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# Oconomowoc Public Library

## BUSINESS PLAN

### 2015

## **OCONOMOWOC PUBLIC LIBRARY BUSINESS PLAN 2015**

### **Introduction**

On the following pages, you will find the Oconomowoc Public Library Business Plan for 2015 along with a statistical record of 2014 services. This business plan contains new initiatives for 2015. The 2014 statistics serve as a reminder that the Oconomowoc Public Library will continue to provide the same excellent services that it has for many years. We will work to blend the 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**

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 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 UW-Madison in 1944. Under Ms. Machus' direction, the library started children's story hours and the material collection continued to expand. Ray McKenna was appointed library director in 1981 to replace Ms. Machus. He received his Master of Arts degree in Library Science at Rosary College in River Forest Illinois. During his time as library director, Mr. McKenna successfully guided the library through 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 Bromley was appointed library director in 2014. Ms. Bromley has a BS in Child Development and a 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.

In 1962, the Oconomowoc Public Library Board recognized the need for a new library building. In 1987, the library moved to the current building at 200 South Street. The library has grown from a modest collection of 200 books to over 120,000 pieces of material including books, magazines, DVDs, CDs, and e-books. In 1999, the library automated its operation and now provides access to its catalog and other services via the Internet.

During the first decade of the new millennium, the Oconomowoc Public Library added new types of audio-visual material and program attendance grew. As the library passed its 25<sup>th</sup> anniversary in the new building, a variety of building needs were planned for and taken care of to keep the facility as welcoming and vital as it was when it opened in 1987. In 2012 new lighting was installed and Polaris cataloging software was implemented. In addition, the library board formed a fundraising committee to help keep up with the cost of

a wide variety of library materials and other library needs. In 2013 the newly remodeled teen area opened to the public. Digital projectors and new whiteboards were installed in the public meeting rooms in 2014, allowing the library to provide patrons up-to-date technology for their use. 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 citizens of Oconomowoc.

## **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 Waukesha County Federated Library System (WCFLS). There are 16 public libraries that service Waukesha County.

The Library receives direct funding from the City of Oconomowoc, Waukesha, Jefferson, Washington, and Dodge counties. For 2015, estimates show that funding will be as follows: City of Oconomowoc \$812,340 (65% of total funding), Waukesha County \$284,655 (23% of total funding), Jefferson County \$79,346 (6% of total funding), Washington County \$543 (<1% of total funding), and Dodge County \$29,498 (2% of total funding). An additional \$30,500 in funding will come from public charges for services at the library.

**Oconomowoc Public Library Board of Trustees**  
**January 2015**

Janice Duff, President  
Melissa Krahn, Vice President  
Diane Knutson, Secretary

Lisa Baudoin  
Kristin Nelson

Paul Gephart  
Jim Preston

Ken Herro  
Hollie Schick

Active Committees:

Art Committee, Planning Committee, Finance Committee, Fundraising Committee

Committees to be formed:

Facilities Committee, Nominating Committee

**Oconomowoc Public Library Full-Time Staff**

Elizabeth Bromley, Director  
Diane Galbari, Cataloging & Technical Services  
Carol Gonzales, Reference and Adult Services  
Linda Karpinski, Clerical Assistant  
Marilyn Muehlenberg, Circulation Supervisor  
Lissa Radder, Administrative Secretary/Bookkeeper  
Caitlin Schaffer, Children's Services

200 South Street  
Phone: 262-569-2193  
Fax: 262-569-2176  
oconomowoclibrary@gmail.com  
Library website: [oconomowoc.lib.wi.us](http://oconomowoc.lib.wi.us)  
Facebook page: [facebook.com/oconomowoclibrary](https://www.facebook.com/oconomowoclibrary)

Hours October through May:

Monday through Thursday: 10 a.m. to 9 p.m.

Friday: 10 a.m. to 5 p.m.

Saturday: 9 a.m. to 5 p.m.

Sunday: 1 to 4 p.m. (October through April only)

Summer Hours:

June through August (based on Oconomowoc school calendar)

Monday through Thursday: 9 a.m. to 8 p.m.

Friday: 9 a.m. to 5 p.m.

Saturday: 9 a.m. to 1 p.m.

Sunday: closed

## **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

## Ongoing Service Goals

Deliver high quality library services to citizens of our community and region.

Provide a safe, clean, and comfortable Library building for patrons and staff.

## Comparison of Selected Statistics from the Wisconsin Department of Public Instruction Public Library Annual Report\*

	2011	2012	2013	2014
Cardholders	18,324	19,119	20,387	21,523
Circulations to Homebound Customers	2,117	2,333	3,600	4,554
Total Items Circulated	297,367	281,568	276,794	269,282
Materials in Collection	114,514	125,574	120,265	121,757
Overdrive/E-book Circulation	1,858	7,868	16,785	19,189
Proctored Exams	27	21	33	69
Programs - Adult's	52	53	40	35
Programs - Children's	278	257	205	208
Programs - Teen's	46	27	24	22
Program Attendance - Adult's	514	630	338	234
Program Attendance - Children's	15,915	14,796	14,295	14,211
Program Attendance - Teen's	759	262	556	1,114
Program Registrants - Adult Summer Reading	179	116	140	133
Program Registrants - Children Summer Reading	1,675	1,711	1,836	1,749
Program Registrants - Teen Summer Reading	128	207	153	141
Public Computer Uses	15,636	15,258	14,446	14,214
Room Bookings	394	291	203	233
Questions Answered	12,551	11,860	11,363	10,534
Visitors	153,893	150,887	148,038	138,301

## Goals

Visibility of Oconomowoc Public Library				
Objective	Action	Measurement	Timetable	Outcomes
Continue public relations through distribution of information to the community via flyers, electronic media, local newspapers, and community events	Explore the cost of marketing pieces and how they will be distributed	Website and social media statistics	May 2015 – monthly newsletter	Increased marketing of programs and attendance at library programs
	Produce monthly electronic and printed newsletter	Review trends in library visits numbers and program attendance	By September 2015	
	Create a campaign encouraging sign-up for library newsletter and program announcements	Collection of flyers, newsletters, and newspaper articles about the library	May 2015 with follow-up in October 2015	
Explore cost and design of signage on the exterior of the library building	Obtain designs and quotes of lighted signage options for building facades	Quotes	November 2015	Increase signage on the exterior of the library building
	Consult with City Planner on sign ordinances			
Collaborate with Recreation Department and other community groups to share public relations information	Explore utility bill flyer	Review trends in library visits numbers and program attendance	Ongoing	Increased marketing of programs and attendance at library programs
	Expand working relationship with Rec Department staff	Library information printed in Rec flyer		

<b>Collection Management</b>				
<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Continue to work with the Waukesha County Federated Library System (WCFLS) on e-book content provision	Director gives input at APL meetings and in other communications with WCFLS	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 children's staff	Ongoing	Collection serves the needs and desires of the community
Continue art inventory	Administrative assistant will continue to update art collection inventory	Provide board an updated inventory	Ongoing, report to board at June 2015 meeting	Ongoing management of library's art collection

<b>Library Programs</b>				
<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Assess the need for additional funding for library programs and promotion	Take into consideration during budgeting process	Money allocation in 2016 budget	Second quarter 2015	Report to board
Assure successful children's and adult programs through advocating for better funding from Waukesha County	Director will advocate	Funding remains steady or increases	ongoing	Increased funding
Provide programming that reflects the diversity, interests, and needs of the community	Expand adult programming Survey the public for program ideas	Increased attendance at adult programs by at least 15% and the number of adult programs by at least 5%	End of 2015	Increased library usage

**Outreach, School, and Community Relations**

<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Continue to provide book service to local nursing homes using staff/volunteers	Explore expanding book service to senior living facilities such as senior apartments	Report to board in July	End of June 2015	Report to board
Maintain strong school-to-library connection	Continue school visits	Annual state report statistics	ongoing	Continued school/library collaboration
Continue relationship between the library, schools, and community groups in the area by including school students and personnel in library programs and activities	Regular interaction between the director, children's librarian, and school representatives	New children's librarian contacts all schools and community event coordinators on the director's list	End of 2015	Children's librarian develops relationships with the schools
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 2015	Increased library presence in the community through board representation

<b>Administration</b>				
<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Reduce cataloging backlog	Hire temporary cataloger Re-assign staff duties Stage all books to be cataloged	Monthly backlog of less than 200	End of second quarter 2015	Increased circulation
Review staffing needs, responsibilities, and productivity – evaluation and duty assignments as needed	Director evaluation of staff	Annual evaluations Director review and evaluation of job duties and recommended changes	Ongoing based on anniversary dates of staff	Clearer understanding of director/staff relationship as reported to the board
Advocate for better funding from Waukesha County by working with the WCFLS Director and APL	Director will advocate	Develop a working understanding of how library funding works	End of 2015	Increased funding Increased knowledge
Pursue additional sources of library funding such as grants and fundraising opportunities	Director and board will re-form a fundraising committee Explore grants available and discuss with other libraries how they fundraise Revitalize Friends of the Library	Committee formed Director will produce a brief list of grants and deadlines Add 2-3 very active members to the Friends	End of January 2015 End of February 2015 By Fall Book Sale 2015	Increased donations and grant money
Library staff will wear nametags	Director and staff will select a design	Staff wears nametags	End of March 2015	Circulation increases, patrons feel more acquainted with staff

**Building**

<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Replace countertops per long term plan with capital funds	Obtain bids and replace bathroom countertops and circulation and reference desk counters	Completion of project	By the end of summer 2015	Appearance of library improves
Explore updating break room, workroom, copy room, Debbink room, and Spaulding conference room	Obtain bids for replacement of cabinets, countertops, and appliances, get bids for refinishing tables	Bids	By the end of March 2015	Report to board in April 2015
	Collect Oconomowoc historical materials to redecorate the Spaulding conference room	Meeting room is redecorated	By September 2015	Meeting room's aesthetics improve, making the room more attractive for rental
Consider having a mural painted in the library lobby	Explore ways to fund project; Seek out artists to paint mural	Quotes from artists, designs presented, fundraisers and other funding options explored	By end of 2015	Visitors' first impression of the library improved
Work with library staff, board facilities committee, and maintenance staff to plan updating various sections of the library including costs	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	Aesthetics of the library improve and the facility better suits community needs
Establish a facilities committee to evaluate and improve library facility needs	Committee comprised of library board members, director, and staff	Meet at least twice a year	Establish committee by the end of February 2015	Aesthetics of the library improve and the facility better suits community needs

<b>Board Development</b>				
<b>Objective</b>	<b>Action</b>	<b>Measurement</b>	<b>Timetable</b>	<b>Outcomes</b>
Continue walk through with new board member orientation	Director will schedule	All interested board members receive tour	As needed	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 becomes more involved outside monthly board meetings
Board involvement in director's annual review	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	6 month evaluation – March 2015 12 month evaluation – September 2015	Evaluation is completed