

and another, his mother called him "WILD THING!" and Mark said "I'll eat anything." was sent to bed without eating anything.



THE WAUKESHA PUBLIC LIBRARY

2012 ANNUAL REPORT





OUR VISION

The Waukesha Public Library provides a welcoming and dynamic environment where citizens of all ages can find the inspiration, ideas, and information necessary to achieve their full potential. We are committed to serving the public in a customer centered and pro-active manner, providing a wide variety of materials, resources, and services.

WE ARE

The community's best source for inspiration, ideas, and information.



FROM THE DIRECTOR

According to the Tibetan calendar, 2012 was the *Year of the Water Dragon*, or a once-every-sixty-years event characterized by new beginnings, dramatic excitement and auspicious new ventures. A relatively rare occurrence, this particular year was also considered a critical time for the advancement of cultural and intellectual pursuits in the world.

It is likely that no other description, astrological or otherwise, is so similar in describing the 2012 year-in-review of the Waukesha Public Library: a change in leadership, a brand new catalog, record breaking program attendance, and new regional and state-wide partnerships are just a few of the standouts from the many successes achieved over the last 12 months. Additionally, implementing a new city-wide financial management system paved the way for WPL to end the year right on target, achieving our short- and long-term budgetary goals while at the same time launching several new initiatives utilizing current resources.

It was a marvelous year of extraordinary activity at the Waukesha Public Library, and we start 2013 refreshed and prepared to meet the growing and ever-changing needs of our customer base. I am excited to bring about a new vision, a way forward that combines the best of what already makes us great with some fresh ideas about where we need to go in the years to come. Get a card, join the Friends of WPL, make your contribution positive and impactful...but most important, come on in and enjoy what you have allowed us to create!

-Grant C. Lynch



NUMBERS

Serving nearly half a million patrons per year, the Waukesha Public Library is one of the most heavily utilized libraries in the state of Wisconsin. In fact, as many public libraries across the state are seeing marked decreases in annual visits, the Waukesha Public Library boasted an impressive 1.63% increase in visitors in 2012.

Overall program offerings increased 5% this year, from 618 in 2011 to 651 in 2012. Exciting additions included iPad programs for children, Lego Club, Intro to eBooks classes and the popular Sundays with TED.com series. Additionally, the incredibly popular *Waukesha Reads* series scored another huge success in 2012, with an impressive 37 participating community partners.

OPERATIONS

269,826 Books

29,093 Electronic books

476,326 Visitors

59,413 Cardholders

325,549 Items in collection

61 Databases

97 Public access computers

109,133 Computer uses

71,062 Questions answered

1,291,824 Items circulated

PROGRAMS & EVENTS

90 Programs for adults with 8,514 attendees

54 Programs for teens with 586 attendees

507 Programs for children with 19,211 attendees

3,650 Summer Reading participants with 1,195,740 minutes read

29 *Waukesha Reads* programs with approximately 7,500 participants

1,575 *Waukesha Reads* books distributed

NUMBERS

Outreach Services are a major part of what we do at the Waukesha Public Library. The entire circulating collection and most library services are available to homebound residents, epitomizing our fundamental principles: we are free, open and accessible to all.

The Waukesha Public Library receives nearly \$175,000 from out-of-county usage payments and revenue generated from paid services. All income is used to pay for library programs, collection development and upgrades to various resources and departmental needs.

OUTREACH

2,562 Visits to approximately 300 patrons

1,312 Miles traveled across Waukesha County

18,042 Items circulated

16 Local facilities visited every 1-2 weeks

FINANCIAL

\$3,687,750 FY2012 budget

\$279,220 Print materials budget

\$141,046 Electronic & audio/visual materials budget

\$19,420 Trust funds

\$16,500 Memorials, gifts, public art and other revenue

\$47,850 Waukesha County Community Foundation funds





DETAILS

Nearly 1,300 hours were donated by volunteers to re-shelve materials, mend and repair books and check audio & visual material contents in 2012. This is an unbelievable 24% increase over the same period last year, and we certainly appreciate all of the help!

Responding to a vocal need, we also added a new class, *Intro to eBooks*, to our regular computer instruction schedule. With over 100 attendees in the fourth quarter of 2012 alone, we nearly tripled our attendance figures from 2011.

In 2012, the Technical Services Department at the Waukesha Public Library cataloged over 28,500 new books, audiobooks, music, magazines and films to the collection. Proper maintenance of these materials netted over \$20,500 in replacement costs, or the equivalent of approximately 1,400 DVDs, music CDs and audiobooks. This cost-savings came on the heels of a brand-new catalog, Polaris, that went live to a base of well over 100,000 county-wide cardholders on November 28, 2012. After weeks of preparation, the bibliographic records for the Waukesha Public Library's 400,000 items were upgraded to the new system.

The Circulation Department partnered with Pantheon Industries Vocational Development Center and the Waukesha School District Career and Technical Education Program in 2012, in order to pair clients with a job coach to gain valuable work experience in a real-world setting. The staff at the Waukesha Public Library embrace the opportunity to help members of our community develop proper job skills, assisting in keeping school instruction current with business practices and providing an important public service by preparing young adults for life-time careers.

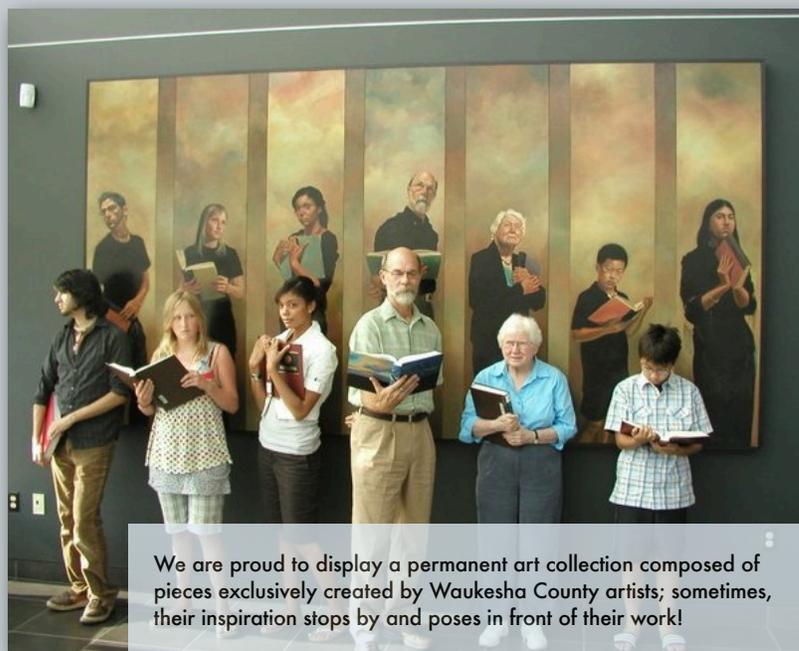
Additionally, 15 Kindles—eight with content for adults, three for young adults, and four for children—are in circulation and have been incredibly popular. In September of 2012, after receiving some overwhelming positive feedback from the community, we launched programs using iPads with children creating films in iMovie, songs in Garage Band, and simple

1,195,740 minutes were read during Summer Reading 2012, or an average of six hours for each participant. It makes sense, then, that we recorded a 13% increase in attendance for our nearly 200 incredibly popular story-time programs throughout the year.

Whether it is providing services to our record 3,325 participants in the *Dream Big, READ!* Summer Reading 2012 program, connecting with 4,804 children during family story time programs, or collaborating with any one of 18 regional elementary school partners to reach a further 6,901 students, the Waukesha Public Library Children's Services department makes a substantial, measurable impact across the greater Waukesha Region.

programming languages with Codea—library staff also use them as tools in the classroom for ebook classes and teen events. Utilizing tablet technology also helps the Waukesha Public Library go green and do what is right for the environment by minimizing paper use and waste.

Finally, five new pieces were added to the Library's impressive permanent art collection in 2012, representing a 42% increase in size. Four local artists also displayed their work in our rotating public art gallery.



We are proud to display a permanent art collection composed of pieces exclusively created by Waukesha County artists; sometimes, their inspiration stops by and poses in front of their work!

Early Readers
Principios de Lectores



BOARD OF TRUSTEES

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Mr. Steve Schultz, Vice-President
Mr. Jeff Fowle, Secretary
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ADMINISTRATION

Grant C. Lynch
Executive Director

Kori Hall
Information Services

Karol Kennedy
Deputy Director

Jim LaPaz
Building Operations

John Klima
Assistant Director

Nancy McGuire
Circulation

Beth Bechtel
Technical Services

Kerry Pinkner
Children's Services

GIFTS & MEMORIALS

The Waukesha Public Library receives substantial financial support from a variety of sources, including memorials, program sponsorship and general gifts. We thank you for all of your support throughout 2012 and beyond.

\$10-\$99

P.A.G.E. (Parents Advocates for Gifted Education)
Ideal Club
In Memory of Patricia Doyle Dean

\$100-\$499

WCCF Friends of Waukesha Public Library Fund
Noon Lioness Club
In Memory of Hillary Grace Bryant
In Memory of Edith LeMay

\$500-\$999

Beacon Lights Club
Stacey & Jake Werheiser
Waukesha State Bank

\$1000-\$1999

WCCF Donald J. and Betty Lou Tikalsky Community Fund
Arts Waukesha

\$2000+

Greater Milwaukee Foundation
Edmund J. and Nancy C. Vojtik Fund
Waukesha Reads 2012 Individual Donations
Waukesha Rotary Club Charitable Fund
Wisconsin Energy Foundation

FRIENDS

Peggy Ballmann, President
Mary Lamb, Vice President
Patricia Church, Secretary
Sandi Ammerman, Treasurer
Paul Rempe, Board Representative
Candace Decker
Linda Koszuta
Larry Nelson
Jean Pascek
Leona Peters

The Friends of the Waukesha Public Library donated an astounding **\$55,000** to the Library during 2012. These gifts included funding for **technology infrastructure, program support, marketing material** and much, much more.

The Friends organization is a group of dedicated volunteers who support the Waukesha Public Library in a variety of ways. In addition to providing supplemental funding, they nearly doubled membership in 2012 as well as launching a new marketing plan complete with high-quality merchandising. Gifts for 2012 include:

- Over **\$4,600** for the WPL Art Collection
- **\$15,000** for our upcoming laptop lending program
- **\$7,000** for Adult, Teen and Children's Programs
- **\$5,000** for *Waukesha Reads 2012*
- Over **\$2,000** for re-usable library tote bags

The Board of Trustees, staff and administration of the Waukesha Public Library thank the Friends of WPL for their dedication, funding support and generosity in all that they do!

THE WAUKESHA PUBLIC LIBRARY



2012 PARTNERS

Allo! Chocolat
Almont Gallery
Arts Waukesha
Avalon Square
The Book Cafe
Carroll University
Charles Z. Horwitz Planetarium
City of Waukesha
City of Waukesha Common Council
Friends of Waukesha Public Library
Girl Scouts (Brownies) of Waukesha
Goodwill Industries
Waukesha GuitarTown
Hope Center
La Casa de Esperanza
Literacy Council of Greater Waukesha
Marcus Majestic Cinema
Martha Merrells Books & Cuddles
Oasis Readers
Presbyterian Homes and Services
Republican Women of Waukesha County
Rochester Deli
School District of Waukesha
Southeast Wisconsin Festival of Books
Spring House Tea Room
Sprizzo Gallery Caffe
The Steaming Cup
United Way
University of Wisconsin-Madison

University of Wisconsin-Milwaukee
University of Wisconsin-Waukesha
University of Wisconsin-Waukesha Foundation
Volunteers of Lake Country
Waukesha & Pewaukee Convention & Visitor Bureau
Waukesha Business Improvement District
Waukesha Catholic School System
Waukesha County Association for Home & Community
Waukesha County Community Foundation
Waukesha County Dairy Promotion Committee
Waukesha County Fair
Waukesha County Federated Library System (WCFLS)
Waukesha Community Art Project
Waukesha Community Education
Waukesha County Historical Society and Museum
Waukesha County Technical College
Waukesha Freeman Newspaper
Waukesha Hispanic Collaborative Network
Waukesha Parks, Recreation and Forestry
Waukesha Public Library Board of Trustees
Waukesha Public Library Teen Advisory Board
Waukesha Rotary Club Charitable Fund
Waukesha State Bank
Waukesha Youth Collaborative
West End Artists
Wisconsin Arts Board/State of Wisconsin
Wisconsin Energy Foundation
Westwood Health and Fitness Center

Please notify the library in the event of an omission.

The Waukesha Public Library
321 Wisconsin Avenue
Waukesha WI 53186