

the waukesha public library

**2013 annual report**





# from the director

Few institutions face such dynamic and evolving changes as public libraries have over the past few years. Rivalled only perhaps by the explosive rise in popularity of the personal computer in the 1990s, the advent of media content and delivery (that is, the way in which we receive and use information) has forever altered the landscape, scope, and reach of public library services.

Electronic media – be it a Kindle e-book, a song from iTunes, or even a Wikipedia article – has drastically shifted the way in which we meet the intellectual, cultural, and artistic needs of our community, and we have responded

by pioneering brand-new services and collections that satisfy this evolving demand. Our circulation figures of both traditional as well as electronic material support the idea that e-books and other electronic content can live in harmony within our tangible collection of more than 400 thousand items. The Library's professional-grade databases offer a more credible citation than many popular web-based resources and we have begun to explore options for streaming digital content in a way that is far more efficient and easier-to-use than ever before.

Our staff – our dedicated team of professional librarians, associates, and volunteers – deserve great praise for the work that they completed in 2013. It is highly evident that our team believes in the power, the value, and the far-reaching impact of the Library as the center of the community, and it is a direct result of their commitment to excellence and pride in the organization that we continue to achieve so many successes. In fact, a recent survey highlighted the outstanding customer service and attention to detail of our team, and they deserve special commendation for excellence in all areas of operations.

It was a year of great progress for the Waukesha Public Library, and a few key highlights stand out as a testament to the many accomplishments by our staff. Among them are: the very first live author visit by Luis Alberto Urrea for *Waukesha Reads*; passing a \$3.67 million budget with special emphasis on collection development and programming; record children's Summer Reading Club registration of 3,484 (up nearly 21% over four years); program offering and attendance higher than ever before; a meteoric rise in e-book collection development and circulation; original production and publishing from our dynamic teenaged patrons; and more than 50 community partners throughout the year.

Thanks to you, the Waukesha Public Library is leading the way for libraries throughout the state of Wisconsin. Thank you for allowing us to continue to serve you, for enabling us to carry on identifying more cost-efficient and effective ways to assist your information-seeking and academic inquiries, and for supporting the Library as a highly-valued and intrinsic part of our community. Last year was another major step forward in achieving our objective of being the community's greatest source of inspiration, ideas and information!



*-Grant C. Lynch*



# key statistics

The Waukesha Public Library is committed to fostering a creative, accommodating, and equipped environment for our local and regional community of students, families, readers and job-seekers.

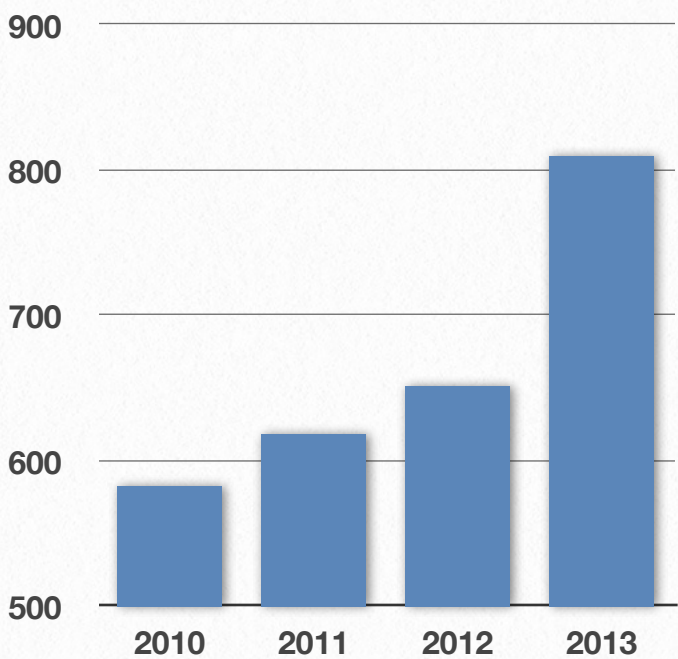
We are proud to have hosted more than 470,000 visitors to the Library in 2013, and we were delighted that our heavily-utilized collection of 426,075 print, non-print and electronic materials was put to good use. In fact, an annual circulation of 1.2 million items to more than 60,000 cardholders – a ratio of 20:1 – ranks the Waukesha Public Library in the top tier of circulating libraries in Wisconsin. This figure will likely continue to rise as we explore new ways to deliver material to our expanding community of users, with an emphasis on streaming digital content and e-media.

## programs & events

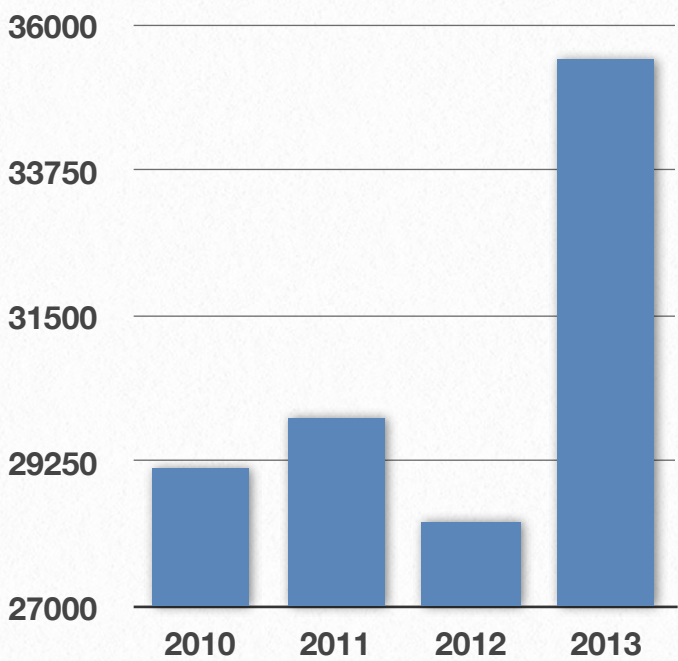
Part of what makes the Waukesha Public Library so coveted is the comprehensive range of programs that we offer for free and available to all. Popular additions for 2013 included Spanish parenting classes in collaboration with the Waukesha Hispanic Collaborative Network, several Civil War historical events as a partner with Waukesha Parks, Recreation and Forestry and the Landmarks Commission, and our first Youth Art Month Celebration, complete with 310 attendees.

Overall program offerings increased 24%, from 651 events last year to a whopping 809 in 2013; attendance and participation also increased 25% from 28,311 to 35,467 for the year. Of these, 616 programs were intended for children and families, and they were so popular that we saw an astounding 36% increase in attendance and participation.

programs offered



attendance & participation







*Above: A family finds their own space in the Children's Services Department to learn all about Threshing Day and talk about steam engines. Nearly 140,000 materials, or 32% of the Library's collection, is intended for use by children and educators.*

*Nearly 9,000 children and their teachers from 40 regional schools, daycare centers and preschools hosted us for a visit or took a field trip to the Library in 2013. These visits prove to be essential in providing educational information and resources to a target demographic.*

## year-in-review

The Library achieved record-breaking participation in the Summer Reading Club, thanks in part to a brand-new initiative directed at children under the age of three called the *Little Dinosaurs Summer Reading Club*. This wonderful addition to the programming line-up is an excellent reflection of our focus and attention on offering high-quality and beneficial early literacy activities for infants and young children. In fact, research<sup>1</sup> has demonstrated that reading to your child from the time they are born helps to develop important pre-reading skills that will provide a solid foundation for school and learning success. The Library proves to be instrumental in this necessary and valuable process, and partners with 40 schools in the region to that end.

In addition to partnering with the schools, the library worked closely with many other community organizations, including the Family Empowerment Action Team of the Waukesha Hispanic Collaborative Network, offering Spanish parenting classes and story times at the library throughout the year. In fact, we offered 28 events for a primarily Spanish-speaking audience, up from 22 the previous year.

<sup>1</sup>Green, S. D., Peterson, R., & Lewis, J. R. (2006). Language and literacy promotion in early childhood settings: A survey of center-based practices. *Early Childhood Research & Practice*, 8(1).



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*Below: A Waukesha student uses a Library iPad to read and study. iPads and other tablet technology have revolutionized the way in which we interact with data and information.*

To complement the increase in Spanish-language parenting classes, the Technical Services Department reclassified books from within the Children's Spanish collection into a newly created Spanish Reader collection. These texts help to bridge the gap between picture books and school-age chapter books, and have proven instrumental in addressing the literacy and educational needs of a rising Hispanic demographic in the Library's service area.

The Library's Teen Manga and Anime Club began producing their own fanzine in May called "The Zine," and it includes original artwork, trivia, book reviews, recipes, recommendations from club members and more. A biannual publication, the piece will continue to be a staple of creativity far into the future; in fact, creating an original publication for our circulating collection follows a national trend of public libraries to adopt a broader, more expressive, and exploratory role in information seeking, collaborative projects and in-house publishing.

The Circulation Department partnered with Good Will and Easter Seals to provide work and/or study opportunities for qualified candidates. The mission of both organizations is perfectly aligned with that of the Waukesha Public Library, and we are delighted to participate in a process that provides services, education, outreach, and advocacy for people living with autism and other disabilities.







*Above: The Library's 64 public access computers and seven WiFi access points bring Internet speeds up to 100mb to our patrons in every corner of the building.*

Our team also consults with other regional public libraries and other City departments throughout the year related to public safety and security policy creation. In this vein, the Library has strong partnerships with the Waukesha Parks & Recreation Department, the Waukesha Police Department, and maintains a communication network with a variety of local social service agencies in Waukesha.

The operating budget for the Waukesha Public Library includes \$2,194,580 from the City of Waukesha; \$1,131,186 from Waukesha County, and an additional \$23,268 from Racine, Walworth, Jefferson, Dodge and Washington Counties in Wisconsin. These out-of-county payments are reimbursement for Library usage by those patrons who do not reside in Waukesha County, and it reflects a strong regional interest in our core services and collections. Capital Improvement funding totaled \$15,000 for a special consultant and architectural team to analyze current and future facility space needs.

Additionally, approximately \$20,000 of donations, gifts and grants is entirely reinvested in public programs, special collections and other services that directly benefit our community. The Friends of Waukesha Public Library also gave nearly \$40,000 to the Library in 2013, and they deserve special recognition for all of their support, volunteerism and promotional assistance.



# numbers

**1,284** Hours donated by generous volunteers to re-shelve and check audio/visual material, and mend books.

**1,792** CD, audiobook & DVD discs restored instead of purchasing new copies, saving well over \$25,000.

**18,468** Materials delivered over 2,691 visits over a distance of 1,111 miles traveled to 300 outreach patrons.

**22,374** New books, music CDs, DVDs and audiobooks added to the collection.

**93,236** Questions answered at the Adult Services Reference desk, or nearly 3,000 more than in 2012.

**103,097** Total number of electronic books, electronic audio and electronic video in the collection.

**198,482** Electronic books circulated in the county, of which 47,377 were circulated to Waukesha residents.

**244** Adults registered for summer reading, completing with 975 books read.

**417** Teens registered for summer reading, representing 40 different area schools.

**3,484** Children registered for summer reading, marking four straight years of consecutive growth.

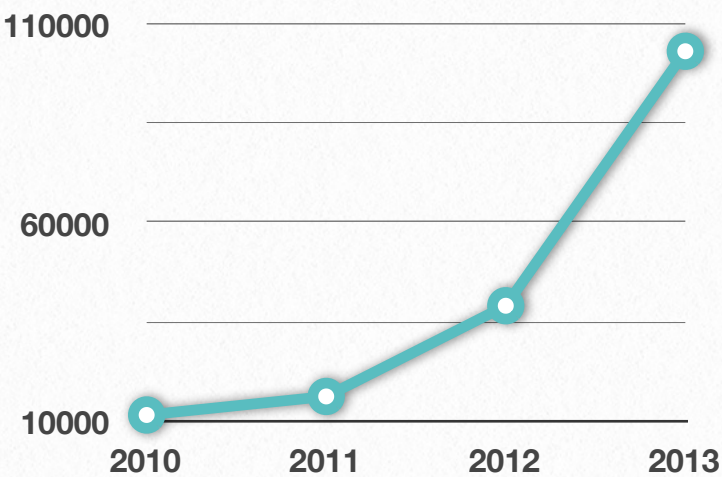
**202,700** Pages read by teens during the summer reading program, averaging out to 1,308 pages per reader.

**83,388** Logons to public computers, representing more than 65,000 hours of internet browsing and usage.

Waukesha Public Library cardholders checked out more e-books in 2013 than ever before. In fact, our patron demand for e-books was so strong that we authorized an additional \$9,070 for e-book purchasing as compared to 2012, and as a result of this infusion, circulation of these materials to Waukesha residents increased 73.4% from 27,315 in 2012 to nearly 50,000 last year.

Library staff also taught 23 e-book classes to 242 students, effectively demonstrating how easy it is to access our electronic media collection that has swelled to more than 100,000 items and is now nearly 800% larger than it was three years ago.

e-media collection





# waukesha reads



The seventh evolution of the immensely popular and beloved *Waukesha Reads* series surpassed its own record of success with the visit from *Into the Beautiful North* author Luis Alberto Urrea in late October 2013. Our committed team of volunteers and industry leaders worked with more than 40 schools, arts and recreation organizations, and area businesses to put together a month-long celebration of literacy, diversity and education.

*Waukesha Reads* partnered with the National Endowment for the Arts and received \$16,000 from their “Big Read” grant program for the series in 2013. This is the largest amount ever awarded to the Library, and the results were phenomenal: record event attendance, more Spanish-language texts distributed than ever before, and 7,444 total participants.

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*Award-winning author Luis Alberto Urrea presented the Waukesha Reads keynote to an audience of more than 150*

## at-a-glance

**1,500** English-language books distributed

**200** Spanish-language books distributed

**28** Programs, events and exhibits

**12** Public book discussions

**1** Live author discussion



# art



The Library boasts an impressive art collection of 18 pieces on permanent display throughout the facility. Although the art does not circulate, it plays an equally invaluable role as the books on the shelves: the art provides a unique information exchange with the observer and is a particularly eclectic and special collection. It is a true reference for inspiration, a catalyst for discussion, and an extraordinary aesthetic for the organization.

The Waukesha Public Library also offers rotating gallery space for Waukesha County artists to display two dimensional works of art. These exhibits are intended to complement the permanent art on display throughout the Library, and bring in visitors who admire the wide-range and extensive scope of the pieces. Student art from the Waukesha School District was featured at the Library during

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*Above: University of Wisconsin-Waukesha Associate Professor of Art Barbara Reinhart's 2011 piece "Do You Realize?" was acquired by the Library in 2012.*

the month of March, and more than 300 people attended a special art reception to help us celebrate the creativity of these young artists and their teachers.

Additionally, 2013 was an extraordinary year for teen art at the Library. Each year the demand for arts and crafts projects has been increasing among this demographic, providing us with the opportunity to branch out in new and creative ways with our programs. Some of the projects included *Poetry Crafts*, *Sock Monsters*, *Polymer Clay Light Switch Plates*, and *Personal Statement Paintings*.



# gifts & memorials



Special thanks to our community partners, donors and grantors for their continued support to the Library in 2013.

\$10-\$99

Oak Hill Terrace  
Oak Hill Village Fun Lovin' Social Club

\$100-\$499

Beacon Lights Club  
We Energies Employee Gifts  
Waukesha Noon Lioness Club

\$500-\$999

Ideal Club  
Stacey & Jake Werheiser  
Waukesha Rotary Club Charitable Fund

\$1000-\$1999

WCCF Donald J. And Betty Lou Tikalsky  
Wisconsin Energy Foundation

\$2000+

The Friends of Waukesha Public Library  
Terry and Tracy Stevens  
National Endowment For The Arts



# the friends of waukesha public library



**The Friends of Waukesha Public Library  
Executive Board of Directors**

- Mary Lamb, President
- Patricia Church, Vice President/Secretary
- Sandi Ammerman, Treasurer
- Candace Decker, Waukesha Reads
- Tammy Bowen-Dixon, Volunteers
- Larry Nelson, Book Festival
- Jean Pascek, Adult Services
- Leona Peters, Children’s Services
- Paul Rempe, Board Liaison
- Ed Vojtik, Member

The biggest accomplishment of the Library’s technology team in 2013 was launching our public circulating laptop program. By way of a generous donation from the Friends of Waukesha Public Library, we purchased fifteen laptops, a laptop cart, and software in order to provide alternatives to the public for computer usage. The program has been very well received by our community, and we look forward to expanding this program in the years to come.

The Friends also coordinate the sale of earbuds, flash drives, book bags and calendars to patrons, with all proceeds returning to the Library for program, collections and special event funding.

## 2013 gifts

Thank you to the Friends Executive Board of Directors and all other members who donated to the Library in 2013. Dues for membership as well as the ongoing book sale make up a substantial part of the Friends’ income, and that in turn allows them to provide nearly \$40,000 in funding, infrastructure and special events planning in 2013. Thank you for your continued support of the Library!

The following list is by no means exhaustive, but highlights several gifts received throughout the year:

\$2,590.63 Children’s Programming

\$3,681.95 Children’s Summer Reading Club

\$1,300.00 Waukesha Janboree

\$2,006.18 Teen Programming

\$5,000.00 Waukesha Reads

\$1,368.60 Adult Programming

\$6,212.62 Promotional Material





# administration



*Several 10-foot replicas of Gibson Guitars adorn the Library, including “Steampunk” by local artist Chuck Weber*

## Waukesha Public Library Board of Trustees

Paul Kasprovicz, President  
Jeff Fowle, Vice-President  
Cynthia Gannon, Secretary  
Cynthia Deatruck, Trustee  
Carol Lombardi, Trustee  
Paul Rempe, Trustee  
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Laurie Probst, County Appointee  
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## Executive Leadership Team

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



# the waukesha public library



## thank you to our partners:

Allo! Chocolat  
Almont Gallery  
Avalon Square  
The Book Cafe  
Carroll University  
City of Waukesha  
City of Waukesha Common Council  
Easter Seals  
Friends of Waukesha Public Library  
Girl Scouts (Brownies) of Waukesha  
Goodwill Industries  
Waukesha GuitarTown  
Hawthorne Community Learning Center  
Hope Center  
La Casa de Esperanza  
Literacy Council of Greater Waukesha  
Marcus Majestic Cinema  
Martha Merrell's Books & Cuddles  
Oasis Readers  
Presbyterian Homes and Services  
Rochester Deli  
School District of Waukesha  
Southeast Wisconsin Festival of Books  
Spring House Tea Room  
Sprizzo Gallery Caffè  
The Steaming Cup  
United Way  
University of Wisconsin-Madison  
University of Wisconsin-Milwaukee  
University of Wisconsin-Waukesha  
University of Wisconsin-Waukesha Foundation

## 2013 annual report

Volunteers of Lake Country  
Waukesha County Community Foundation  
Waukesha County Dairy Promotion Committee  
Waukesha County Diversity Conference  
Waukesha County Fair  
Waukesha County Federated Library System (WCFLS)  
Waukesha Community Art Project  
Waukesha County Museum  
Waukesha County Technical College  
Waukesha Downtown Business Association  
Waukesha Freeman Newspaper  
Waukesha Hispanic Collaborative Network  
Waukesha Hispanic Health Collaborative  
Waukesha JanBoree  
Waukesha Parks, Recreation and Forestry  
Waukesha Public Library Board of Trustees  
Waukesha Public Library Teen Advisory Board  
Waukesha Rotary Charitable Club Fund  
Waukesha State Bank  
Waukesha Youth Collaborative  
West End Artists  
Wisconsin Arts Board/State of Wisconsin  
Wisconsin Energy Foundation  
Westwood Health and Fitness

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

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