

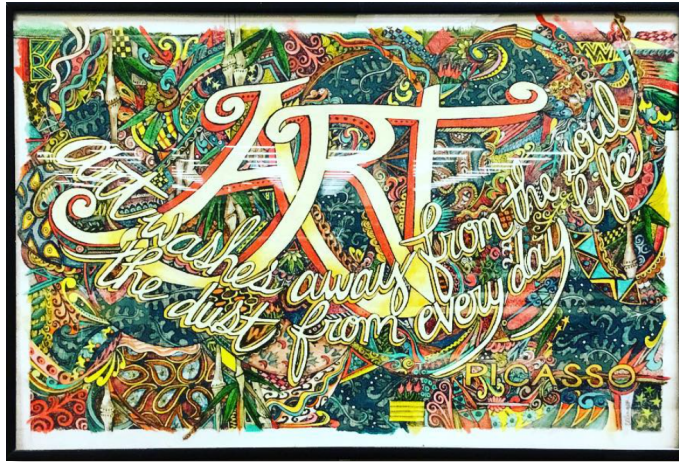


WAUKESHA  
PUBLIC LIBRARY

2015 ANNUAL REPORT

# WELCOME

The Waukesha Public Library is the community's best source for inspiration, ideas, and information.



"Libraries are the cultural instruments most able to approach the complexities and ambiguities of our lives. They are places of artifacts, records, and documents, but they are also not-places, meaning that when we occupy them we are in process and motion; they cause us to think of some place or thing beyond ourselves. They allow us to construe meanings elsewhere. Cultural institutions deepen, inform, and encourage – even elevate – their users toward reflection. As we experience them, we are likely to become more complete, more open, and our awareness and language are likely to expand. Libraries are resonant places: they imply affinity, continuity, and safety, and they promise a place of sustenance and advocacy."

*-David Carr, Library Scholar, 2011*

## FROM THE DIRECTOR

The Waukesha Public Library is a leader among other institutions in Wisconsin. Our programs drew a record-breaking number of attendees in 2015, and our collections increased by nearly 10,000 items. A brand-new website – complete with new social media outlets – was created entirely in-house by our team of professional librarians. More questions were asked and more answers provided by our Information Services team than ever before in the history of the Library. Summer Reading registration for children hit a 21-year high. New machinery for materials processing and handling was custom built for our facility. New pilot programs far exceeded expectations, and our staff pursued more leadership and other professional development opportunities than in previous years.

I am deeply proud of the accomplishments of our team. While there are areas in which we continue to focus to make improvements, the synergy, dedication, and rhythm that we have created all revolve around you and the rest of our community. We believe in the power of libraries, and we have seen what effect they have on making Waukesha a better, safer, and more well-rounded place to call home. We cannot wait to keep going.

*-Grant C. Lynch, 2015*

# BOARD & STAFF

The Library is governed by an 11-member Board of Trustees.

## BOARD OF TRUSTEES

Paul Kasprovicz, President  
 Jeff Fowle, Vice-President  
 Amy Riebel, Secretary  
 Cynthia Deatrack, Trustee  
 Kevin Guilfooy, Trustee  
 Carol Lombardi, Trustee  
 Elaine Spelius, Trustee  
 Rose Sura, Trustee  
 Laurie Probst, County Appointee  
 Martha Ryan, County Appointee  
 Andy Reiland, Aldermanic Appointee

## EXECUTIVE 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, Finance

## VISION & MISSION

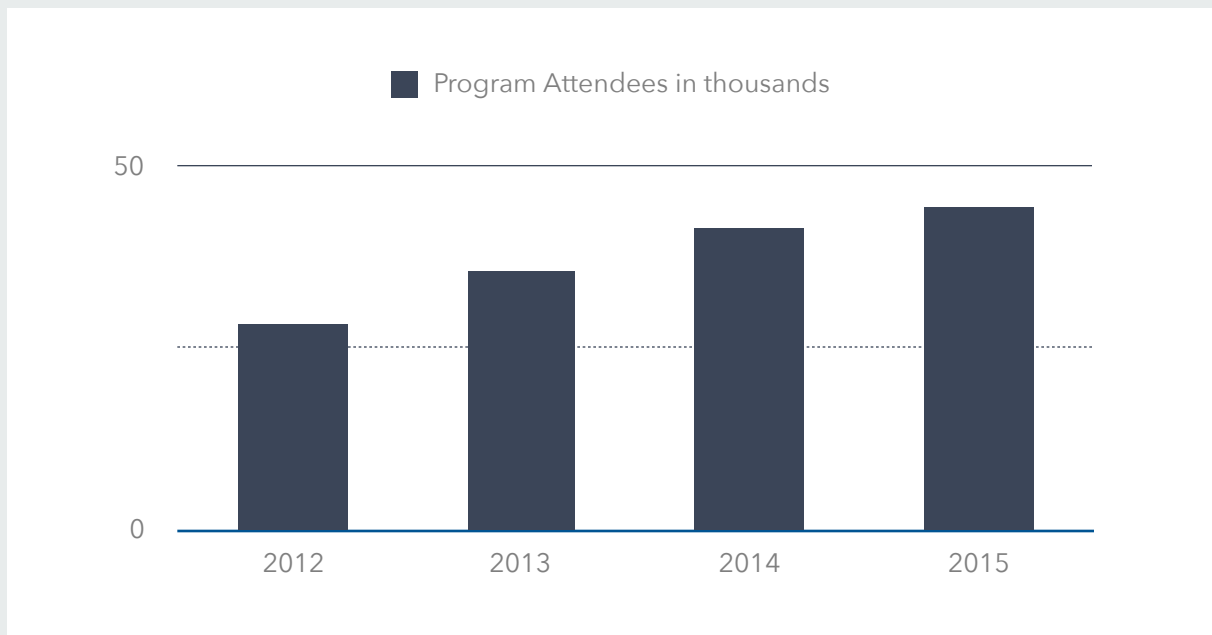
The Waukesha Public Library is the community's best source for inspiration, ideas, and information.  
 The Waukesha Public Library provides a welcoming and dynamic environment where citizens of all ages can find the inspiration, ideas, and information to reach their full potential.

## SERVICE PHILOSOPHY

We are committed to serving citizens of all ages in a customer-centered and proactive manner.  
 We will reflect current intellectual, cultural and artistic interests of our community.  
 We will introduce new technologies, services and collections to present opportunities to gain knowledge and inspire civic engagement.  
 We are dedicated to providing equal access to all – independent of age, education, ethnicity, language, income, physical limitation or geographic barriers.

# PROGRAMS

Program offerings rose 3.6%, while attendance grew 7.3% from last year.



1

## 44,426 Attendees at 825 Programs

Since 2012, program offerings have risen 26.7%, while attendance has increased 56.8%. This ranks the Library as one of the most heavily utilized in the state, and it eclipses both record-setting numbers set last year.

2

## 4,117 Summer Reading Participants

A 20-year record was set in 2014 with 3,589 children registered for Summer Reading. This number was exceeded in 2015 by 11 registrants, making this year the highest registration for children in 21 years. An additional 517 teens and adults participated in the program, collectively reading over 2,000 books.

# BENCHMARKS

A county-wide pilot program to offer free classes far surpassed expectations.

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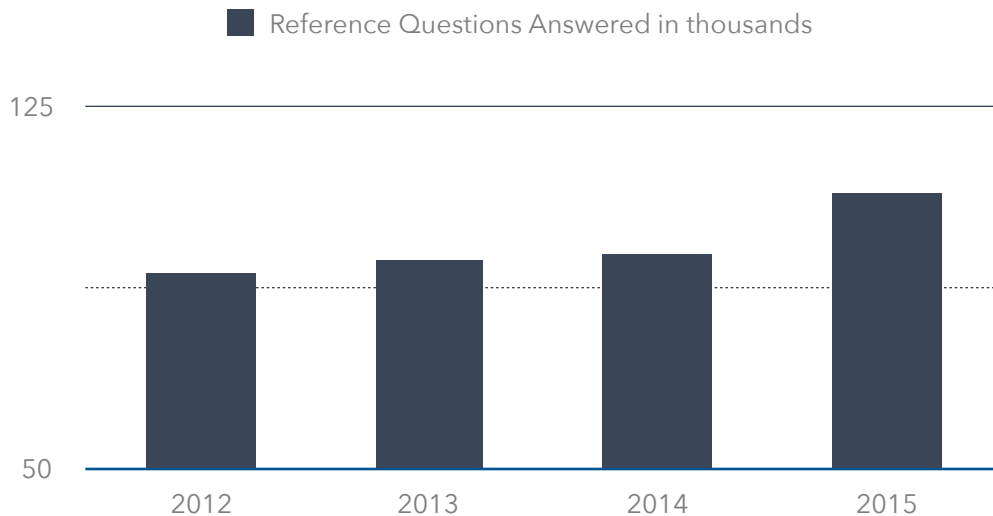
## 3,911 Classes

The Library offered more than 400 different online instructor-led classes free-of-charge to patrons. The initial break-even goal of 1,000 total classes taken (satisfying a \$40,000 investment) was surpassed before the end of the year by nearly 300%. This pilot program has been renewed for 2016 as a result.

4

## 107,172 Reference Questions Answered

More reference questions were answered in 2015 than in the history of the Library. This number has steadily risen 25.2% since 2010, solidifying the Library's role as the center of information gathering in the community.



# COLLECTIONS

Digital and electronic holdings have grown 69.4% in three years.

Total	2013	2014	2015
Books in Print	270,793	270,912	258,855
Audio Materials	23,158	24,710	25,628
Video Materials	27,523	27,579	26,728
Electronic Books	80,268	123,087	138,317
Electronic Audio	22,505	28,485	35,284
Electronic Video	324	1,403	1,059
Government Docs	1,470	2,065	2,230
<b>Total</b>	<b>426,041</b>	<b>478,241</b>	<b>488,101</b>

## HIGHLIGHTS

**51,699** cardholders circulated **1.14 million** items at a ratio of **22 to 1**.

**72,372** e-books and other e-media circulated, or **126% higher** than in 2012.

**34,487** digital magazines circulated as part of a county-wide pilot program.

**71,563** electronic items in the collection, **up 69.4%** since 2012.

# NOTABLE EVENTS

The Library continues to expand and evolve to serve you better.



## WISCONSIN HISTORY TOUR

The Library hosted the beautifully handcrafted Wisconsin History Tour exhibit from August to September. The interactive exhibit included pieces gathered since their founding in 1846, along with a special section highlighting our local history developed with the assistance of the Waukesha County Museum. Five days of free programming were presented at the Library and Carroll University, and include *Drama of the Great Springs Era*, *Exploring Shipwrecks of the Great Lakes*, and many more. Thousands came in to view the exhibit, and nearly one thousand people attended associated programs during its two-month stay.

## TEN-YEAR PUBLIC ART CELEBRATION

The 10th Anniversary of the Library's Public Art collection was celebrated in September with the installation of six new works of art. A beautiful hardcover book was created – featuring the works of the 23 artists in the Library's collection – to commemorate this important milestone, and a reception was held to bring more than 150 people together to reflect on the growth of the past ten years. During this time, the permanent collection has expanded to include 28 pieces of artwork, which are featured prominently around the entire Library facility.

Special thanks go to the Public Art Committee, composed entirely of volunteers, for their dedicated efforts to build such a valuable collection.

## WAUKESHA PARKS, RECREATION & FORESTRY PARTNER OF THE YEAR

The Waukesha Parks, Recreation & Forestry Department honored the Library as one of their *Partners of the Year* in March of 2015. Our two organizations have collaborated in many different ways in the past year, including 25 storytimes for children at five community parks, 10 of which were delivered in both English and Spanish. Our two departments also worked seamlessly together to bring activities and a performance to the annual Buchnerfest & Summer Reading Program Kick-Off, in addition to being an active JanBoree partner. This award means a great deal to the Library, as we are made better by the strength of our partnerships.

## WEBSITE UPGRADE

A complete rebranding of the Library's web presence resulted in a state-of-the-art, automated content management system that provides better and easier access to services and programs. The new website ties in up-to-date social media posts by our team, along with special event promotions and program calendar information. Patrons can now easily access their Library account to check hold status and other valuable information, and the collection catalog has never been more simple to find. Library patrons can view news items, digital resources, policies, and more by navigating to [waukeshapubliclibrary.org](http://waukeshapubliclibrary.org).

## AUTOMATED MATERIALS HANDLING

The installation of an Automated Materials Handling System (AMH) was a major engineering project that spanned almost the entire year. With the addition of a 335,000 item Radio-Frequency Identification (RFID) tagging overhaul scheduled for completion in summer 2016, this system will allow for immediate check-in of Library materials at one of two electronic service stations in and outside of the facility. This immediacy is a convenience for our patrons, making it easier to get Library materials back on to the shelves – and back out again – more quickly and efficiently than ever before.

## 1,000 BOOKS BEFORE KINDERGARTEN

When we kicked off this early literacy program in January of 2014, our goal was to register 1,000 children within 36 months. We achieved that objective more than a year ahead of schedule, with 1,046 children fully registered and actively participating by the end of 2015. Additionally, a total of 169,400 books have been read and 63 children have finished the program in far less than the four years allocated for completion.

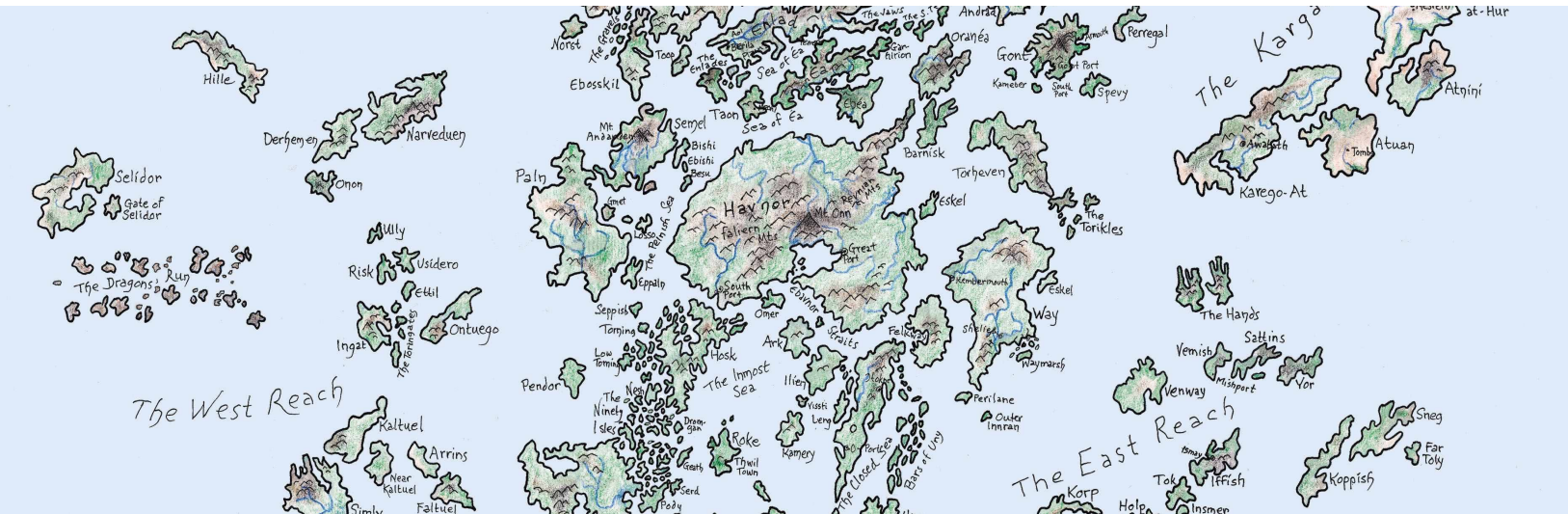
## PROFESSIONAL DEVELOPMENT

Our dedicated team of professional librarians go above and beyond to ensure best practices at the Waukesha Public Library. Many hours are spent volunteering, taking classes, attending seminars, and more, to guarantee that our patrons are receiving the very best attention and care for their needs. Many staff members participated in some form of professional development in 2015, including a month-long Early Literacy Community Development Course offered as part of the Growing Wisconsin Reader's Initiative; the Wisconsin Youth Services Development Institute; the Wisconsin ILEAD program; and the Wisconsin Library Association WeLead mentorship program.



# WAUKESHA READS

The Library has a long-standing relationship with the National Endowment for the Arts.



## WAUKESHA READS - THE BIG READ

The Library was one of 75 organizations nationwide to receive a Big Read grant from the National Endowment for the Arts to present Ursula K. Le Guin's *A Wizard of Earthsea* to our community in 2015. The ninth iteration of the acclaimed *Waukesha Reads* program featured 55 programs with nearly 10,000 attendees over a five-week period. This astounding figure has gotten the attention of the National Endowment for the Arts, which now looks to the Library as a national leader in event planning and community-wide literacy programs.

The *Waukesha Reads* program receives \$13,800 in funding from the *National Endowment for the Arts – The Big Read*. The event also received funding from the Waukesha Rotary Charitable Fund, We Energies Foundation and Friends of Waukesha Public Library.

## HIGHLIGHTS

- 2,000 free copies of *A Wizard of Earthsea* distributed in our community.
- Award-winning author Mary Robinette Kowal visited the Library and shared stories about Ursula K. Le Guin.
- Hundreds of books were collected for the Free Children's Library at The Hope Center in Waukesha.
- 34 writers created and submitted flash fiction stories as part of a community-wide project.
- The first Waukesha Reads geocache was created and put in place.

# FINANCIALS

Funding is primarily provided by a City of Waukesha tax appropriation.



Annual Budget	2015
Total Operating and Capital Budget	\$4,193,711
City of Waukesha Tax Appropriation	\$2,456,797
Waukesha County Tax Appropriation	\$1,142,831
Print, Electronic, and Audio/Visual Materials Budget	\$424,356
Foundation and Trust Funds	\$96,255
County Resource Library Consulting Appropriation	\$40,000
Other County Service Payments	\$24,568
Public Library System State Grants	\$3,254

# FRIENDS

The Friends are what make the Library extraordinary.



The Friends provide instrumental assistance to the Waukesha Public Library. Patrons benefit from their ongoing sponsorship of programs and services, while staff enjoy ancillary support in a wide variety of areas. Advocacy is key to the Library's success, and the Friends have assumed a vital and powerful role in promoting our organization to the greater Waukesha community and beyond.

## BOARD OF DIRECTORS

Pat Church, President  
 Jean Pascek, Vice-President/Secretary  
 Sandra Ammerman, Treasurer  
 Tammy Bowen-Dixon, Director  
 Candace Decker, Director  
 Sandy Harris, Director  
 Larry Nelson, Director  
 Leona Peters, Director  
 Judy Roller, Director  
 Cynthia Deatrck, Board Liaison  
 Mary Lamb, Member/Past President

## FUNDING & SUPPORT

The Friends of Waukesha Public Library provided nearly \$30,000 of auxiliary funding in 2015, including, but not limited to:

**\$7,750** for Programs and Special Events  
**\$5,000** for *Waukesha Reads* support  
**\$1,000** for Waukesha Janboree  
**\$2,650** for Summer Reading  
**\$500** for Staff Recognition  
**\$3,830** for Book Clubs  
**\$3,600** for Public Art

# PARTNERS

The Library partnered with 58 other organizations in 2015.

Allô! Chocolat	Safe Babies, Healthy Families
Almont Gallery	Schlitz Audubon Nature Center
Avalon Square	School District of Waukesha
Bernie's Tap Room & Restaurant	Southeast Wisconsin Festival of Books
The Book Café	St. Joseph's Medical Clinic
Carroll University	The Steaming Cup
Catholic Memorial High School	Taylor's Peoples Park
Charles Z. Horowitz Planetarium	UW-Extension
The Clarke Hotel	UW-Waukesha
Clear Choice Insurance	Waukesha Civic Theatre
College Still Achievable	Waukesha Community Arts Project
Crush Wine Bar	Waukesha County Federated Library System
Culver's	Waukesha County Museum
Easter Seals	Waukesha County Technical College
Ex Fabula	Waukesha Downtown Business Association
Frantic Screen Printing	Waukesha Farmers' Market
Hope Center	Waukesha's Friday Night Live
Janboree	Waukesha Freeman Newspaper
Jest for Fun Joke Shop	Waukesha Hispanic Collaborative Network
Literacy Council of Greater	Waukesha Parks, Recreation & Forestry
Waukesha County	Waukesha Rotary Club Charitable Fund
Literacy for All	Waukesha Youth Collaborative
Mainstream Bar & Grill	We Energies Foundation
Marcus Majestic Cinema	West End Artists
Martha Merrell's Books	Wildlife in Need Center
Meli	Wisconsin Historical Society
Neptune Comics	Wisconsin Public Radio
Otto's Fine Art Academy	YMCA of Waukesha
Pantheon Industries	
Parent's Place	
Presbyterian Homes and Services	

Please notify the Library in the event of an omission.

Waukesha Public Library  
2015 Annual Report

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