



Oconomowoc PUBLIC LIBRARY

Exploring comes *naturally* here



BUSINESS PLAN

2017



OCONOMOWOC PUBLIC LIBRARY

BUSINESS PLAN 2017

Introduction

On the following pages, you will find the Oconomowoc Public Library Business Plan for 2017 along with a statistical record of 2014 - 2016 services. The statistics serve as a reminder that the Oconomowoc Public Library continues to provide the same excellent services that it has for many years. We will work to blend new initiatives with current services to make the library an even more valuable asset to the people of Oconomowoc. The library director will review the plan monthly. A quarterly written report on the business plan will be presented to the library board in the director's report at regular board meetings.

The Oconomowoc Public Library Board and director welcome questions and suggestions regarding the services the Oconomowoc Public Library provides.

History

Facilities and Services

The Oconomowoc Public Library is one of the oldest libraries in the state, progressing from a private association in 1870 to a public library in 1893. In 1918, the City of Oconomowoc took over operation of the library from the Oconomowoc Public Library Association.

From 1900 to 1987 the library was located at 212 N. Lake Road in a three-building complex that was constructed during the 1850s and '60s. In 1962, the Oconomowoc Public Library Board recognized the need for a new library building. In 1987, the library moved to its current location at 200 South Street. The library has grown from a modest collection of 200 books to over 120,000 pieces of material including books, audiobooks, magazines, DVDs, CDs, and e-books.

Over the years, updates to the library facility have helped the library remain as welcoming and vital as when it opened. In addition to the updates to the physical library, library programs continually evolve in order to meet community needs. These developments will help the Oconomowoc Public Library remain the vital place it is in the community. The Library Board and staff look forward to future developments in library service for the residents of Oconomowoc.

Leadership

In 1950 Oconomowoc High School graduate Josephine Machus was appointed library director. Among Ms. Machus' qualifications was the fact that she had earned a Master's Degree in Library Science from the University of Wisconsin – Madison in 1944. Under Ms. Machus' direction, the library started children's story hours and the material collection continued to expand. Ray McKenna, who earned his Masters in Library Science at Rosary College in River Forest Illinois, became library director in 1981. During his time as library director, Mr. McKenna successfully oversaw the building of a new library as well as many advances and updates to technology to keep up with the ever-changing demands for service. Ray McKenna retired in 2014 after 33 years of service at the Oconomowoc Public Library. Betsy Bleck was appointed library director in 2014. Ms. Bleck earned her Masters in Library and Information Studies from the University of Wisconsin – Madison. She joined the Oconomowoc Public Library as the children's librarian in February 2008.

Background

The Oconomowoc Public Library is located in the City of Oconomowoc with a population of approximately 16,000 residents. Oconomowoc is situated in the northwest corner of Waukesha County. Patrons include residents from the surrounding rural areas of Ixonia, Summit, and Ashippun plus communities in Jefferson, Dodge, and Washington counties.

The Oconomowoc Public Library is part of the Bridges Library System. Bridges includes 24 public libraries in Waukesha and Jefferson Counties.

The Library receives direct funding from the City of Oconomowoc, Waukesha, Jefferson, Washington, and Dodge counties. For 2017, estimates show that funding will be as follows: City of Oconomowoc \$676,370 (60% of total funding), Waukesha County \$289,622 (26% of total funding), Jefferson County \$86,548 (8% of total funding), Dodge County \$28,468 (3% of total funding), and Washington County \$284 (<1% of total funding). An additional \$36,400 (3% of total funding) will come from public charges for services at the library.

Mission Statement

The Oconomowoc Public Library provides materials, services, facilities, technology and up-to-date resources and programs to meet the educational, informational, cultural, and recreational needs of the community. The library is a free and vital resource, providing the community with the opportunity to explore, discover, learn, grow, ultimately enriching individual lives and the community as a whole. The library actively promotes an interest in and appreciation for reading and encourages lifelong learning.

Adopted by the Oconomowoc Public Library Board of Trustees June 13, 2013

Key Library Roles

Popular Materials Center

The Oconomowoc Public Library features current, high-demand, high-interest materials in a variety of formats for persons of all ages.

Preschool Door to Learning

The Oconomowoc Public Library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together.

Reference and Information Center

The Oconomowoc Public Library actively provides timely, accurate, and useful information for community residents.

Independent Learning Center

The Oconomowoc Public Library supports individuals of all ages pursuing independent learning.

Philosophy of Service

As library staff, we seek to provide courteous, responsive, quality service to our citizens by creating a respectful, positive, and enjoyable work environment.

In order to best achieve our commitment to provide a wide range of quality services, we support a philosophy of public service, which is embodied in the following statement:

We care about our patrons and believe in providing courteous and attentive service.

We seek innovative approaches to serve our citizens in the best way possible.

We believe in meeting our patrons' informational needs by providing accurate, complete, up-to-date information.

We believe that patrons are entitled to efficient service from staff that is knowledgeable and motivated to provide customer satisfaction.

We believe in listening to our patrons and responding to their ideas and concerns.

We value teamwork within and between departments and recognize that all staff members are important to quality service.

We strive to make decisions with input from those most likely to be affected.

We encourage creativity and differing points of view.

We believe that each staff member is special and that one person can make a difference.

Adopted by Oconomowoc Public Library Board of Trustees December 11, 2008

**Oconomowoc Public Library Board of Trustees
January 2017**

Melissa Krahn, President
Diane Knutson, Vice President
Lisa Baudoin, Secretary

Matt Mulder
Kristin Nelson

Paul Gephart
Hollie Schick

Mike Miller
Shelly Grothaus

Active Committees:
Art Committee, Planning Committee, Finance Committee,
Fundraising Committee, Facilities Committee, Nominating Committee

Oconomowoc Public Library Full-Time Staff

Elizabeth Bleck, Director
Jennie Fidler, Special Services Coordinator
Linda Karpinski, Clerical Assistant
Hope Kramer, Reference, Adult Services, and Cataloging
Marilyn Muehlenberg, Circulation Supervisor
Lisa Radder, Administrative Coordinator
Caitlin Schaffer, Youth Services

200 South Street
Phone: 262-569-2193
Fax: 262-569-2176
oconomowoclibrary@gmail.com
oconomowoclibrary.org
facebook.com/oconomowoclibrary

Hours:
Monday through Thursday: 9 a.m. to 8 p.m.
Friday: 9 a.m. to 5 p.m.

October through April only
Saturday: 9 a.m. to 5 p.m.
Sunday: 1 to 4 p.m.

*June through August
(based on Oconomowoc school calendar)*
Saturday: 9 a.m. to 1 p.m.
Sunday: Closed

**Three-Year Comparison of Selected Statistics from the Wisconsin Department of Public Instruction
Public Library Annual Report**

STATISTIC	2014	2015	2016
COLLECTION			
BOOKS IN PRINT	113,075	109,718	96,236
ADULT BOOKS	73,110	72,251	62,093
JUVENILE BOOKS	39,927	37,468	33,893
BOOKS IN PRINT ADDED	4,026	7,717	7,397
ELECTRONIC BOOKS (E-BOOKS)	123,087	138,317	150,022
AUDIO MATERIALS	4,920	4,516	4,602
ADULT CD BOOKS	1,348	1,607	1,724
ADULT MUSIC CDS	2,449	2,060	2,005
JUVENILE CD BOOKS	715	560	578
JUVENILE MUSIC CDS	252	269	285
AUDIO ADDED	322	304	294
E-AUDIO MATERIALS (DOWNLOADABLE)	28,485	35,284	38,559
VIDEO MATERIALS	3,390	3,949	4,580
ADULT DVDS	1,871	2,251	2,791
JUVENILE DVDS	1,454	1,698	1,757
VIDEOS ADDED	430	707	1,041
E-VIDEO MATERIALS (DOWNLOADABLE)	1,403	1,059	944
OTHER MATERIALS	372	277	237
SUBSCRIPTIONS (PERIODICALS & NEWSPAPERS)	225	198	205
CIRCULATION - TOTAL			
TOTAL CIRCULATION	269,414	265,030	273,919
CIRCULATION BY PATRON TYPE			
ADULT CIRCULATION	133,784	132,456	136,479
OUTREACH	4,554	3,432	0*
JUVENILE CIRCULATION	130,282	133,998	139,513
*Outreach services were on hiatus for redesign in 2016			
CIRCULATION BY MUNICIPALITY			
CITY OF OCONOMOWOC	139,325	133,146	138,150
WAUKESHA COUNTY	88,294	88,541	86,212
DODGE COUNTY	9,330	10,584	13,390
JEFFERSON COUNTY	31,562	31,832	34,694
OTHER CIRCULATION	132	180	67
OTHER COUNTIES	771	747	1,406
INTERLIBRARY LOANS - BRIDGES			
FILLED BY OCONOMOWOC PUBLIC LIBRARY	16,481	17,402	20,956
LOANED TO OCONOMOWOC PUBLIC LIBRARY	37,284	34,430	35,630
INTERLIBRARY LOANS - OUT OF COUNTY			
FILLED BY OCONOMOWOC PUBLIC LIBRARY	1,234	798	914
REQUESTS BY OCONOMOWOC PUBLIC LIBRARY	878	1,316	972
LOANED TO OCONOMOWOC PUBLIC LIBRARY	609	531	288
CIRCULATION - OTHER			
HOLDS FILLED WITH OCONOMOWOC ITEMS		22,298	26,337
RENEWALS	64,469	66,597	78,703

**Three-Year Comparison of Selected Statistics from the Wisconsin Department of Public Instruction
Public Library Annual Report Continued**

STATISTIC	2014	2015	2016
CIRCULATION – ELECTRONIC RESOURCES			
OVERDRIVE - TOTAL ELECTRONIC USES	19,141	21,954	25,200
E-BOOKS	14,381	15,640	17,221
E-AUDIO	4,760	6,314	7,979
CHILDREN'S E-MATERIALS		1,216	1,923
REGISTRATION – NEW PATRONS			
NEW ADULT REGISTRATION	834	827	826
NEW JUVENILE REGISTRATION	288	315	275
NEW RESIDENT PATRONS	534	571	664
PATRONS			
TOTAL PATRONS	21,505	22,513	17,138*
ADULT PATRONS	18,035	18,761	13,947
JUVENILE PATRONS	3,470	3,752	3,191
RESIDENT PATRONS	10,289	10,795	8,495
NONRESIDENT PATRONS	11,234	11,769	8,714
*In 2016, the patron database was purged of records that were inactive 3 years or more, per DPI recommended practice.			
PROGRAMS			
TOTAL PROGRAMS	297	376	415
JUVENILE PROGRAMS	233	255	271
TEEN PROGRAMS	29	66	68
ADULT PROGRAMS	35	55	76
TOTAL ATTENDANCE	15,583	17,374	16,433
JUVENILE ATTENDANCE	14,081	13,792	12,650
TEEN ATTENDANCE	1,255	2,712	2,964
ADULT ATTENDANCE	247	870	819
SUMMER LITERACY			
CHILDREN'S (0-11) SUMMER READING	1,749	1,589	1,670
YOUNG ADULT (12-18) SUMMER READING	141	177	181
ADULT SUMMER READING	133	88	110
SERVICES			
DAYS OPEN	331	329	332
LIBRARY VISITS	138,301	141,503	137,499
REFERENCE QUESTIONS	10,534	10,856	13,925
ROOM RESERVATIONS	233	255	225
INTERNET USES	14,059	11,986	10,446
WIFI LOGINS	3,496	5,002	9,560
PUBLIC COMPUTERS	14	16	28
PUBLIC COMPUTERS WITH INTERNET ACCESS	5	5	19
EXAMS	69	58	28
ONLINE MARKETING			
WEBSITE VISITS	130,554	130,736	135,542
WEBSITE NEWSLETTER SUBSCRIBERS TOTAL		1,042	1,363
WEBSITE POST OPEN RATE		20%	23%
FACEBOOK TOTAL LIKES	208	672	963
FACEBOOK POST REACH		53,718	147,980
FACEBOOK ENGAGEMENT		3,926	6,767

2017 Goals

Visibility				
Objective	Action	Measurement	Timetable	Outcomes
Work with local businesses and organizations and other city departments on marketing efforts	Library continues to distribute event posters to local businesses	Library regularly distributes event posters, with assistance of Friends Publicity Committee and Teen Advisory Board as needed	Ongoing	Library builds relationships with businesses and organizations in community
	Library explores new ways to market collaboratively with local businesses and organizations	Library holds or presents at one Chamber of Commerce event	End of second quarter of 2017	Visibility of library services and materials improves
		Library staff stays aware of new businesses in the community, and reaches out as appropriate to welcome and encourage collaboration	End of 2017	
Increase awareness of and participation in library services in OPL's service area	Work closely with schools to let families know that library cards are an important school supply	Library works with school district to find best way for library to sign up families for library cards, perhaps at a school event	Ongoing, with progress by end of third quarter of 2017	
	Outreach activities in the community and creative marketing.	Increase by 5% the number of city residents who have library cards	End of 2017, with progress shown by end of second quarter of 2017	
		Increased use by non-city residents in library's service area	End of 2017, with progress shown by end of second quarter of 2017	

Collection Management				
Objective	Action	Measurement	Timetable	Outcomes
Make library easy to navigate, and collections easy to find	Make collection signage consistent	Signs on shelves offer consistent information and look cohesive	End of second quarter of 2017	Patrons are able to find what they need more easily, and signage looks cohesive
Improve process/procedures for book donations and post-book sale unsold materials	Identify potential partners who deal in library discards, explore costs and benefits of partnering	Amount of material left after book sales is substantially decreased or is cleaned out more quickly than in past years.	By fall book sale 2017	The library's storage areas are neater and the library's meeting room looks more appealing after book sales Material for sale at book sales is more appealing to shoppers
	Identify better storage procedures	Storage issues for book sale are solved or improved		
Continue to work with the Bridges Library System on e-media content provision	Director gives input at APL meetings and in other communications with Bridges	Funding for e-media stays the same or increases	Ongoing	E-media collection grows and meets the needs of the community
Librarians continue to maintain the library's collection	Ensure materials reflect the diversity, interests, and needs of the community	Feedback from reference and youth services staff	Ongoing	Collection serves the needs and desires of the community
Continue art inventory	Administrative coordinator will continue to update art collection inventory	Provide board an updated inventory	Ongoing	Ongoing management of library's art collection

Library Programs				
Objective	Action	Measurement	Timetable	Outcomes
Support and ensure the success of "1,000 Books Before Kindergarten" program	Monitor registration numbers, patron satisfaction, and program reach	200 people register 25 people complete program	End of 2017 End of 2017	As many people as possible receive important support for early literacy activities in the home.
	Continue actively marketing the program	Youth services staff collect anecdotal feedback from participants	Ongoing	Library offers the highest-quality early literacy program possible
		Youth services staff use survey data from families who finish program to improve program as appropriate	Ongoing	
Continue to offer high-quality programs for adults, explore opportunities to increase and diversify adult program offerings	Hire and train part-time Reference and Programming Librarian	Reference and Programming Librarian holds 1-2 adult programs per month, in addition to programs offered by existing adult services librarians.	By end of first quarter of 2017	Adults have a wider variety of library programs to attend
	Work with local businesses and community organizations on adult programming efforts	Library holds three adult programs in collaboration with businesses and organizations	By end of 2017	Library builds relationships with businesses and organizations in community More adults attend programs Visibility of library events improves

Outreach, School, and Community Relations				
Objective	Action	Measurement	Timetable	Outcomes
Serve Oconomowoc residents who are unable to visit the library in person	Monitor new Mobile Library program (outreach to senior living facilities), looking for opportunities to enhance or expand	Special Services Coordinator develops schedule and method for visiting local residential facilities.	Visits begin by February 2017, with regular visits/pickups underway by March 2017.	The library serves a potentially underserved population, and outreach circulation improves.
	Explore implementing homebound delivery service	Staff research and consider feasibility of offering this service.	By end of third quarter of 2017	
Offer the best user experience possible to all who use the library in person, virtually, or over the phone.	Seek ways to offer "Service at the Level of 'Wow!'"	Number of library visits increases year to year, circulation increases, and positive word-of-mouth is heard/seen around town and online	Throughout 2017 and into the future	All who use library services are fulfilled, impressed, likely to return to the library, and spread positive word-of-mouth to others
	Examine user experience for ways to improve and enhance services			
Offer optimal service to those who live in the City of Oconomowoc	Obtain demographic data for people who live in the city of Oconomowoc, and obtain data from the public regarding what people need and want.	Take part in Community Needs Assessment in cooperation with the city's Parks, Recreation, and Forestry Department	By end of 2017	Better understand the needs and desires of the community, and respond to those needs and wants
	Explore outlets for patrons to give feedback and ideas on programs and library services.	Staff offer at least one feedback outlet	By end of first quarter of 2017	
Continue relationships between the library, schools, senior living facilities, home school groups, and a diverse array of community groups in the area	Regular interaction between library staff and senior living facilities, school representatives, and community groups	Annual state report statistics	Ongoing	Continued community/library collaboration
	Continue school visits			

Participate in at least three local community events such as parades, fairs, etc. with participation of library board members

Ongoing communication between the director and the board regarding participation in upcoming events

Participate in at least three local community events

End of 2017

Increased library presence in the community through board representation

Administration				
Objective	Action	Measurement	Timetable	Outcomes
Explore planned giving campaign	Director will investigate benefit and feasibility of a planned giving campaign	Director reports to fundraising committee in 2017	At first fundraising committee of 2017	Increased donations to support library mission
Update library procedures manual	Library Director works with staff to create and/or update documentation of procedures	Procedures manual is updated	Ongoing with progress shown by end of third quarter of 2017	Procedures are documented for future staff, and current staff have documentation to which they can refer when needed
Ensure safety of staff and patrons in emergency situations	Work with library's safety liaison and city's safety coordinator to hold staff trainings for emergency situations (fire, tornado, active shooter), and to look for opportunities to improve emergency preparedness	Trainings are held regularly	Annually, with progress on handouts and trainings by end of second quarter of 2017	Staff know what to do in case of emergency, and feel empowered to act in emergency situations.
	Develop easy-to-use grab-and-go guides for staff, outlining what to do in various kinds of emergencies	Guides are easily accessible to all staff, and staff are aware of where the guides are located		
Monitor success of recently revitalized Friends of the Library, and ensure the continuation of positive momentum gained in 2016	Friends Board of Directors meets regularly, as dictated in Friends bylaws	Board meets quarterly	First meeting February 2017, meeting dates thereafter to be determined	Friends Board provides needed leadership to Friends group
	Friends committees continue to offer needed assistance	Friends committees respond to regular requests for assistance	As needed, on a regular basis	Library staff have much needed volunteer support
Advocate for better funding from Waukesha County by working with the Bridges Director and APL	Director will advocate	Funding stays steady or increases	Ongoing	Funding stays steady or increases

Review staffing needs, responsibilities, and productivity

Director evaluation of staff

Annual evaluations

Ongoing based on anniversary dates of staff

Library staff receive regular feedback on performance, resulting in best service possible to community, and most efficient operations possible in the library.

Building				
Objective	Action	Measurement	Timetable	Outcomes
Continue to work with Facilities Committee to evaluate and improve library facility	Committee comprised of library board members, director, and staff	Meet at least twice a year	Committee meets twice in 2017, develops plan for near future and longer term improvement of facilities	Aesthetics of the library improve and the facility better suits community needs
Keep up with maintenance needs of library building and grounds	Work with other city departments to ensure completion of all projects listed in the library's capital requests for 2017	Replace boiler, update landscaping, and grounds, install irrigation system, replace and widen sidewalk adjacent to South Street.	End of 2017	Functionality and appearance of the library building and grounds support the mission and day-to-day operations of the library
Budget projects for the library by working with library staff, facilities committee, and city maintenance staff to update necessary areas of the library	Director, library staff, board facilities committee, and other city staff will communicate and plan for present and future needs of the library facility	Library facility needs are met	Ongoing, with facilities committee meeting twice annually	Aesthetics of the library improve and the facility better suits community needs, improving user experience and increasing circulation

Board Development

Objective	Action	Measurement	Timetable	Outcomes
Continue walk-through with new board member orientation	Director will schedule	All interested board members receive tour	As needed/ongoing	Increase board member familiarity with how the library functions and with names/faces of library staff
Committees become or continue to be active and vital	Committee meetings will be scheduled	Schedule regular committee meetings	Ongoing	Board stays involved outside monthly board meetings
Board involvement in director's annual review	New City Administrator will provide draft of director's evaluation to the board president for feedback from board members	Board President will report to City Administrator with any suggestions based on feedback from board members	Annually in May	Evaluation is completed