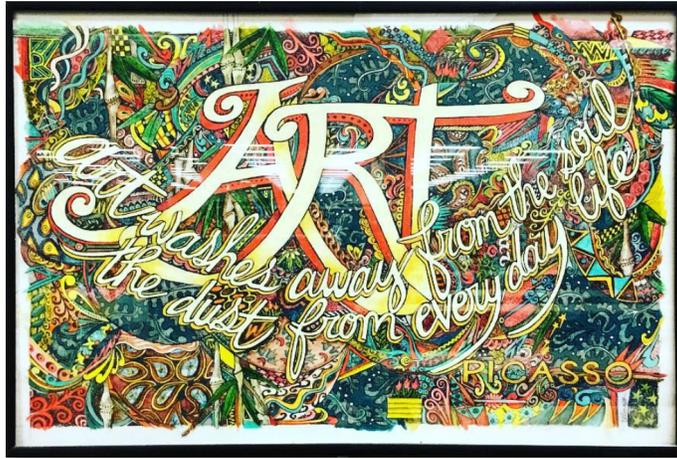


WAUKESHA
PUBLIC LIBRARY

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

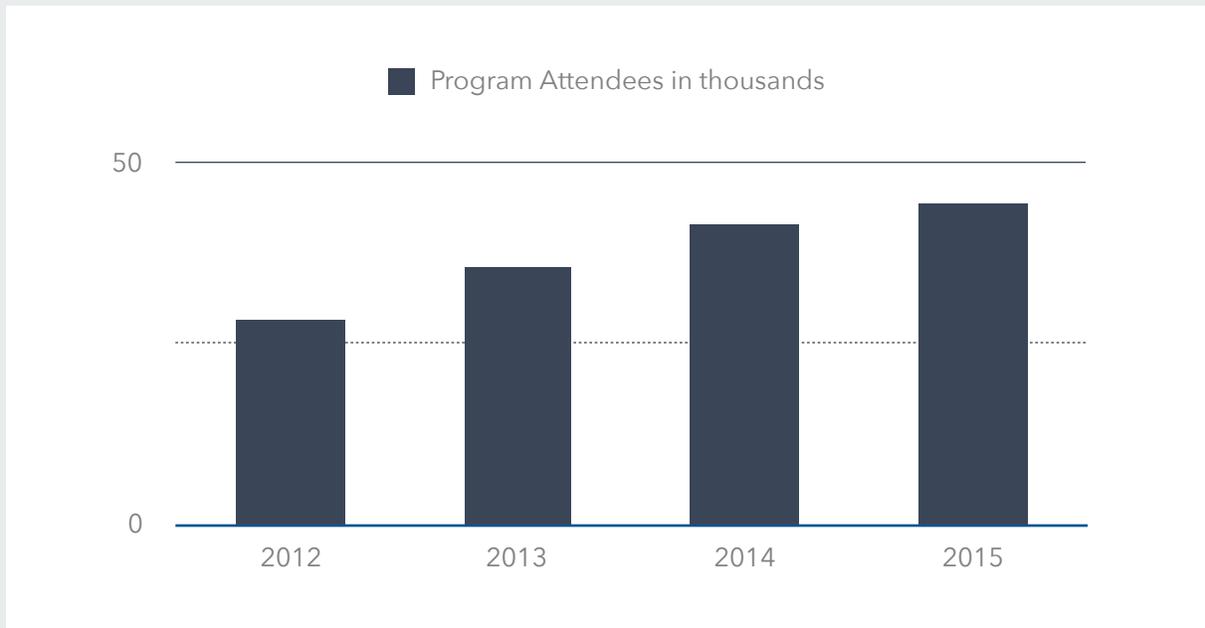
The Waukesha Public Library is the community's best source for inspiration, ideas, and information.
 The Waukesha Public Library provides a welcoming and dynamic environment where citizens of all ages can find the inspiration, ideas, and information to reach their full potential.

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.

3

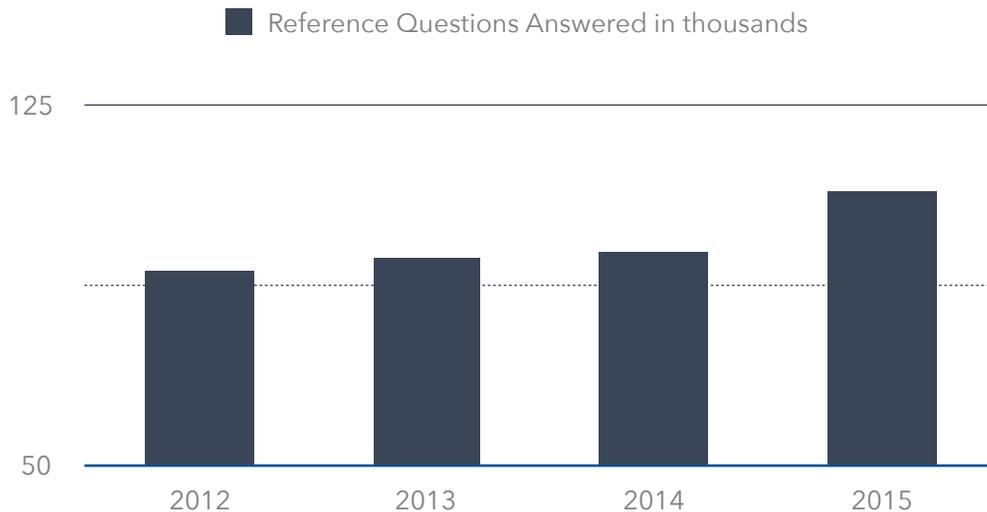
3,911 Classes

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 |
| Total | 426,041 | 478,241 | 488,101 |

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.

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.

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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waukeshapubliclibrary.org