

Memphis Public Libraries

2020 Year in Review

(Text Only Version)

Virtual Programs

- 744 Virtual Programs
- 7,934 Total Attendance
- Age 0-5: 18.9%
- Age 6-8: 14.4%
- Age 8-12: 7.2%
- Teens: 29.2%
- Adults: 30.2%

May Through December In-Person Stats

- After a brief closure, libraries opened with limited hours providing computer access and book checkout, including children's book bundles and a new curbside pickup service.
- Book Checkouts: 367,572
- Computer Usage: 112,220
- Library Card Registration: 4,593
- Take Home Arts and Crafts Kits: 1,772

2020 Reading Challenges

- 1,771 Total Readers
- Youth Participation being 70% of total readers
- 992,488 minutes read

New Raleigh Branch Opens!

- The new Raleigh Library Branch celebrated its grand opening in November. Part of the Raleigh Springs Civic Center, the Library boasts a 75% increase in space, with room for a demo kitchen, STEAM activities, and more!

Community Assistance

- Throughout 2020, library staff stepped up to help the community. MPL staff took part in Contact Tracing for Shelby County Health Department, delivering meals for MIFA Meals on Wheels, and distributing meals with SCS and YMCA at library branches. The Library's TV station, WYPL, also produced the City of Memphis/Shelby County Joint Covid Task Force updates.

Spotlight on Remote and Virtual Resources

- 445,358 e-books/e-audio/e-magazines checked out in 2020! A 42% increase over 2019
- 8,660 customers registered online for new library cards, providing immediate access to our online resources. A 45% increase over 2019!
- With in-person services limited, Librarians continued to provide assistance to customers through our Virtual Reference Service. We answered over 4,000 virtual reference questions, a 76% increase from 2019.
- In 2020, customers relied on virtual services more than ever. MPL's website was a place to obtain crucial information and also provided a space to connect with others for special events.
- Our website had 59,100 visits to special pages. Special Online Exhibits had 8,565 visits. COVID-19 Information had 5,2268 visits. 2020 Election Infor had 45,267 visits
- Top 3 Online Exhibits: 1) Dig Memphis Mysteries; 2) Juneteenth Celebration; 3) Virtual College Campus Tours
- LINC/2-1-1 saw a 10% increase in calls compared to 2019. LINC staff answered 67,957 calls directly related to COVID-19, food assistance, and other library and community resources.

- Database usage increased 50% in 2020. Top 3 resources: 1) Lynda.com with 198,192 retrievals, up 87% from 2019; 2) Dig Memphis with 133,027 retrievals, up 40% from 2019; 3) Commercial Appeal/Newsbank with 110,302 retrievals, up 330% from 2019.
- Strategic Plan 2020-2025: 1) Enhance Equitable Access; 2) Champion Literacy for All Ages; 3) Promote Workforce Development; 4) Advance Role as Community Anchor; 5) Increase Community Awareness of Offerings; 6) Reach Beyond Library Walls with Strategic Outreach and Innovation; 7) Strengthen the Backbone of MPL by Supporting Staff