



WAUKESHA PUBLIC LIBRARY

2016 ANNUAL REPORT

FROM THE DIRECTOR

2016 marks the culmination of five years for me as Executive Director of the Waukesha Public Library. Five years is hardly a significant amount of time in the Library's 120+ year history, but extraordinary things have happened in this brief window: records held for more than a century have been broken, the Library has taken a leading role in state and national legislative affairs, and the staff of dedicated professionals have created more positive social impact than ever before. The success and reach of our organization has created a community that is safer, better informed, and more prosperous. I am honored to have the opportunity to serve alongside our team who have consistently provided the very highest level of public service to our regional community of nearly 400,000 citizens.

Whether it was a 21% increase in the number of free books given to our community during the acclaimed *Waukesha Reads* event series, or an astonishing 41% increase in the number of materials delivered to citizens through our home delivery outreach program, 2016 was one of our most impressive years yet. It is truly magnificent to see that our staff not only provides materials and information to our community, but also works directly alongside our citizens to make sure that they receive the positive impact that they deserve and only the Library can provide.

Several key operational areas achieved impressive results this year. Teen Summer Reading participation was up nearly 39% over 2015, with nearly 400 teenagers playing an active role in the program. Total circulation of materials increased 3.85%, thanks in part to a meteoric rise in electronic materials, up more than 138% in five years. Finally, the county-sponsored *Gale Courses* educational series hit just under 7,500 registrations in the past two years, or 283% over cost-share requirements. The Library is among the most heavily trafficked, utilized, and impactful institutions in the state of Wisconsin.

As we look to the future, I am reminded of our core mission: that, above all else, the Waukesha Public Library is the community's best source for inspiration, ideas, and information. It is the central place to so many who do not have anywhere else to go for the resources that they need to be successful. It is a sanctuary where we can become the very best version of ourselves. We go to the Library to celebrate life, cherish time-honored literary work, and perhaps most important, use what it has to offer so that we may help ourselves and each other. When you break it down to fundamentals, the Waukesha Public Library staff does only one thing, and we do it incredibly well: we provide a welcoming and dynamic environment where citizens of all ages can find the inspiration, ideas, and information to reach their full potential. There is nothing else so grand in our world.

Grant C. Lynch

COLLECTIONS

Books in Print: 260,997
Audio Materials: 25,318
Video Materials: 28,181

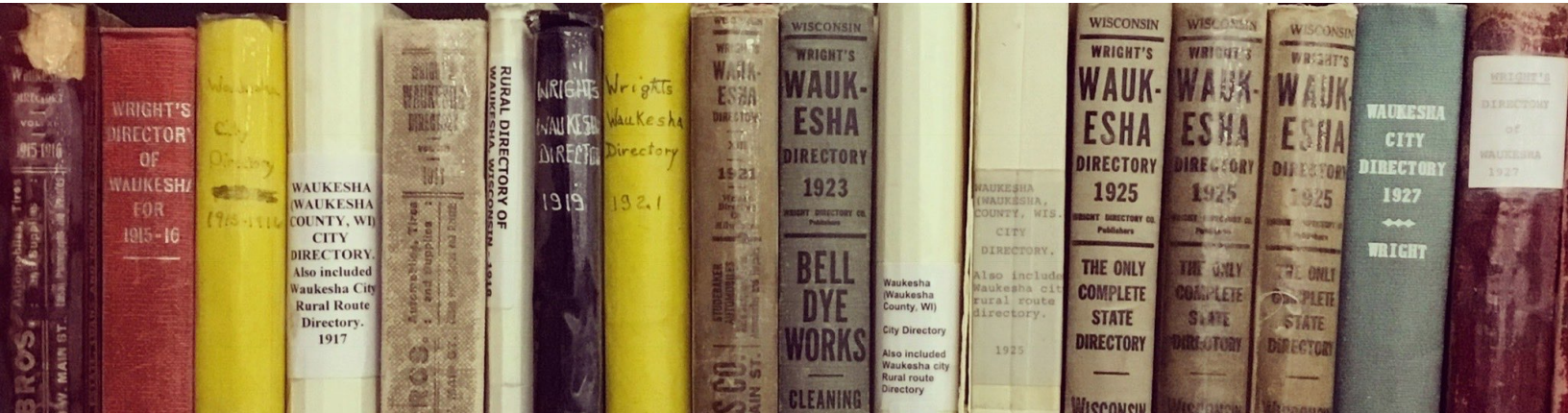
Electronic Books: 150,022
Electronic Audio: 35,559
Electronic Other: 3,343

Total Materials: 314,496

Total E-Materials: 188,924

Total Collection: 503,420

WHO WE ARE



BOARD OF TRUSTEES

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

LEADERSHIP TEAM

Grant C. Lynch, Executive Director
John Klima, Assistant Director

Cindy Braun, Finance
Kori Hall, Community Engagement
James LaPaz, Operations
Therese Lyons, Circulation
Carolyn Peil, Technical Services
Kerry Pinkner, Children's Services
Joan Quinlan, Special Projects
Amy Welch, Information Services

SERVICE PHILOSOPHY

We are committed to serving citizens of all ages in a customer-centered and proactive manner. We 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.

HIGHLIGHTS

2016 was a year of transition for the Library, as staffing changes and the installation of a new inventory management system brought unique challenges that were met with extraordinary results. What has always remained constant is our dedication to our vision of helping citizens of all ages find the inspiration, ideas and information necessary to achieve their full potential.

This year, a massive effort was undertaken to install Radio-Frequency Identification (RFID) inventory control tags into more than 330,000 Library materials. The purpose of this project was to provide a better customer experience when checking materials in and out, and the overall goal was to successfully implement new technology to improve the speed and accuracy of the Circulation department and the Library — leading to better service and faster turnaround time to our customers. Due to the invasive nature of the project, our staff worked before the Library opened each morning and on weekends to accomplish this monumental task ahead of schedule and under budget.

In the Children's Department, we believe that our role is to continually look at ways to offer unique programs, services, and a collection that meets the needs of our youth and empowers them to reach their full potential. Highlights of 2016 include a visit from Newbery Honor award winning author Eugene Yelchin, a book-themed mini-golf course during a Kids Fun Zone event, the Little Sweethearts Dance, and a Stuffed Animal Storytime & Sleepover.

As a trusted center of the community, we have attracted partner organizations that have a similar mission to our own. Collaborating with others has allowed us to strengthen our reach in the greater Waukesha region through resource sharing, broad-based marketing, and collaborative networking. For example, our work with Waukesha Parks, Recreation & Forestry department expanded library programs and services to six parks, community learning centers at two schools, and several 4K sites in 2016.



FOCUS ON EDUCATION

On January 1st, our customers gained access to two exciting brand-new databases: *Rosetta Stone*, a language learning database with fantastic name recognition and national accolades for excellence; and *JobNow*, a job hunting and preparation service that offers live interview coaching, resume assistance, career guidance, and access to an Adult Learning Center.

HIGHLIGHTS



The Library pioneers new technological initiatives as part of our long-term strategy, and in 2016 we purchased ten Early Literacy Computer workstations to replace the out-of-date machines in the Children's Library. These systems are geared for preschool children to improve their literacy skills, and they have proven to be very popular: we have seen more than 20,000 hours of use since April.

The Library held the first ever Volunteer Fair on April 30. Nearly 100 people took part in the event, and 22 presenters, representing 15 local organizations, spent the afternoon speaking with adults and teens interested in doing volunteer work in the community. We are pleased to have played a key role in facilitating these important connections in the community and will make this an annual event.

We joined forces with the Alzheimer's Association and the Aging and Disability Resource Center (ADRC) for 22 weeks of special programming throughout 2016, hosting two 8-week sessions of *Eat Better Move More*, and a 6-week session of *Boost Your Brain and Memory*. An outstanding program called *Memories in the Making* displayed art created by people living with Alzheimer's and related dementias on our Community Art Wall.

Waukesha Public Library was one of 75 organizations nationwide to receive a Big Read grant from the National Endowment for the Arts in 2016, and one of only 2 organizations in the country to receive the largest possible amount of \$20,000.

An estimated 9,500 people attended the 44 events and 13 book discussions that centered around Harper Lee's *To Kill a Mockingbird* during the tenth iteration of the acclaimed *Waukesha Reads* series. During the events, our team gave away a record number of 2,420 free books to the community, and hosted more than 250 people for Mary Badham's keynote address at Carroll University. It is obvious that *Waukesha Reads*, and the partnerships it helps to forge, is a cornerstone of the greater Waukesha region.

FEDERAL REPOSITORY

We celebrated 50 years as a Federal Depository Library in December, and we were honored to have received a plaque commemorating this event. As a participant in the Federal Depository Library Program, Waukesha Public Library provides access to almost 2,400 government documents via our public catalog, and we add more state and federal documents, both in print and electronic, to our collection for customer use each year.

PROGRAMS

Waukesha Public Library programs make an immediate and positive impact by actively engaging customers in the learning process. Community interest and event participation has grown every year since 2012.

Type	2012	2013	2014	2015	2016
Children's Programs	507	616	619	625	662
Attendance	19,211	26,193	31,463	32,119	33,305

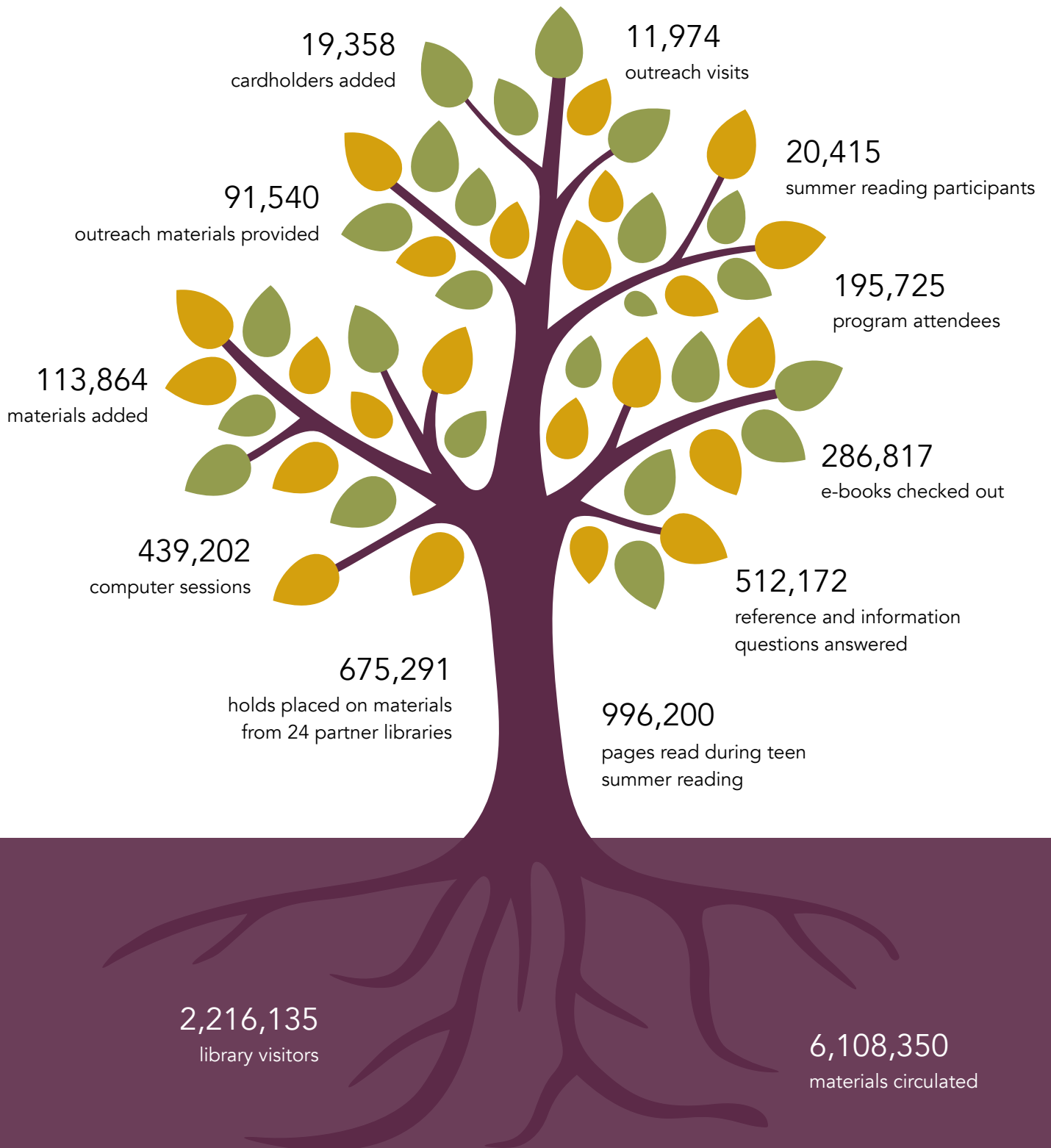
2016 attendance and participation numbers broke records, prompting an immediate review of space needs in the facility, resulting in a \$2.3 million proposal for additional space and community areas.

Type	2012	2013	2014	2015	2016
Total Programs	651	809	796	825	869
Attendance	28,311	35,467	41,415	44,426	46,106

The community-wide literacy event *Waukesha Reads* celebrated 10 years of success in 2016 with the number of associated partner program and special events reaching the highest mark in its history.

Type	2012	2013	2014	2015	2016
WR Programs	29	46	48	55	57
Attendance	7,560	7,694	12,159	9,682	9,500

FIVE-YEAR REVIEW



FINANCIALS

The majority of funding for the Library's operating budget is tax-payer supported both from city and county residents. Budgetary increases support pilot programs, new literacy initiatives, and help offset inflationary costs.

Annual budget	2012	2014	2016
Municipal Appropriation	\$2,157,828	\$2,261,449	\$2,424,510
County Appropriation	\$1,131,002	\$1,137,199	\$1,149,270

Other sources of revenue for the Library include capital improvement project funding, which is utilized for infrastructure improvements and technological resources to improve Library facilities and equipment.

Annual budget	2012	2014	2016
Operating Budget	\$3,687,753	\$3,751,609	\$3,906,443
Capital Funding	\$53,000	\$328,258	\$114,882

The Library was one of only two organizations in the entire country to receive the highest amount awarded by the National Endowment for the Arts for the ten-year anniversary of the acclaimed *Waukesha Reads* program.

Annual budget	2012	2014	2016
NEA Grant Funding	\$0	\$14,400	\$20,000
WCCF Funds	\$47,844	\$55,402	\$58,320

LIBRARIES TRANSFORM



"I LOVE THE LIBRARY"

During National Library Week in mid-April, we asked our customers to take a minute and write a short note on a paper butterfly about what the Waukesha Public Library meant to them, and how it has positively transformed their life, or that of their family.

The response was nothing short of overwhelming, and the space for this project quickly became overcome with notes. When the week was over, all of the butterflies were taken down and their messages preserved. This is a small sample of what they had to say.

FRIENDS



BOARD OF DIRECTORS

Pat Church, President
Tammy Bowen-Dixon, Vice-President
Mary Ellen Michaelson, Treasurer
Carmen Dullum, Secretary
Larry Nelson, Director
Candace Decker, Director
Sandy Harris, Director
Judy Roller, Director
Leona Peters, Director
Jean Pascek, Director
Cynthia Deatruck, Library Board Liaison

FINANCIAL GIFTS

Children's Services:	\$2,900
Children's Programs:	\$4,500
Teen Services:	\$2,950
Adult Services:	\$2,830
Waukesha Reads:	\$5,000
Book Pages:	\$1,680
Volunteer Reception:	\$ 750
Staff Education:	\$ 800
Green Initiatives	\$2,300

Total: \$24,710

WITH A LITTLE HELP FROM OUR FRIENDS

The Friends of Waukesha Public Library are an extraordinary group of volunteers — lead by a 11 member Board of Directors — who give their time and talent to complement traditional Library services. Whether it be their continued dedication to supplemental programming, ancillary financial support for events and services, or their powerful lobbying and advocacy efforts, the Friends are to be commended for all that they do.

PARTNERS



Allô! Chocolat
Almont Gallery
Avalon Square
Bernie's Tap Room & Restaurant
The Book Café
Bridges Library System
Carroll University
Catholic Memorial High School
Charles Z. Horowitz Planetarium
The Clarke Hotel
Clear Choice Insurance
College Still Achievable
Crush Wine Bar
Culver's
Easter Seals
Ex Fabula
Frantic Screen Printing
Hope Center
Jest for Fun Joke Shop

Literacy Council of Greater Waukesha
Literacy for All
Mainstream Bar & Grill
Marcus Majestic Cinema
Martha Merrell's Books
Meli's Bar & Restaurant
Neptune Comics
Otto's Fine Art Academy
Pantheon Industries
Parent's Place
Presbyterian Homes and Services
Safe Babies, Healthy Families
Schlitz Audubon Nature Center
School District of Waukesha
Southeast Wisconsin Festival of Books
St. Joseph's Medical Clinic
The Steaming Cup
Taylor's Peoples Park
UW-Extension

UW-Waukesha
Waukesha Civic Theatre
Waukesha Community Arts Project
Waukesha County Museum
Waukesha County Technical College
Waukesha Downtown Business Association
Waukesha Farmers' Market
Waukesha's Friday Night Live
Waukesha Freeman
Waukesha Hispanic Collaborative Network
Waukesha Parks, Recreation & Forestry
Waukesha Rotary Club Charitable Fund
Waukesha Youth Collaborative
We Energies Foundation
West End Artists
Wildlife in Need Center
Wisconsin Historical Society
Wisconsin Public Radio
YMCA of Waukesha



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