ENOCHE PRATT free LIBRARY

FISCAL YEAR 2023
ANNUAL REPORT

“My library shall be for all, rich and poor, without distinction of race or color...”
— Enoch Pratt
At the Pratt Library, each day we strive to provide access to everyone in our community. Giant efforts are made surrounding our six strategic goals: financial sustainability, strategic partnerships, community engagement, equitable and responsive programs, organizational culture, and literacy.

This annual report is a look at what we’ve accomplished towards those goals in Fiscal Year 2023. But, I want to take this opportunity to outline what we hope to accomplish in the year ahead.

**Financial Sustainability:** The Library continues to find ways to strengthen our funding structure. A key focus in the future will be the Pratt’s aging infrastructure. A full building assessment will be conducted on all 22 Pratt locations in order to advocate for more funding at the state, city, and federal, and private level.

**Strategic Partnerships:** While the Pratt has hundreds of partners who help us doing meaningful work, in FY24 we will focus on partners who can help us host pop-up locations, as well as temporary locations while some Pratt buildings face renovations. Major partnership concentrations will focus on infrastructure, workforce, literacy, and digital equity.

**Community Engagement:** Our customers remain our top priority and we want to make sure we continue to provide excellent service. This coming year, we’ll focus on attracting more active cardholders, and host community conversations around digital literacy and infrastructure needs.

**Equitable and Responsive Programs:** The Pratt remains one of the most innovative programming libraries in the nation. In FY24, Pratt staff will be trained on new programming equity guidelines. We’ll also be launching a new public equity dashboard.

**Organizational Culture:** The Library is committed to advancing diversity, equity, and inclusion. This year, we will negotiate our first collective bargaining agreement. We’ll also evaluate our Human Resources processes to maximize efficiency and effectiveness.

**Literacy:** In FY24, the Pratt will launch a new Digital Navigator program to provide customers with one-on-one tech support. We’ll also distribute laptops and hot spots for long-term lending to make sure the internet is accessible to all.

At the end of the day, the Pratt Library’s main goal is to serve you. I’m proud of the work we’ve accomplished this year, and I look forward to hearing feedback from our community about how we can help today, and for generations to come.

Heidi Daniel
*President & CEO*

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**MISSION STATEMENT:** The Pratt Library mission is to empower, enrich, and enhance the quality of life for all through equitable access to information, services, and opportunity.
FY23 Highlights

111,451
Active Cardholders

993,041
Visits

136,331
Program Attendance

An Average Day @thePratt

6,532
Materials Checked Out

786
Computer Sessions

6,872
Wi-Fi Sessions

5,322
Website Visits

22,941
Social Media Impressions

Customer Satisfaction
Pratt: 86  Similar Sized Libraries: 85

Net Promoter Score
Financial Sustainability

Expenditures

- Salaries & Benefits: 60.5%
- Programming & Other Costs: 26.6%
- Collection: 7.5%
- Facilities: 5.4%
- Other Costs: 5.4%

$54,808,071*

*preliminary numbers
By strengthening funding structures, both public and private, the Pratt Library is ensuring a sound financial basis for the Library today and in the future.

**Funding**

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>General City Funds</td>
<td>51%</td>
</tr>
<tr>
<td>State Funds</td>
<td>46%</td>
</tr>
<tr>
<td>Private/Other Funds</td>
<td>3%</td>
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**General City Funds:** Funding provided by Baltimore City allows for operation of 22 library buildings and mobile outreach services. Pratt Library buildings are owned by the City of Baltimore.

**State Funds:** Funding from Maryland supports the operation of the State Library Resource Center and expanded hours for all 22 Pratt locations.

**Private/Other Funds:** Funding from donors, foundations, and non-state grants is often restricted and helps supplement governmental funds. This funding allows for all Pratt programming, including Writers LIVE!, the Brown Lecture series, Imagination Celebration, Summer Break Baltimore, One Book Baltimore, and more.

$4,999,623 Raised by the Department of Institutional Advancement
Strategic Partnerships

**OPERATION WARM**

The Pratt partnered with Operation Warm to give away 1,320 coats and 392 winter accessories at 8 library locations.

**DELL COMPUTERS**

1,000 Chromebooks were distributed to Baltimore City students thanks to a collaboration between the Pratt, Dell Technologies, and the Baltimore Digital Equity Coalition.

*Special thank you to our community partners at the Enoch Pratt Free Library!* 😍❤️ #NECO

*That Friday Feelin’ is even greater when you realize you’re officially a #highschool graduate!!!*

What are your plans for the weekend? Tell us below!
The Library is nurturing existing partnerships and creating new partnerships to deliver programs and services, both within library facilities and in communities.

PEER NAVIGATORS

More than 1,900 library customers received assistance for issues with substance misuse, mental health, and more in this partnership between the Pratt, Maryland Peer Advisory Council, Healing Cities Baltimore, and CareFirst BlueCross BlueShield.

SUMMER BREAK BALTIMORE

The Pratt partnered with a number of organizations in its marquee summer program including Baltimore City Recreation & Parks and Baltimore City Public Schools.

Through our neighborhood branches and as an institution, the Pratt Library partners with more than 200 organizations to provide programming, services, and opportunities to all our communities.
The Pratt Library defines active cardholders as customers who have used their library cards within the past 12 months. While the library has more than 300,000 registered users, we focus on keeping those cardholders engaged with the library on a regular basis.

The library has a lot to offer and it’s free and affordable.
– LaTonya M.
Through community engagement, the Library uses new and existing methods to increase public awareness in Baltimore about the collections, programs, services, and resources available at the Pratt.

Net Promoter Score

The Pratt Library strives for excellent customer service. Net Promoter score is calculated through a digital survey sent to customers every 2 weeks gathering feedback about their experiences. The Pratt consistently ranks world-class for customer service.

3,019,996 Total Visits

993,041 In-Person Visits

- Central Library: 214,366
- Anchor Libraries: 129,284
- Neighborhood Libraries: 647,100
- Mobile Units: 2,291

2,026,955 Website Visits

- Homepage: 1,319,255
- Catalog: 510,014
- Events Calendar: 158,900
- Free to Bmore Podcast: 29,836
- Blog: 8,950
Equitable & Responsive Programs

Social Impact Programs

5,510 Total Customers Served

2,910 Social Worker in the Library

1,964 PeerNavigators

447 Lawyer in the Library

189 Healthcare in the Library

Libraries are a net social good, and should be communally enjoyed.

— Kelvin P.
The Library is present throughout the City through active and ongoing outreach to schools, senior centers, neighborhood and major city events, parks, and other places where people congregate. The Pratt’s equitable programming model strives to serve the whole person and respond to identified needs within our community. Our Social Impact Programs continue to grow and thrive as the community turns to the library.

**Adult Online High School**

- **200** Applicants
- **50** Students
- **13** Graduates

**136,331** Total Programming Attendance

- **73,548** Adults
- **46,386** Children
- **16,397** Teens

**Pratt Centers for Technology Training**

- **5,311** Students & One-on-ones
Equitable Staff Development

83 positions filled
52 Public Service Positions
13 Facilities/Security Positions
10 Administrative Positions
8 IT Positions

34 The Advancing Equity Training Academy Workshops Attendance
12 DEI Conference Workshops
227 DEI Conference Attendance

Michelle Knuckles
2023 Baker Award Recipient
The Library provides staff and leadership development programs, particularly related to equity and inclusion for both staff and customers, creating an internal culture of equitable and excellent service to Baltimore City.

Employees of the Month

Renee Marks
Melanie Jacobs
Ny’ilah Whitaker
Jacqueline Harris

Emily Sachs
Jawara Stephenson
William Robinson
Chloe Foulk
The Pratt Library continues to diversify our collection beyond books. We’ve expanded our eBook collection as our digital customers have more than doubled over the past few years. We’re also connecting our community by offering laptops and hot spots in our circulating collection. The Library of Things has expanded beyond items for teens, now including a Children’s Library of Things featuring educational toys and games in partnership with Port Discovery Children’s Museum.
The Library has strengthened its focus on literacy, recognizing the need in Baltimore City. As a community learning hub, the Library fosters literacy by providing access to resources within a safe learning space.

- **Pre-Literacy Programs**: 911
- **Wi-Fi Sessions**: 2,041,004
- **In-Library Computer Sessions**: 233,478
- **Device Lending**: 9,422
Capital Projects

Park Heights Library

Park Heights will be the Pratt’s first new library location in more than 15 years.

Pennsylvania Ave. Branch

Reopening in Fall 2023, children and teens have new designated spaces in the Pennsylvania Avenue Branch, while adults have greater access to technology and more floor space downstairs.

Forest Park Branch

The historic branch will close in 2024 for a full-scale renovation, including a new ADA compliant entryway, updated outdoor spaces and meeting room, and interactive children and teen spaces.
In order to provide world-class customer service, the Pratt strives to create the world-class spaces that our customers deserve. A Master Facilities Plan will be completed in the upcoming Fiscal Year and will serve as a roadmap for the Pratt’s future. Many building projects are currently underway, including potentially 2 new libraries.

**Pratt Free Market**

Inside the Southeast Anchor Library, the Pratt Free Market is a free grocery store offering fresh, healthy food to the community at no cost. Construction is expected to begin in late 2023.

**Washington Village Branch**

Plans are underway for a public/private partnership that would double the space of the existing library, while apartments would be built above.

**Johnston Square Branch**

A new Pratt branch could serve as the anchor of a new affordable housing complex in the Johnston Square community. Plans and funding are pending.
“Libraries are essential for healthy communities. Access to information is a right.”
– Matthew M.
HAMPTON BRANCH
5910 Harford Road
PHONE: 410-396-6088
E-MAIL: hml@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

HAMPDEN BRANCH
3641 Falls Road
PHONE: 410-396-6043
E-MAIL: hmp@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

HERRING RUN BRANCH
301 Erdman Avenue
PHONE: 410-396-0996
E-MAIL: hrr@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

LIGHT STREET BRANCH
1251 Light Street
PHONE: 410-396-1096
E-MAIL: lgh@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

NORTHWOOD BRANCH
4420 Loch Raven Boulevard
PHONE: 410-396-6076
E-MAIL: nrt@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

ORLEANS STREET BRANCH
1303 Orleans Street
PHONE: 410-396-0970
E-MAIL: orl@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

PATTERSON PARK BRANCH
158 Linwood Avenue
PHONE: 410-396-0983
E-MAIL: ptt@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

WASHINGTON VILLAGE BRANCH
856 Washington Boulevard
PHONE: 410-396-1099
E-MAIL: wsh@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.

WAVERLY BRANCH
400 E. 33rd Street
PHONE: 410-396-6053
E-MAIL: wvr@prattlibrary.org
HOURS: Mon & Thurs: 10:00 a.m. – 8:00 p.m.
Tues & Wed: 10:00 a.m. – 5:30 p.m.
Fri & Sat: 10:00 a.m. – 5:00 p.m.