

# WAUKESHA PUBLIC LIBRARY

## 2014 ANNUAL REPORT



321 Wisconsin Avenue Waukesha, WI 53186

## FROM THE DIRECTOR

In so many cities across the world, it is often difficult to come across a collective intellect, a hunger for learning and literature, but the community of Waukesha has proven time and time again that it is a rare exception. Their individual engagement helps to achieve what is part of a larger, vastly more significant purpose: our community participates in our city; they make their voices heard, they contribute their ideas, and, as a result, become better, more well-informed citizens. Perhaps there is nothing more valuable to our community than a public library that not only provides resources for these important objectives, but surpasses expectations year after year.

In 2014, the staff of the Waukesha Public Library and their associated partners did a tremendous job in designing and executing a phenomenal program series with a measurable, positive impact to our community. More than 41,000 people attended nearly 800 library programs, and 12,159 attended one or more of 48 *Waukesha Reads* events at the Library or any of our many partner locations. Our curated collection of more than 450,000 items is attended to with tremendous detail and care by our team of professional librarians to ensure social relevancy, quality, and popularity. Our circulation-to-cardholder ratio of more than 20:1 is among the very highest in the state.

As much as we continued our success in 2014, much of the latter part of the year was spent preparing for the next decade of library service to the more than 50,000 cardholders in the city of Waukesha and beyond. Instructor-led online classes, digital magazines subscriptions and a focus on social media puts library services directly into the hands of everyone whether they are in the Library, on the move, or at home. Our library patrons are not simply users of our services: they are beneficiaries of a new culture of intellectualism.

The collection, programs and services at the Waukesha Public Library are free and accessible to all – so log on or stop on by – and participate, contribute, and, most importantly, benefit from what you have allowed us to create!

*- Grant C. Lynch*

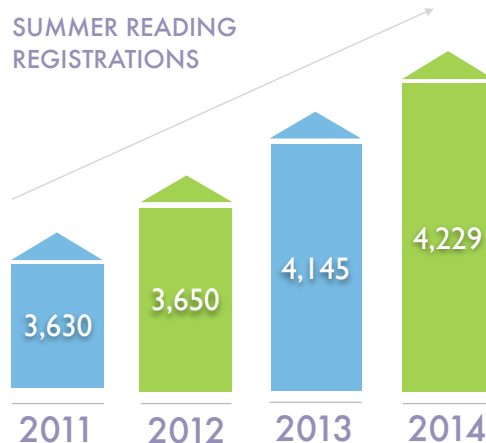
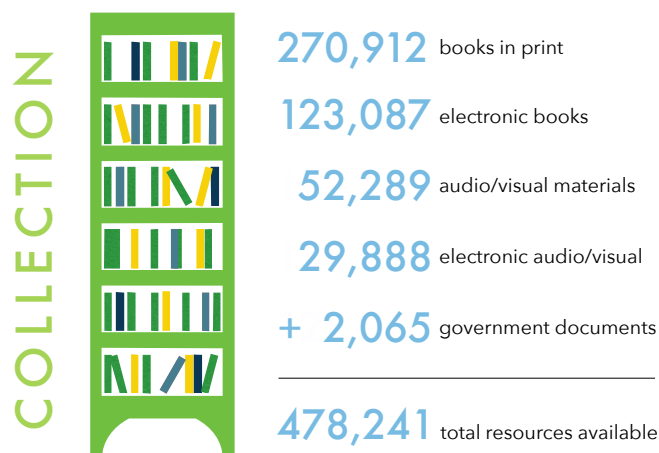
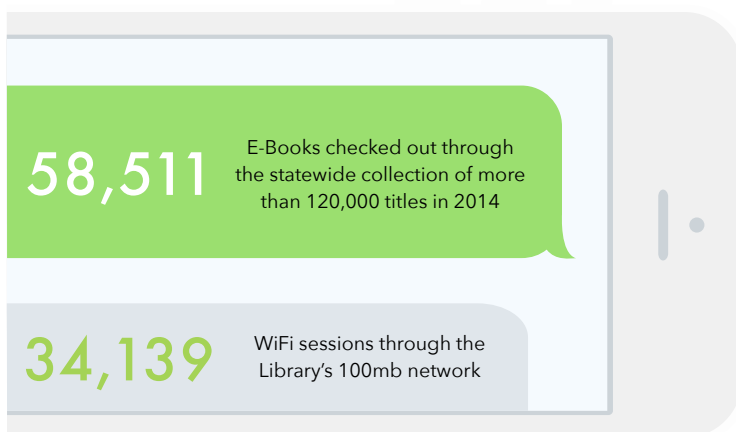
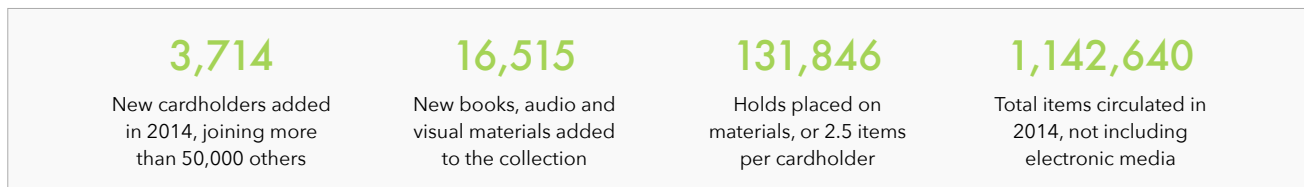
### 2014 BOARD OF TRUSTEES

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Amy Riebel, Secretary  
Cynthia Deatrick, Trustee  
Kevin Guilfooy, Trustee  
Carol Lombardi, Trustee  
Laurie Probst, County Appointee  
Andy Reiland, Aldermanic Appointee  
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Elaine Spelius, Trustee  
Rose Sura, Trustee

### 2014 EXECUTIVE LEADERSHIP TEAM

Grant C. Lynch, Executive Director  
Karol Kennedy, Deputy Director  
John Klima, Assistant Director  
Beth Bechtel, Technical Services  
Kori Hall, Information Services  
Kerry Pinkner, Children's Services  
James LaPaz, Building Operations  
Nancy McGuire, Circulation  
  
Joan Quinlan, Executive Assistant  
Cindy Braun, Bookkeeper

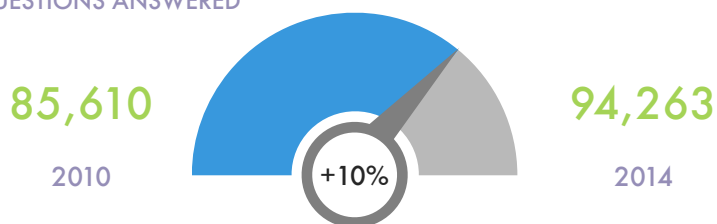
## NUMBERS & STATISTICS



### 2014: RECORD ATTENDANCE AT 796 LIBRARY PROGRAMS



### QUESTIONS ANSWERED



### CIRCULATION AT-A-GLANCE



## UP FRONT WITH CIRCULATION SERVICES



An Audio Induction Loop System, or *Hearing Loop*, was installed in early 2014 at the Special Services desks to better assist hearing-impaired patrons. The Loop is an *Assistive Listening System* that transfers sound from a microphone or television directly to a hearing device or cochlear implant via a tiny tele-coil. All cochlear implants and approximately 65% of hearing aids have this built in wireless receiver. Another Hearing Loop is scheduled for installation in the Community Room in mid-2015 for patron benefit during programs and events.



Our generous volunteers donated 918 hours to re-shelve library audio/visual material, mend books, and check contents for quality control. Additionally, a record 152 hours of continuing education were tallied by Circulation Department staff to keep up with best practices in Library Science to better serve a growing number of cardholders throughout Waukesha County.



The Circulation Department continued their tradition in 2014 of partnering with Good Will and Easter Seals to provide work and study opportunities for people living with autism and other disabilities. The mission of both organizations is aligned with that of the Waukesha Public Library: to provide services, education, outreach, and advocacy so that everyone can live, learn, work and play in our communities. We are particularly proud of our efforts and success with this acclaimed and award-winning program.

## ADULT & TEEN SUMMER READING

Summer Reading isn't just for children anymore. 2014 brought about many fresh programs specifically aimed at teens and young adults, including lectures by local professors – one that dissected extraterrestrial life and another on the influence of the King Arthur tales on the Star Wars films – as well as a science-themed book discussion on *The Poisoner's Handbook*, and a demonstration of the art and science of cupcake decorating with the Sweet Perfections Bake Shoppe in Waukesha.

368 young adults from 36 local schools read a total of 181,600 pages (an average of 1,157 pages per reader) and participated in 13 teen-designated programs during Summer Reading 2014. Additionally, 272 adults read a total of 935 books for the fourth annual Adult Summer Reading Program, or 12% more than in 2013.



*Chewbacca kept guard while we discussed Star Wars mythology.*



## GOVERNMENT DOCUMENTS & INFORMATION SERVICES



As a congressionally appointed depository for federal government documents, the Waukesha Public Library is subject to periodic evaluations meant to ensure the proper handling and accessibility of the documents under our care (575 bibliographic records were added to the federal document collection in 2014 alone). An evaluation in June by the Government Printing Office (GPO) found full compliance with the legal requirements and program regulations of the Federal Depository Library Program. Further, original promotional documents for this special collection were requested by the GPO so they could be shared with other depositories around the United States.



The Library introduced two new technology instruction classes geared towards social media in 2014: *Facebook 101* and *Twitter for Beginners*. In order to assist people in learning about mobile devices, the library also offered *Technology Petting Zoos*, giving patrons the opportunity to try out a variety of eReaders, tablets and computers. For individuals needing more personal, specific help, we provided one-on-one appointments with one of our reference librarians throughout the year.



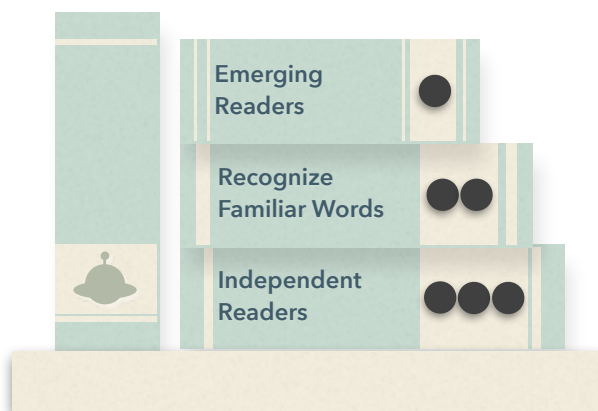
Find us at [facebook.com/waukeshapubliclibrary](https://www.facebook.com/waukeshapubliclibrary) or on twitter: [@waukeshalibrary](https://twitter.com/waukeshalibrary)

## BEHIND-THE-SCENES WITH TECHNICAL SERVICES



The Technical Services Department added more than 23,000 new items to the library collection in 2014. These additions included adult and children's books, audiobooks, music, and movies. More than 2,000 DVDs, music CDs and CD books were cleaned and put back into circulation, saving approximately \$31,000 in material replacement costs.

In a collaborative effort with the Children's Department, more than 5,500 children's reader books in English and Spanish were relabeled with a series of dots to indicate reading level. This provides a much easier system for parents and guardians to find level-appropriate material for their children, in addition to a great way to chart progress as a reader progresses through higher reading competencies. Interdepartmental projects like this are a great way for our team to create shared resources that address patron needs from a variety of avenues.



## LEADING THE WAY WITH CHILDREN'S SERVICES



The *1,000 Books Before Kindergarten* (1KB4K) program encourages parents and caregivers to read 1,000 books with their child before they enter school. Sponsored by the Friends of Waukesha Public Library and in cooperation with the Waukesha County Federated Library System, the 1KB4K program launched in January 2014 and centers around early literacy activities offered throughout the year to encourage essential pre-reading skills for parents and caregivers to share with their children. As a result of the program, important partnerships were formed with the sixteen 4K sites in Waukesha to promote literacy and library use, with materials available to families in both English and Spanish.

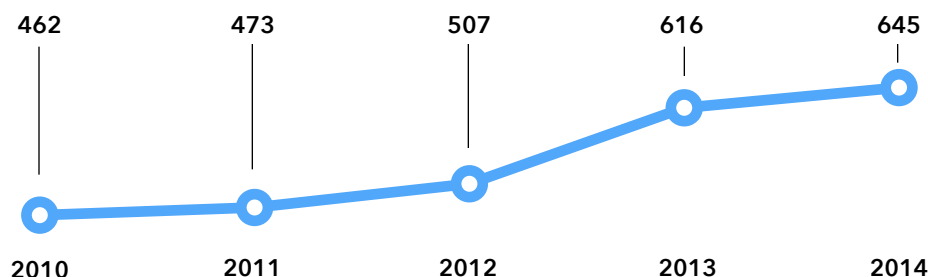
The target objective of registering 1,000 participants by January 2017 is nearly complete, and far ahead of schedule: by the end of 2014, over 700 children had already registered for the program, with **74,400 total books read**, and **16 program completions!**

One of the ways the Waukesha Public Library distinguishes itself from other libraries in the nation is our extensive network of community partners. The work of the Children's Department in particular centers around cooperation and collaboration with other community organizations, including: the National Children's Study; Parent's Place; Reading ROCKS!; the Waukesha School District; the Waukesha Hispanic Collaborative Network; Carroll University; and the Waukesha Parks, Recreation & Forestry Department.



Children's programs are more popular than ever. An astonishing 31,463 children, parents and guardians attended and/or participated in 645 events, signifying a 64% increase over the past three years. Much of this comes by way of the Summer Reading Club's *Fizz, Boom, Read!* program, where our Children's Department Staff registered 3,589 children last year. This is the highest number since 1994, and participation has steadily increased nearly 25% since 2010. In particular, the 0-36 month-old registrations for the Summer Reading Club increased by over 14% from 2013, with 444 registrants.

645 programs and events in 2014 is an increase of 40% in five years, and establishes a new record that surpasses most other public libraries in the state.



## TECHNOLOGICAL INNOVATIONS & GREEN INITIATIVES



Nearly 800,000 checkouts in 2014 were completed via one of six fully automated self-check machines located near the Special Services and Children's desks. Due to this level of processing, our organization was selected by 3M to be one of the first public libraries in the United States to implement the company's *Quick Connect* interface as part of a customized pilot program. This exciting new software allows for patrons to interact directly with their account – giving patrons the ability check current circulation data, review fines, etc., in either English or Spanish – via the self-check terminal, while at the same time viewing Library program schedules and special events.



Scanning high-resolution images and documents is now available for business and personal use with our brand-new BookSCAN station located behind the Information Services desk. Library patrons can now scan material directly to their email, a tablet or smartphone, a USB stick, Google Documents, or even send directly via fax to another location. It is an easy-to-use, touchscreen enabled device that can process up to 50 pages at one time, and is available to all at the Information Services desk.



Through a generous donation from the Friends of Waukesha Public Library, Technology Department staff was able to purchase a 3-Dimensional printer and scanner. This device allows our staff to not only observe the future of manufacturing, but play a role in it and teach others how it works. To date, Children's Department staff has used the printer to create complex objects for programs that include tokens, dice, and life-like figures, while our Teen Librarian involved the Teen Advisory Group to create Story Jars for *Waukesha Reads*.



Maintenance staff launched an aggressive recycling campaign in the facility to combat waste. Extra bins for paper and bottles & cans were placed throughout the Library for patron and staff use in partnership with the Waukesha Public Works Department.



Installation of a brand-new, custom automated material handling (AMH) system will take place in 2015, thanks to a 2014 municipal capital investment. This machinery will add efficiencies to materials processing so that Library patrons can borrow and return material far faster and easier than ever before.



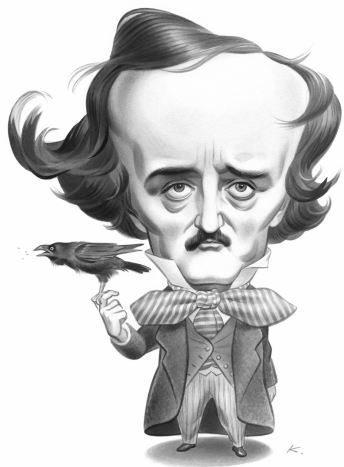
## WAUKESHA READS

For eight straight years, our community has come together during the month of October to celebrate reading, share opinions and engage in healthy debate centered around fine literature. What began as a simple pilot program designed to promote books has blossomed into a beloved regional event that drew a record-breaking 7,694 participants in 2013, followed by an record-shattering 12,159 attendees last year to 48 unique programs, lectures, films and more. Coupled with over 40 community partners that include the University of Wisconsin, Carroll University and the Waukesha School District, the series continues to broaden its reach and, more important, create positive social impact far beyond the Waukesha metropolitan area.

2014 brought Edgar Allen Poe back to life and the event proved to be incredibly popular and a great inspiration for creative programming. Many participants expressed their enthusiasm for the program and felt this was our best community reading project to date. The *Waukesha Reads* program received funding of \$14,400 from the *National Endowment for the Arts: The Big Read*, along with funding from the Waukesha Rotary Charitable Fund, We Energies Foundation and Friends of Waukesha Public Library.



*Mrs. Poe* author and 2012 Townsend Award Finalist Lynn Cullen presented the keynote lecture to a audience of over 100 participants in early October.



Nationally recognized award-winning artist and former Waukesha resident John Kascht created a one-of-a-kind caricature of Edgar Allen Poe that became the face of *Waukesha Reads* in 2014. Thanks in part to an anonymous donation, the original print is now part of the permanent art collection at the Library.

Program participants were encouraged to share mounted copies of the print with them and take photos with Poe; he appeared at all 48 programs and events, and as far away as the Parthenon!

## FLAT POE



## ART COLLECTION

The permanent art collection at the Waukesha Public Library is an attraction not seen at most other public libraries in the state. Administrated by an independent board composed of city residents and cultural leaders, the nearly ten-year old collection is funded exclusively through private donations and gift support. The rotating gallery is a special part of the collection, as it gives local artists an opportunity to display work that is on temporary loan to the Library.

Art programs were a big hit in 2014. A series taught by Waukesha's *West End Artists* offered hands-on art projects for adults, and the second annual *Youth Art Month* celebration featured student art displays, ART Sundays, and a special reception for young artists and their teachers.



*Above: Tom Hicks hangs his latest pieces in our popular rotating art display. Using acrylic paint on canvas, his work in this collection is large, vibrant and marvelous!*



*Above: Bill Taylor showcases some of his newest work at WPL. Bill is perhaps most well-known for his phenomenal 159-foot installation of "New Dawn, Bright Future" in the Waukesha Main Street Plaza.*

*Right: Dint Sweitzer's selected dimensional mixed media collection was an immediate favorite with its eye-catching style and unique capture of the human experience.*



## FRIENDS OF WAUKESHA PUBLIC LIBRARY

The Friends of Waukesha Public Library are an instrumental part of our operation. Whether it be through financial support, volunteerism, or advocacy, the Friends are a proven resource that Library staff not only appreciate, but have come to rely on. Their contributions are important and act largely as a catalyst for others in our community to get involved and take an active role in the Library. Thank you to the Friends Executive Board of Directors and all other members who donated their time, efforts, and support to the Library in 2014.

### EXECUTIVE BOARD OF DIRECTORS

Patricia Church, President  
Mary Lamb, Vice-President  
Sandi Ammerman, Treasurer  
Candace Decker, Marketing  
Tammy Bowen-Dixon, Volunteers  
Larry Nelson, Book Festival  
Jean Pascek, Adult Services  
Leona Peters, Children's Services  
Paul Rempe, Library Board  
Cynthia Deatruck, Library Board

### 50TH ANNIVERSARY CELEBRATION

The Friends celebrated 50 years of support to the Library on Sunday, April 27, 2014. The event hosted over 80 attendees and raised thousands of dollars via a silent auction of donated art, memberships to various civic and social organizations, and more. The celebration also raised awareness for the work that the Friends do every year, and created a unique buzz in the community about their lobbying efforts. Waukesha County Executive Dan Vrakas and Waukesha Mayor Shawn Reilly both declared the week of April 28, 2014 *Friends of Waukesha Public Library Week* as a result of the event.

SELECTED GIFTS	2014
Adult Programs	\$1,500
Young Adult Programs	\$1,700
Children's Programs	\$3,300
Waukesha Reads	\$5,000
Waukesha Janboree	\$1,000
Books & Other Materials	\$5,510
Summer Reading Club	\$2,650
Program Refreshments	\$1,550
Customer Service Initiatives	\$2,100

The list above is not exhaustive, but highlights several gifts received in 2014. The ongoing Friends book sale also provided \$7,900 in additional funding for Library operations.



Waukesha Mayor Shawn Reilly welcomes guests to the beautiful Rotunda building in downtown.

## BUDGET & FINANCE

ANNUAL BUDGET	2014
Total Operating and Capital Budget	\$3,966,667
Waukesha County Appropriation	\$1,137,199
Print, Electronic, and Audio/Visual Materials Budget	\$420,593
Other County Service Payments	\$24,738
Foundation and Trust Funds	\$76,705

## GIFTS & MEMORIAL DONATIONS

IN MEMORY	CHARITABLE GIFTS
Shirley E. Anderson	David E. Lewis
Charlotte Armstrong	Donald J. & Betty Lou Tikalsky Fund
David Freund	Stacey & Jake Werkheiser
Marilyn Joyce Gardner	We-Energies Employees Workplace Giving
Carolyn Mack	We-Energies Matching Gift Workplace Giving
Riva Merkow	
Marcia Molsbee	Special thanks to our 2014 community partners, donors and grantors for their continued support of the Waukesha Public Library. Money received helps fund children's programs, special collections and pro-literacy initiatives.
Patricia Sanstad	<b>Gifts totaling \$3,639.92 were received in 2014, and donations of \$3,203 were left to the Waukesha Public Library in memory of loved ones.</b>
Betty Lou Tikalsky	If you would like to make a tax-exempt contribution, please call the Library at 262-524-3680.
Dee Trakel	
Eleonore Treutler	
Joan Sherer Walstad	
Art Wuebben	

## ASSOCIATED PARTNERS



Allô! Chocolat  
Almont Gallery  
Apple Harvest Festival  
Avalon Square  
The Book Café  
Carroll University  
Catholic Memorial High School  
The Clarke Hotel  
Comedy Sportz  
Easter Seals  
Ex Fabula  
Frantic Screen Printing  
Hispanic Collaborative Network  
Hope Center  
Humane Animal Welfare Society  
Janboree  
Literacy Council of Greater Waukesha County  
Marcus Majestic Cinema  
Martha Merrell's Books  
The National Children's Study  
Oak Hill Terrace  
Pantheon Industries  
Parent's Place  
Prairie Home Cemetery  
Presbyterian Homes and Services

Retzer Nature Center  
School District of Waukesha  
Southeast Wisconsin Festival of Books  
Spring House Tea Room  
Sprizzo Gallery Caffe  
The Steaming Cup  
UW-Extension  
UW-Waukesha  
Waukesha Civic Theatre  
Waukesha Community Art Project  
Waukesha County Federated Library System  
Waukesha County Museum  
Waukesha County Technical College  
Waukesha Downtown Business Association  
Waukesha's Friday Night Live  
Waukesha Freeman Newspaper  
Waukesha GuitarTown Project  
Waukesha Hispanic Collaborative Network  
Waukesha Parks, Recreation and Forestry  
Waukesha Rotary Club Charitable Fund  
Waukesha Youth Collaborative  
We Energies Foundation  
West End Artists  
Wildlife in Need Center

*Please notify the library in the event of an omission.*