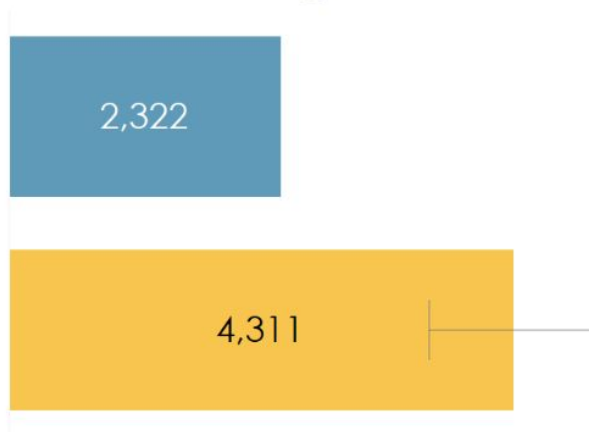
■ FY 2022, Actual ■ FY 2023, Estimate

|-----| Estimate Indicator Markers, Length = Forecast Variability

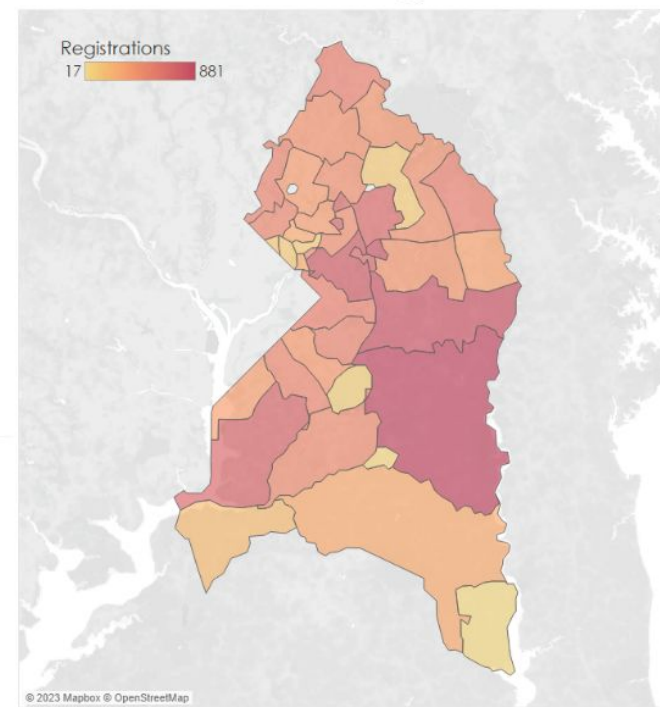
Reference Questions



Number of Programs



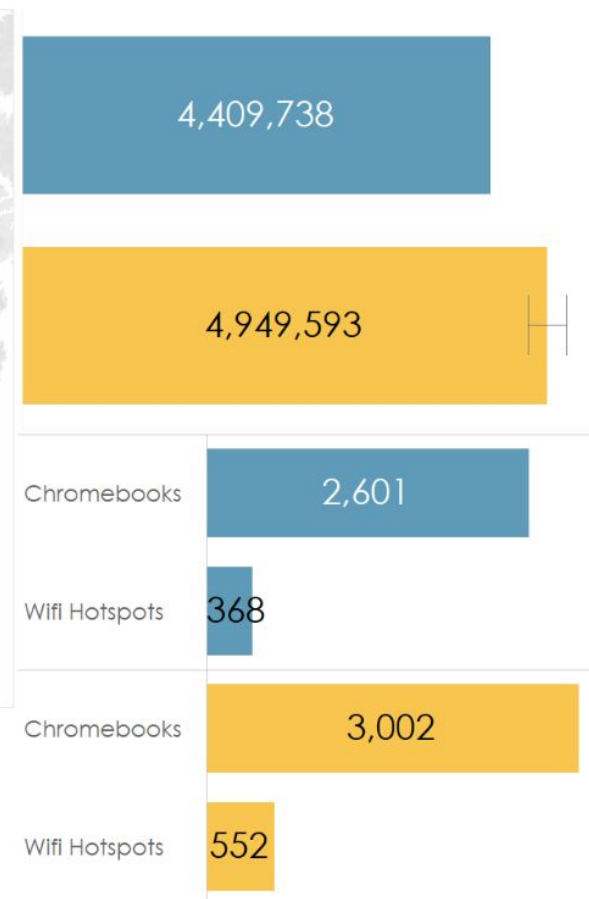
Books from Birth Registrations



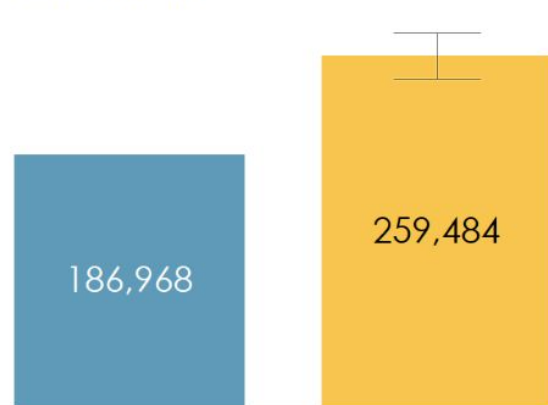
Currently Registered: 13,759

Total Cumulative: **29,971**

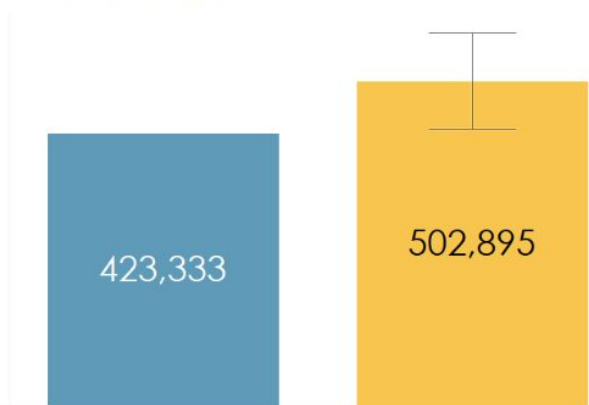
Checkout Totals



PC Sessions



WiFi Sessions

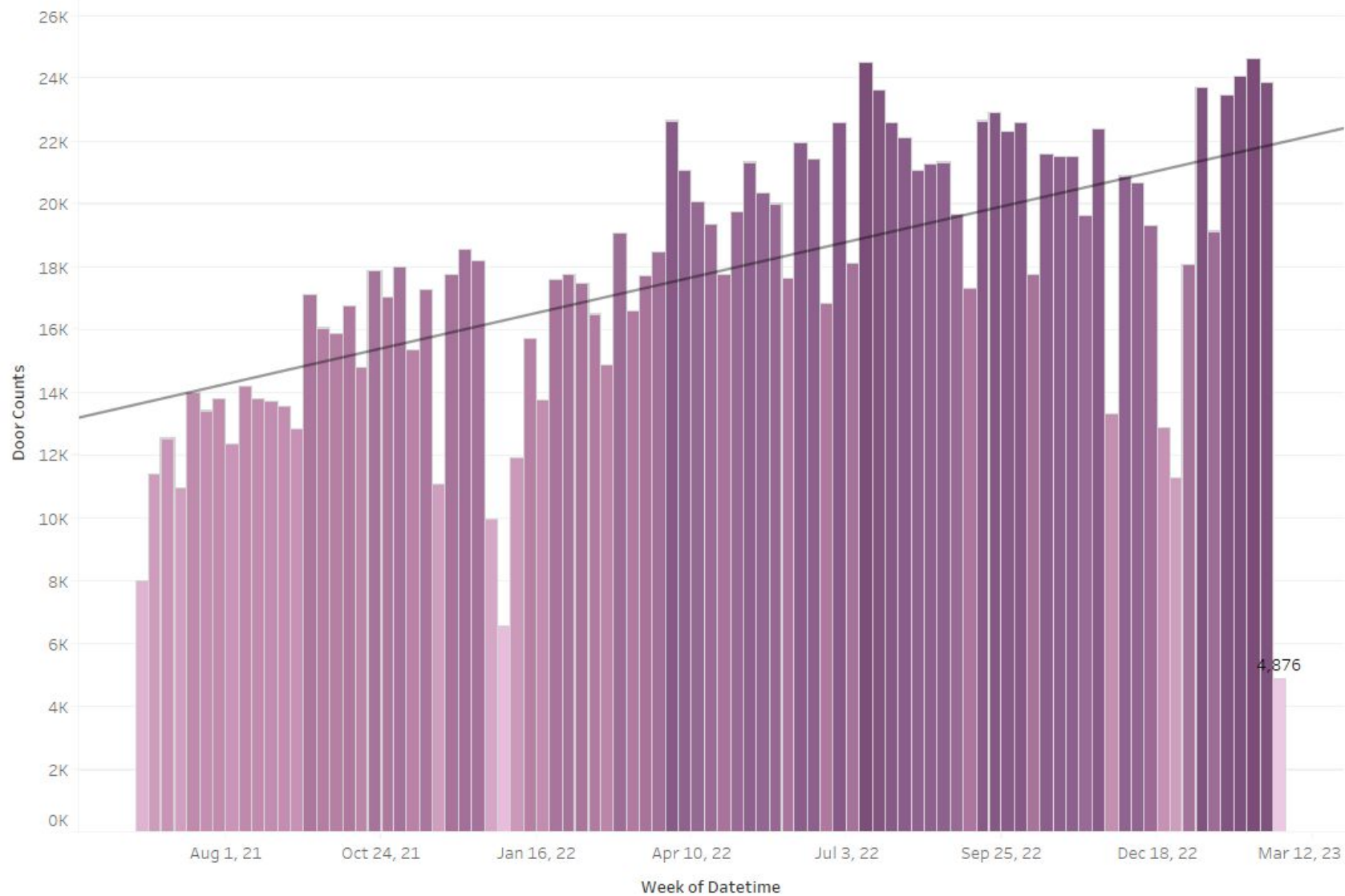


Weekly Door Counts Since Reopening

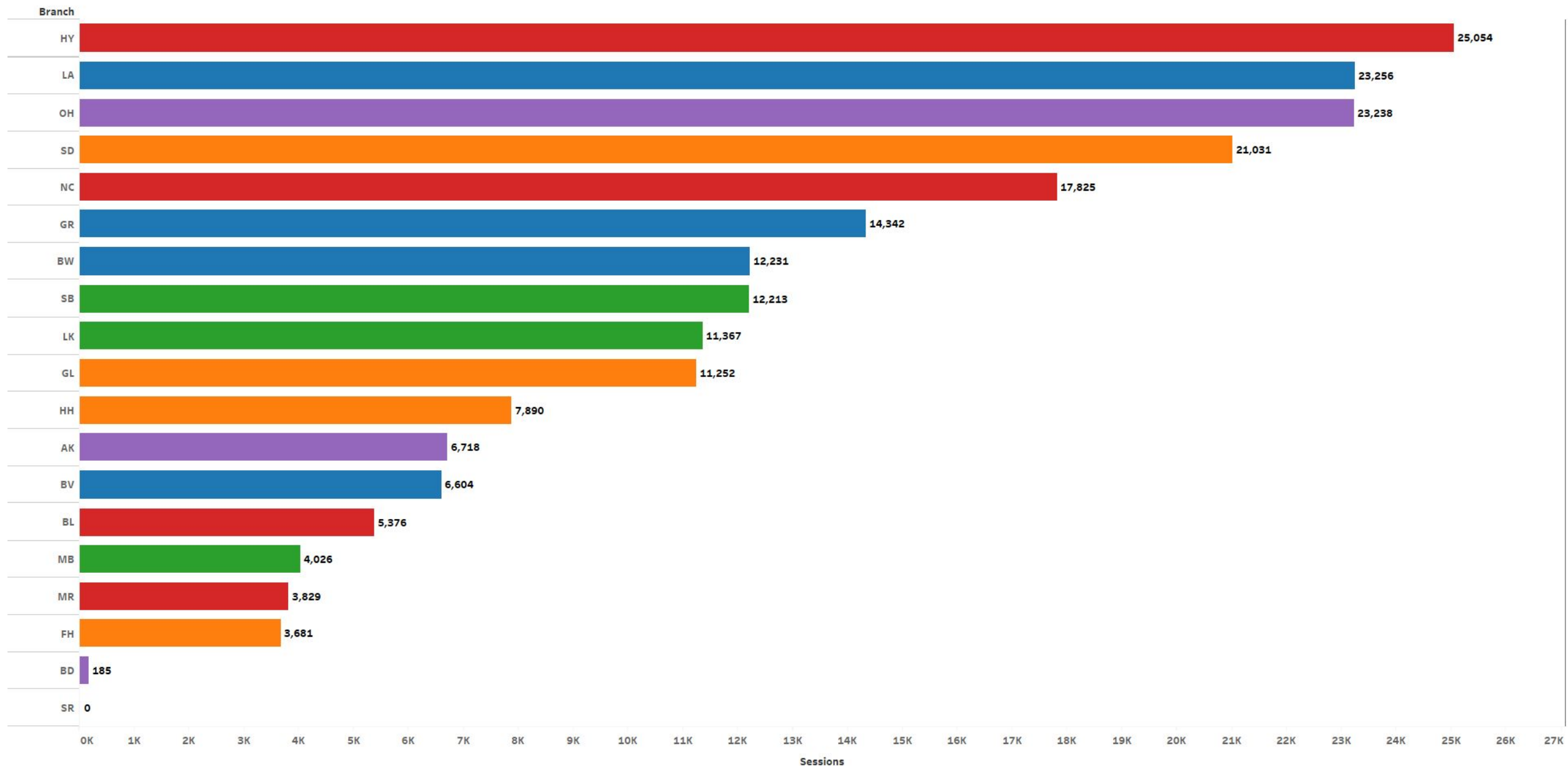
Datetime: 6/14/2021 10:00:00 AM to 6/30/2023 9:55:00 ...
Branch: All

Total:
1,579,230

Last updated: 2/22/2023 10:02:00 AM



Computer Sessions by Branch



Customers Save \$ on Checkouts

Name	Lifetime You Saved Amount (Since 2017)	YTD You Saved Amount
Laurel Branch	\$20,621,438.92	\$323,676.03
Bowie Branch	\$20,171,720.55	\$329,269.18
Hyattsville Branch	\$19,259,004.50	\$475,444.13
Greenbelt Branch	\$17,963,739.71	\$316,793.46
Oxon Hill Branch	\$11,010,410.63	\$148,659.25
South Bowie Branch	\$8,395,410.17	\$133,951.81
Beltsville Branch	\$8,357,838.56	\$136,698.27
New Carrollton Branch	\$8,034,857.57	\$164,949.86
Largo-Kettering Branch	\$6,448,597.30	\$98,669.46
Surratts-Clinton Branch	\$6,263,385.78	\$59,197.68
Spauldings Branch	\$6,110,795.61	\$82,900.14
Upper Marlboro Branch	\$4,986,212.01	\$69,842.91
Accokeek Branch	\$4,677,069.16	\$82,508.21
Administration	\$2,789,641.09	\$35,021.74
Bladensburg Branch	\$2,700,571.70	\$41,607.07
Glenarden Branch	\$2,343,342.14	\$36,474.29
Hillcrest Heights Branch	\$1,587,466.39	\$21,036.41
Baden Branch	\$1,157,135.39	\$12,984.78
Fairmount Heights Branch	\$821,579.37	\$8,866.03
Mount Rainier Branch	\$721,642.46	\$27,138.14
Grand Total	\$154,421,859.01	\$2,605,688.85

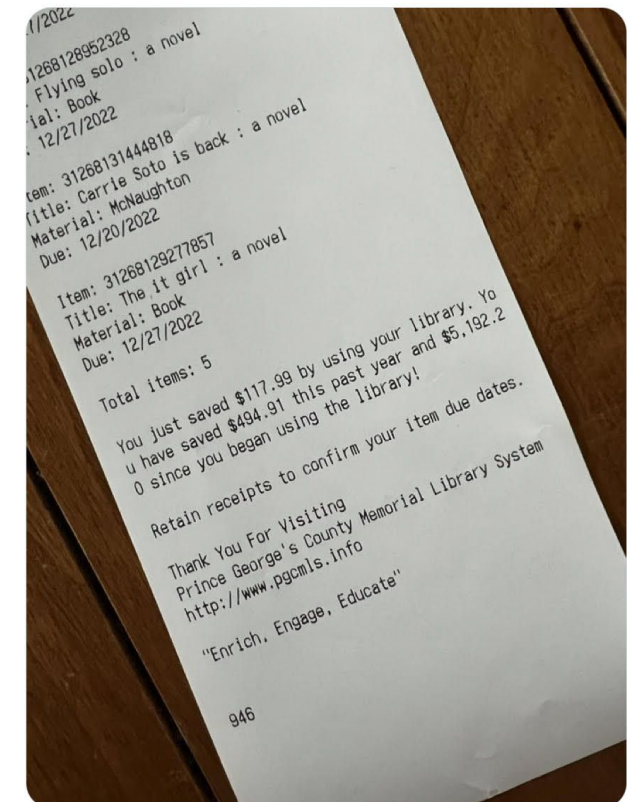


Tweet



Chelsea Henderson @chel... · 12/6/22 ···

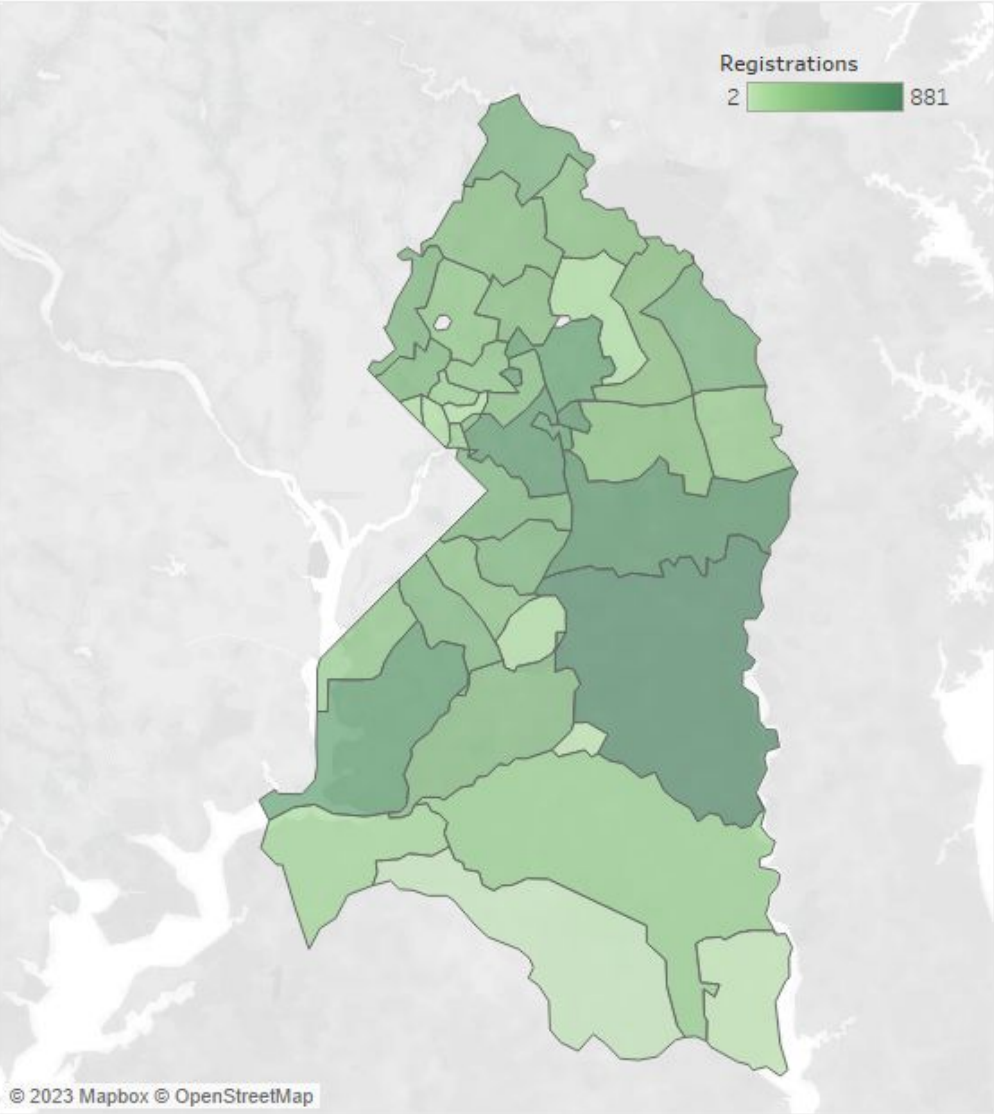
I read 70-100 books a year. About 5 years ago, I started actively using my library, which kindly keeps track of how much money I save by doing so. Over \$5k to date! Thanks, [@PGCMLS](#) 📖



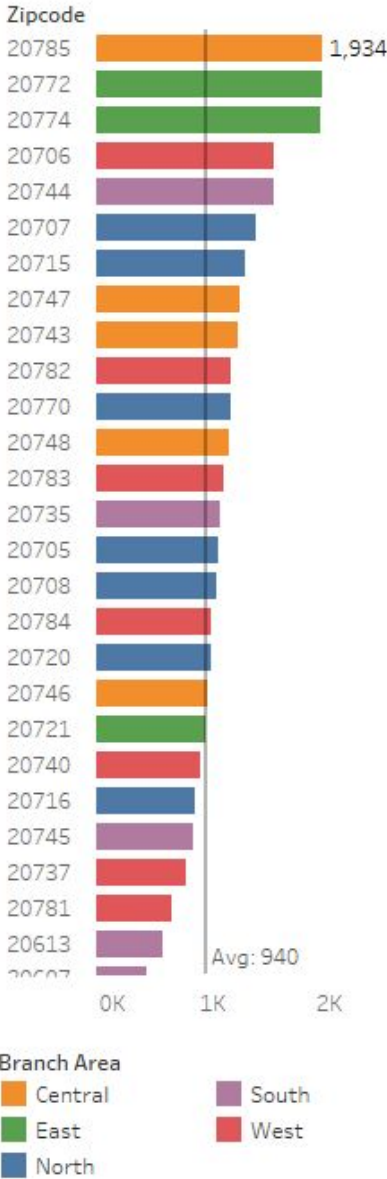
Books from Birth

Currently Registered County Map

All Data as of: 2/19/2023 8:22:24 AM



Top Zipcodes by Registration



Total Active Total Registrations Total Books Sent

14,007 **29,971** **665,191**

New Registrations per Month



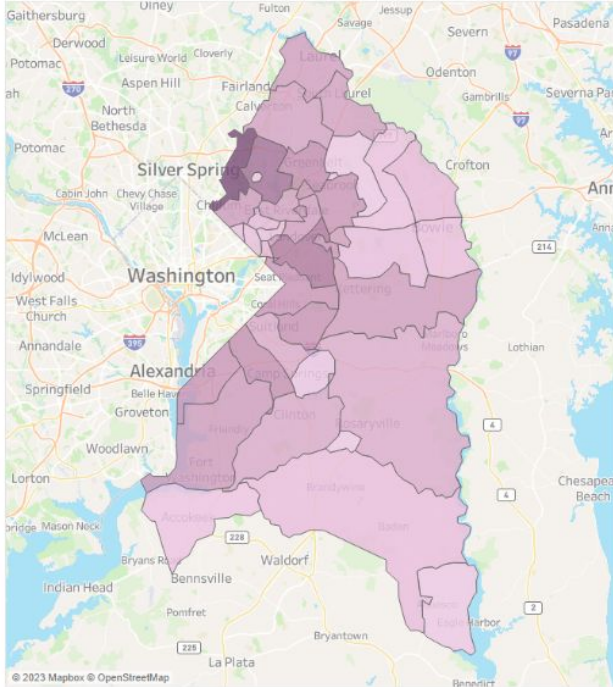
of Children Receiving a Book per Month



Key Community Demographic Data

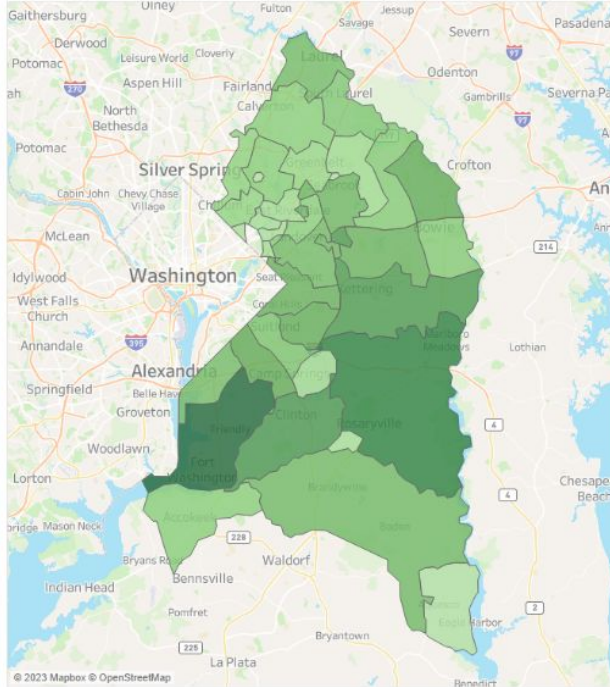
People in Poverty:

85,065



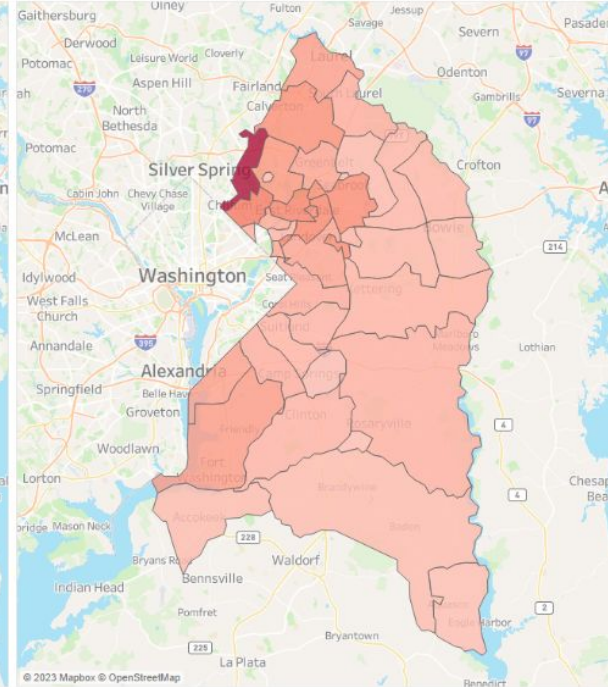
Veterans:

53,793

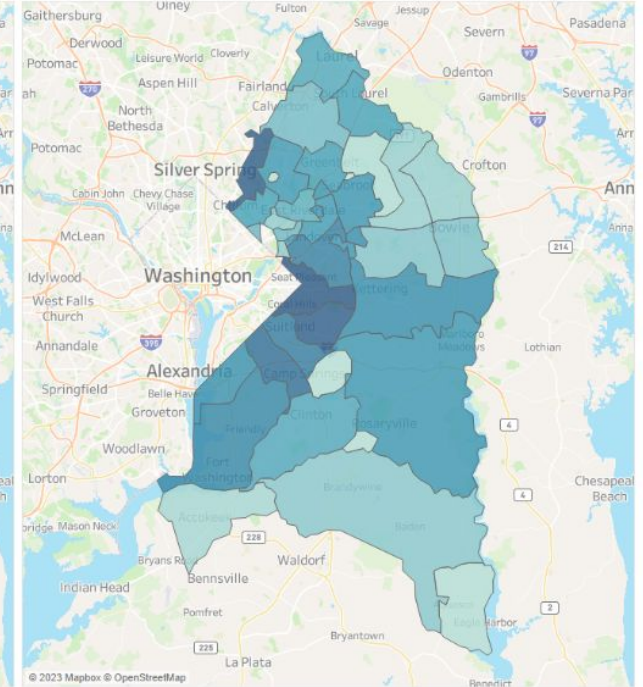


Non-English Speakers:

112,753



Households w/o Broadband: 66,006

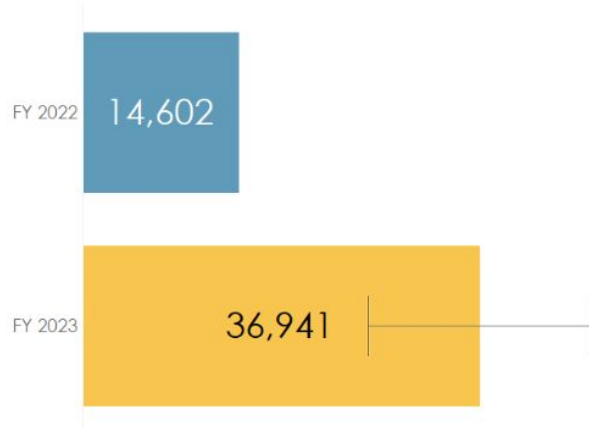


Branch Dashboard Example: Hyattsville

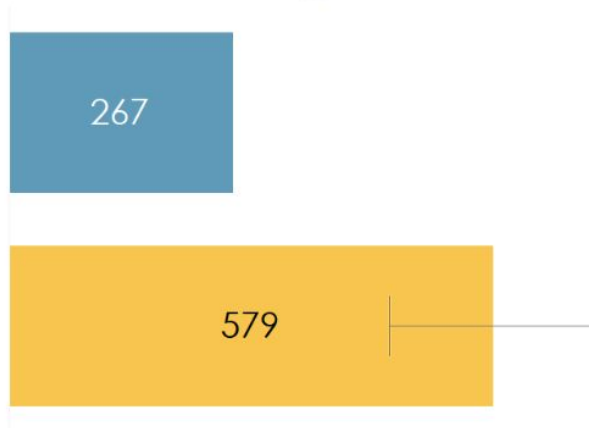
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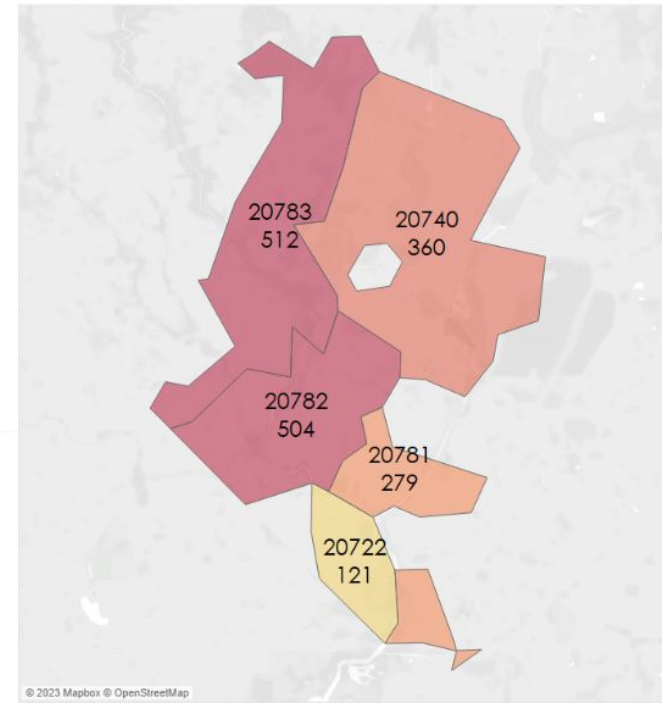
Reference Questions



Number of Programs



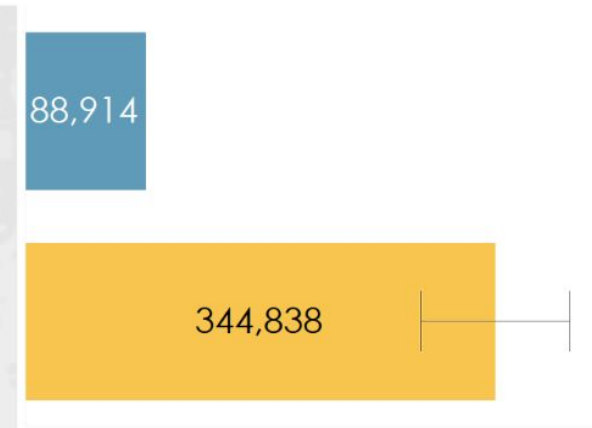
Books from Birth Registrations



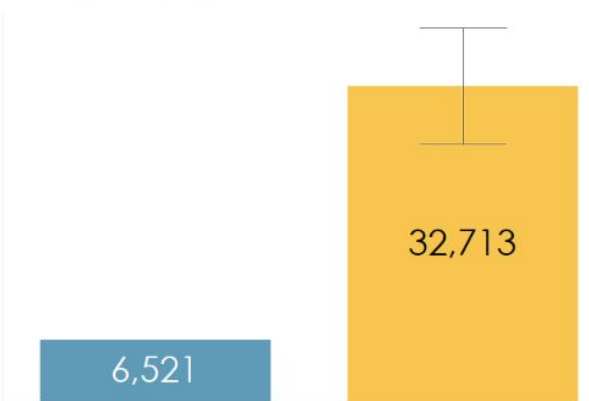
Currently Registered: 1,776

Total Cumulative: 3,930

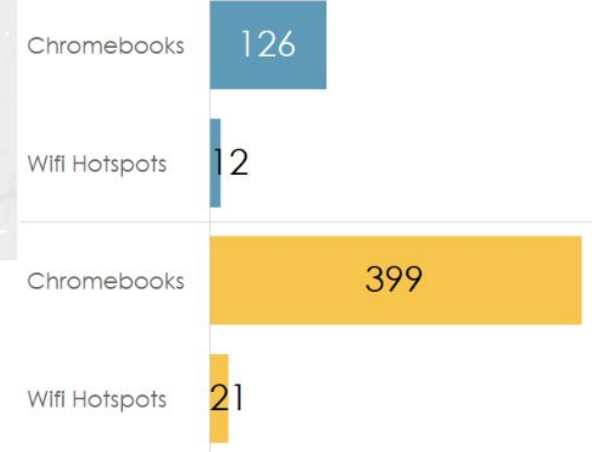
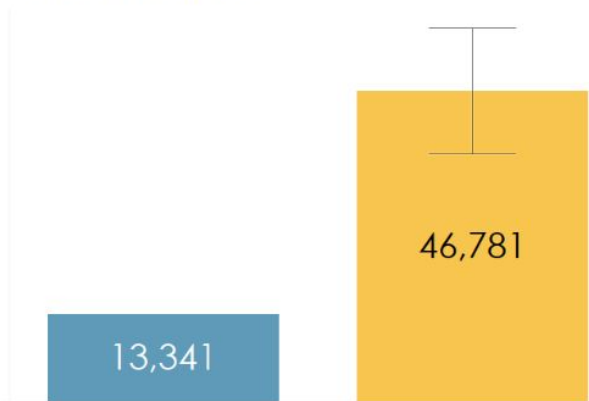
Checkout Totals



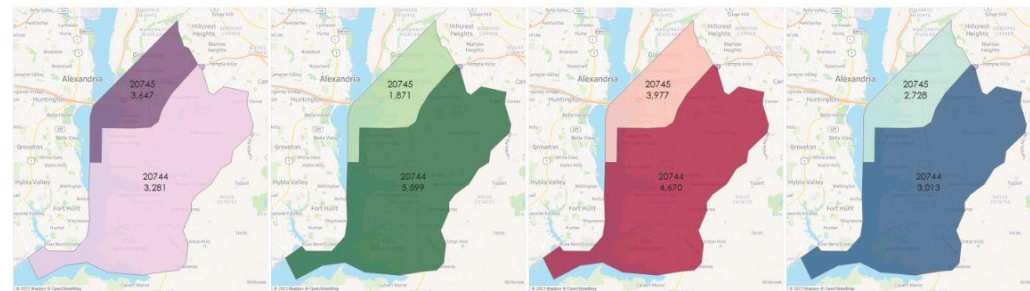
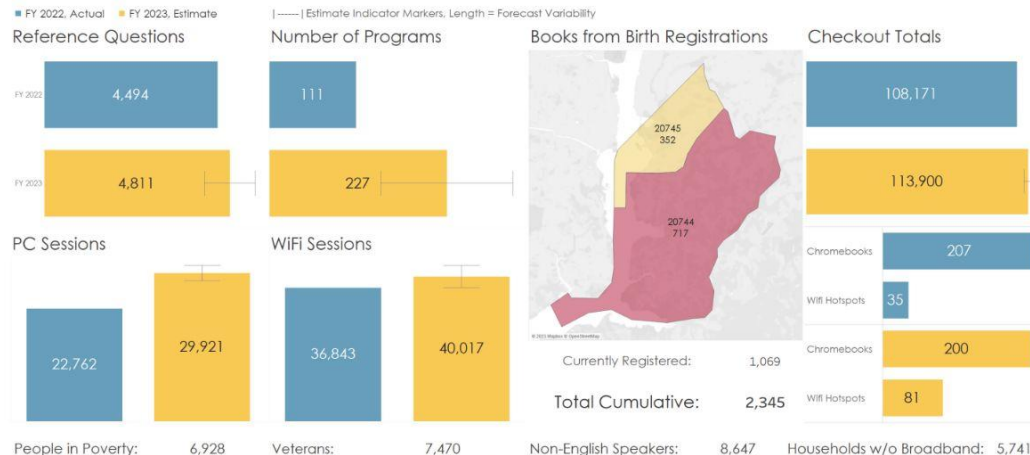
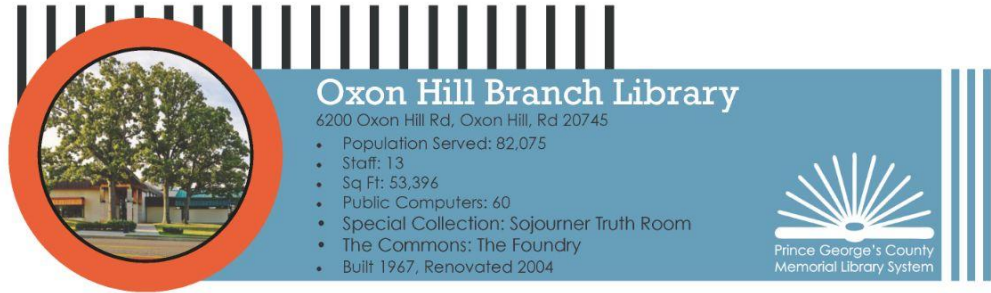
PC Sessions



WiFi Sessions



Branch One-Sheet Example: Oxon Hill



Branch dashboards (for each location) will be distributed during the briefing on February 27

Special Programs

Inclusion: ASL and Spanish Conversation Clubs

Literacy & Learning: Kids Achieve Club, STEM for Families, Ready 2 Read Storytimes

Healthy Living: Summer Meals

Creativity: Crafternoons, The Commons: Foundry Programs

Personal Achievement: Computer Basics, IC3 Digital Literacy Certification Classes

Featured Strategic Partnership

Maryland Department of Human Services

Weekly Caseworker in the Library outreach gives customers direct access to social work case workers. Assists with access to SNAP, Maryland Energy Assistance, temporary cash assistance, temporary disability assistance, and more.



The Good Stuff



Joi Bannister

I love our local Accokeek Library. From story times to LEGO building nights- it's been a place my family have enjoyed for years. The curbside pickup kept me sane through the pandemic too. Headed there in a few hours for another pickup. I look forward to supporting our local library.



Aja ✨ @ajaiswriting · 20h

Of course! I love the library! You guys are awesome 💖 thanks for everything you do for our community!



Nacie Grigsby
yourrealtornacie



Replied to your story



We absolutely love coming to this library ❤️ it's always so quiet and the staff has always been MORE than amazing. Thank you so much



Photo



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Liked by [bbgphillips](#) and 40 others

[pgcmls](#) Activate your imagination with books! 100% free at your local library or one of our pop-up spaces, like [@thespacefreeartforall](#) in #Greenbelt or [@dmucu](#) in Camp Springs. We'll even send little ones a free book by mail each month until they turn 5. [pgcmls.info/freebooks](#)

2 days ago



[achievabletutoring](#) I signed my son up for the imagination library when he was a baby and now he reads so well! He loves books and even started a book club to share his love of books with other kids. If you have a child under 5, I strongly recommend signing them up! If you foster the love of books while they're young, it will carry them through for years to come ❤️🥰

9h 1 like Reply Message



Add a comment as [pgcmls...](#)

The Good Stuff



St. Joseph's Regional Catholic School @StJosephsRCS · 11h ...

Every month our middle school walks over to the @PGCMLS Beltsville Branch to check out books. Today our students presented a card & goodies to say "thanks" #csw23. We love how this library is so close to our school and the support and care of the librarians! @ADWCathSchools



Ya-Marie Sesay ✓
@YamarieOnTV

I love @PGCMLS ! When I'm rushing to finish my story and my laptop is dying, I find the closest library to charge up and use the free wifi.

22:03 · 2/1/23 · 78 Views

3 Likes



Ya-Marie Sesay ✓ @YamarieOnTV · 2m ...
Replying to @YamarieOnTV

It's literally a life saver when I'm on a tight deadline.

2



1

9

