

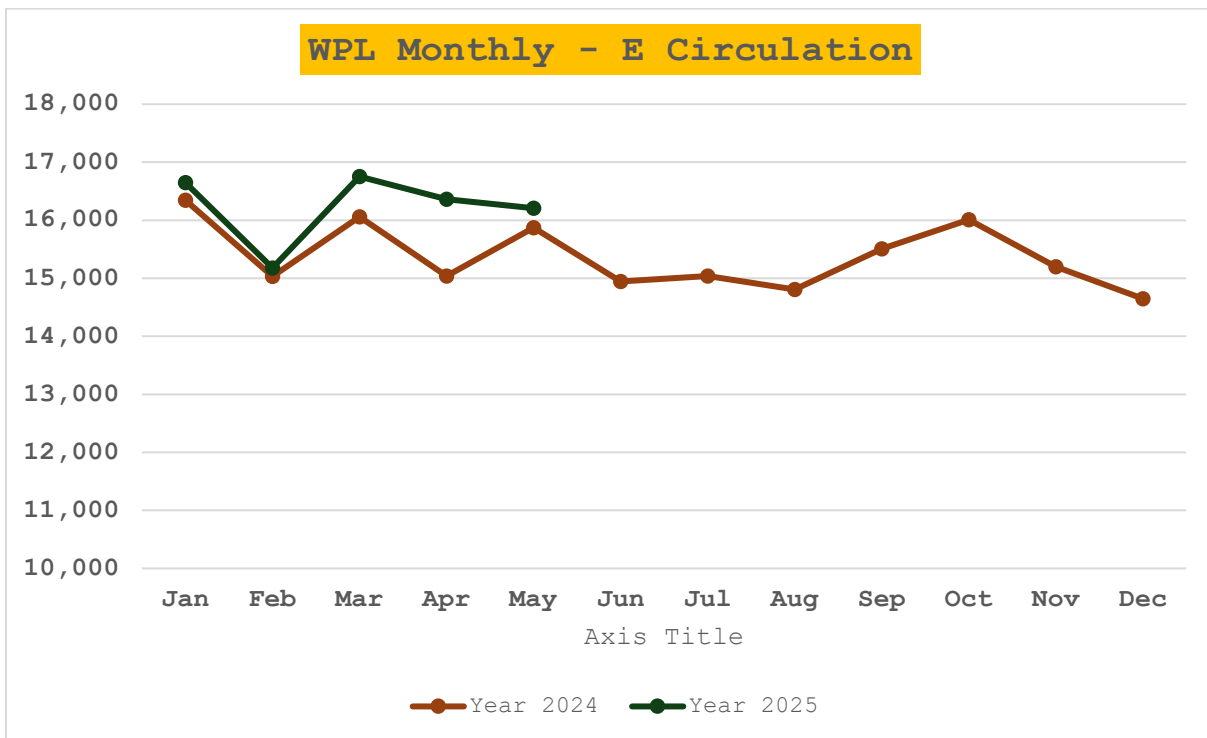
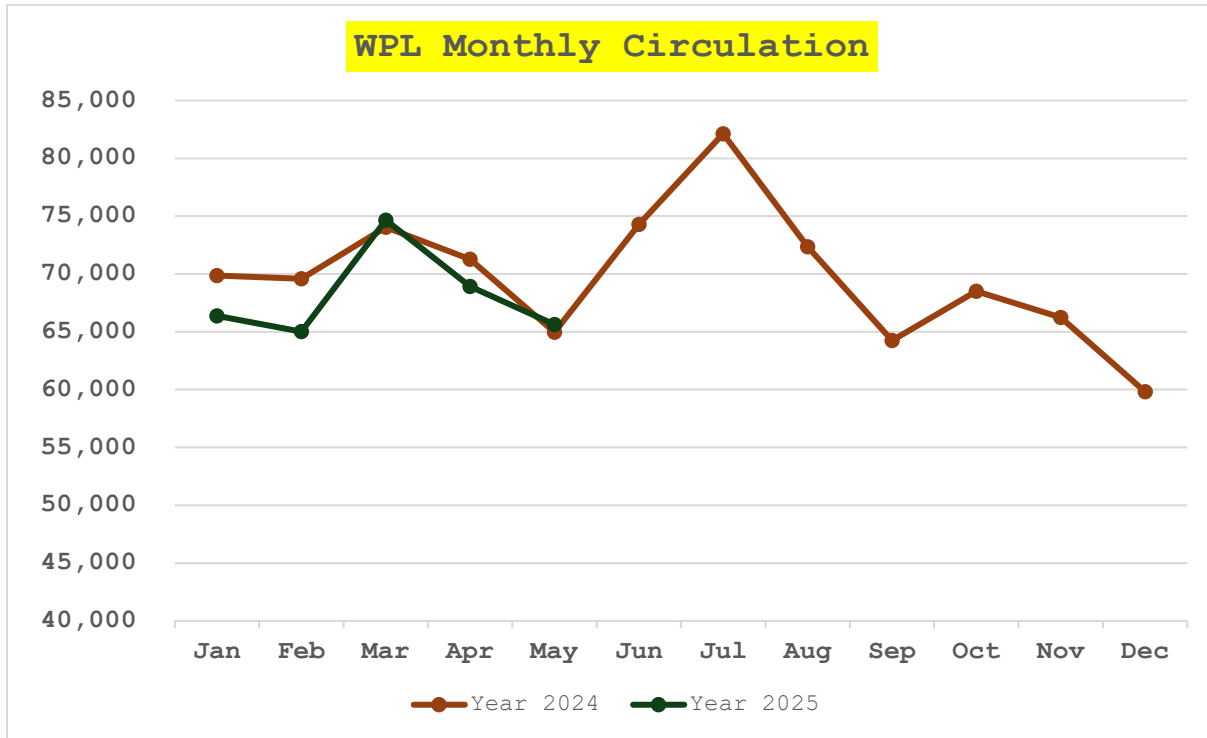
## **Administrative and Staff Reports for June 12, 2025 Board Meeting**

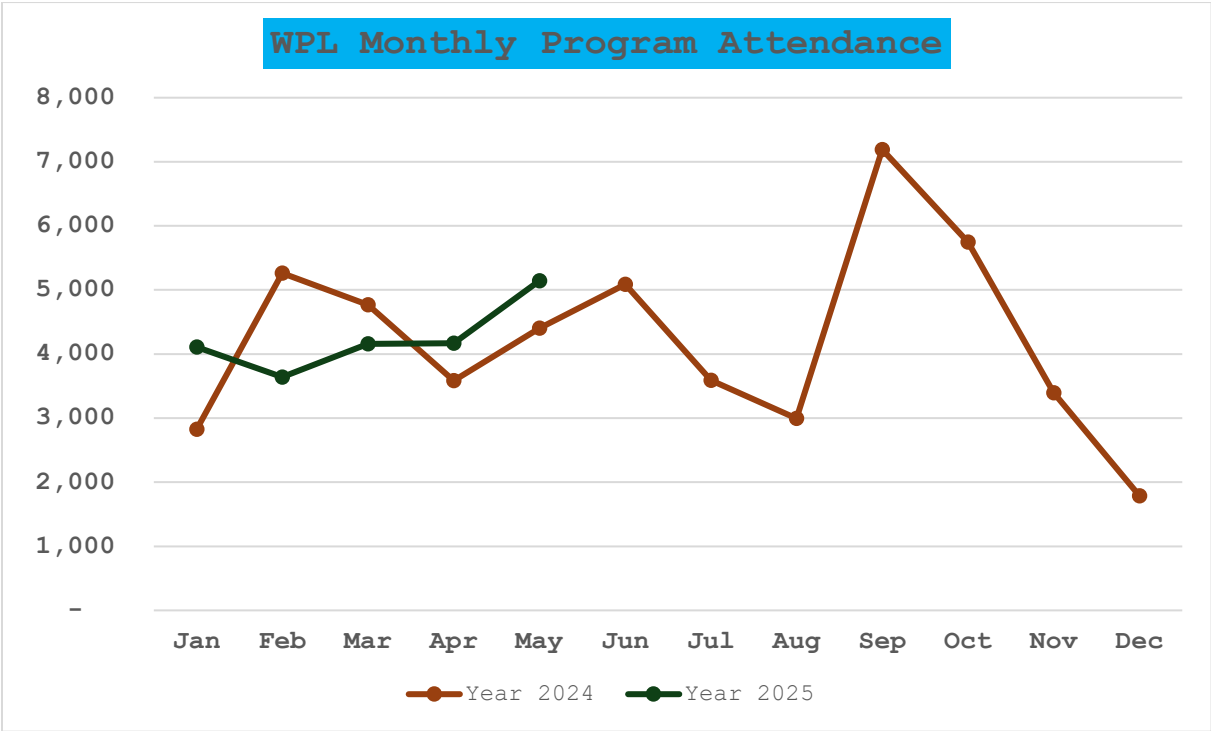
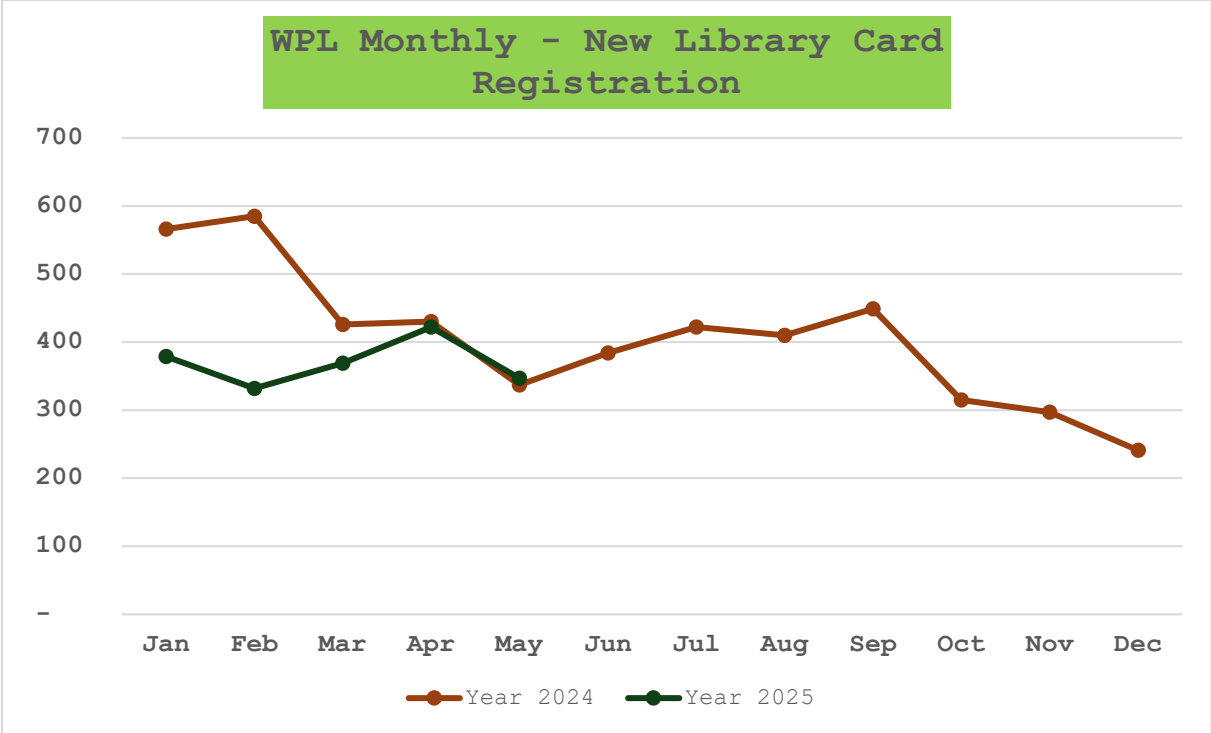
LIBRARY DIRECTOR, BRUCE GAY

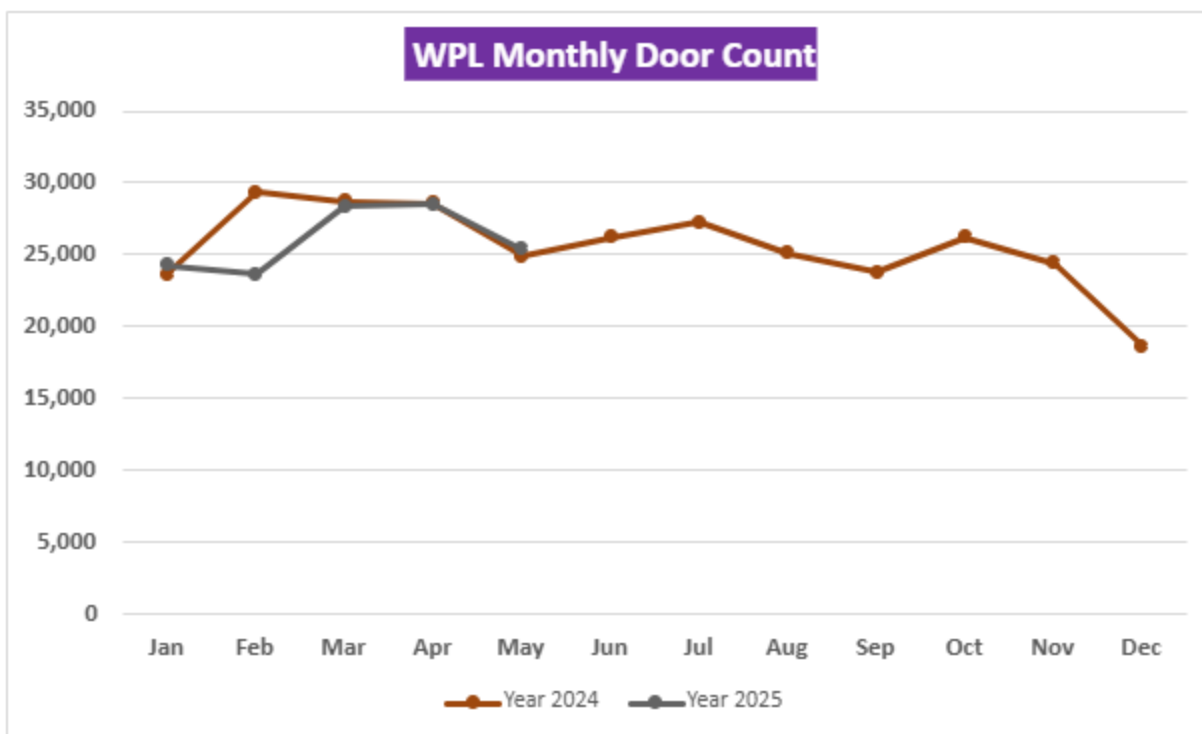
May is usually a bridge month at the library that covers the time between the end of the school year and summer reading. This month staff and managers were introduced to our new desk scheduling software, WhenIWork, which was fully implemented in June. The Friends kicked off their Waukesha Reads sponsorship program in hopes of exceeding last year's impressive total. Though the library typically hosts fewer programs in June, the ones that were held were very well attended, and Community Engagement staff visited schools throughout the month preparing for summer reading.

- **IMLS and Postcards:** The state Department of Public Instruction library division has reported that they were informed they will receive full 2025 funding from the Institute for Museum and Library Services (IMLS). The IMLS needs to be reauthorized this coming fall. In support of IMLS authorization, systems throughout the state have sponsored a postcard campaign to federal legislators telling why libraries are important for the community.
- **Customer Service Training:** We had a very effective all-staff training on Friday, May 2 with Jamie Matczak, Education Consultant for the Wisconsin Valley Library Service, a system in the north of the state based out of Wausau. Jamie gave staff a lot to think about and we have been following up since her presentation and developing library service standards.
- **Karol Kennedy Retirement Party:** Former Waukesha Public Library staff member Karol Kennedy (and also recently the Bridges Library System director) retired in early June, and the library hosted her retirement event on May 30. Several hundred people attended, including many WPL retirees, to wish Karol well. The library presented Karol with a signed copy of the staff picture from the 2011 Library of the Year celebration.

## WPL By the Numbers:







## ADMINISTRATIVE SERVICES, THERESE LYONS

### **Staff Training, Engagement and Continuing Education**

This month we've hosted staff development/THAM sessions on these topics: Summer Reading Program Overview, 360 Degree Tour of the Library, Strategic Plan Update, and a Review of the new Discovery Layer.

We also provided training on the following:

- Managers watched a Ryan Dowd Training called *Beyond the Pizza Party: A Panel Discussion on how to Maintain Staff Morale*.
- All Managers and Desk Staff received training in our new When I Work Scheduling software.
- Cindy and Kelly attended a Granicus training at City Hall. Granicus is the software used to create Agendas and Minutes for official meetings
- All employees were asked to complete a Niche Academy hosted tutorial on Novelist.

On May 2, we had a half day of Staff Education. Jamie Matczak from Wisconsin Valley Library Service presented on customer service best practices. The staff response was very positive. We will be following up with customer service training throughout the year.

On May 8, I had the opportunity to hear Austin Ramirez, the CEO of Husco speak, and tour their plant in Waukesha during a Leading Waukesha Alumni event.

### **Library Support Efforts**

Last month we shared that we had applied for a Bridges grant to help pay for a new design of the Children's library. We received the following message from Bridges this month!

*Bridges is happy to award Waukesha Public Library a Library Planning Grant to complete space needs and design planning for the library's children's space in 2025. The library's anticipated planning cost was reported as \$25,375. Your Library Planning Grant award amount is \$12,700.*

The library committee created to consider possibilities for the Children's space continues to explore ideas. One idea is a bold feature, or destination installation, to attract young users to the Children's area.

### **Public Art**

We have several new pieces joining our Public Art Collection. We've added a second piece by Chuck Wickler entitled *Paying Homage*, which is now hanging back near the Periodicals. Two pieces of Jill Beford's Photography, *Grapes* and *Still Life with Melon* have been placed outside of the Carnegie Room by the Display Cases. Soon we'll have a key next to each piece identifying the flora and other items in those pieces. Willis Guthrie's *Untitled* piece has been added to the collection and will be placed on a pillar near the fiction collection. Thanks to IT, we've been able to add these pieces to our online collection.



The Public Art Committee met this month. The team is working to raise money for the purchase of *Amber* by Robin Jebavy. They are also planning a 20<sup>th</sup> Anniversary Celebration on Saturday, September 20 in Program Room A/B and working on updates to the Public Art Policy.

### **Friends**

This month the Friends launched their Waukesha Reads sponsorship program (all donations must be in by July 11). The Friends also started selling branded Cooler Bags for \$20.

## **Human Resources**

The Teen Community Engagement Intern position attracted many applicants. Interviews have been completed, and our top candidate has accepted the position. Pending the city's background check, our intern will begin on June 10!

On May 20, I began a series of webinars presented by the Northeast Wisconsin CE Partnership, on Human Resources for library leaders. This is a two-part series. The first part addressed Job descriptions, Job Postings, Interviews, Hiring and Onboarding.

Managers have started the process of reviewing their department positions and preparing detailed training documents for each position. This undertaking ensures that we are prepared if a position becomes vacant and supports our goal of having a succession plan in place for any future position that may be vacant.

## **Building**

Thank you to the Maintenance team who was busy working on the library grounds in May, including raking up leaves, trimming, removing weeds, and laying 40 plus yards of mulch!



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COMMUNITY ENGAGEMENT, ALYSSA PISARSKI

## **In May, the Library hosted 87 programs with 5,144 attendees**

- Children's Programs: 31 programs, 4,067 attendees
- Teen Programs: 7 programs, 183 attendees
- Adult Programs: 11 programs, 202 attendees
- General Interest: 38 programs, 692 attendees

## **Program Highlights**

- **Messy Masterpieces** – During the month of May, 178 patrons participated in the 3 sessions of Messy Masterpieces. Kids explored process art using traditional and unusual art materials to make line art, sticky gardens, and balloon paintings.
- **Lego- MAYnia** in the library - A big thanks to the 412 children who helped to build our amazing Lego tower for Lego-MAYnia in the library this month. Each Lego represents at least 2 books checked out per child. That's a lot of books. Great job, readers!



- **Plant Swap** – WPL’s Plant Swap was a hit with 37 plant enthusiasts gleefully exchanging plants. Neighbors of differing ages were able to get acquainted with each other for the first time. The attendees were interested in Planteriors, part of the Waukesha Floral & Greenhouse, and so many cherished stories about plant care were shared.
- **Create Better Health**—23 adults joined Jill Herz, UW-Madison Extension FoodWISE Program Administrator to learn how to make healthy grain bowls using a customizable recipe template. The participants had the opportunity to engage with Jill and build their own grain bowls using a wide variety of nutritious ingredients. Programs and partnerships like this are aligned with the needs of the community and support the strategic plan’s goal of being a pillar of community enrichment and collaboration.
- **Memory Cafe** - Our May Memory Cafe theme was entitled "It's Fair Time!" We were thrilled to have Wisconsin State Fair CEO Shari Black take us behind the scenes and share fun facts about our great Wisconsin State Fair. This was a very engaging and interactive cafe as participants shared their favorite state fair memories-like going to the state fair to celebrate wedding anniversaries. The program room was decorated with a state fair theme and attendees enjoyed some traditional and unique state fair foods like mini cream puffs, mini corn dogs, pickles-on-a-stick, cheese-on-a-stick, caramel popcorn, apples with caramel dip, strawberry milk, chocolate milk, and lemonade.



## Outreach Highlights

- **Total outreach circulation:** 708 items were delivered to and borrowed by Waukesha Outreach Patrons. The Outreach Services team had 131 in person interactions with outreach patrons in May, and received 78 phone, text, and email requests.



- **La Casa De Esperanza Village** – Library Associates Kelli Cramer and Kristine Richards and Library Page Kayla Vega presented an introduction on becoming an Outreach patron to the residents of La Casa De Esperanza Village. We brought a PowerPoint presentation, examples of materials for checkout, library swag, summer flyers, and applications for cards. We spoke to twelve people, and they ALL applied for Outreach cards! Kelli will be visiting on June 11<sup>th</sup> with bins of materials to browse for checkout. This new partnership helps fulfill the library's strategic plan to increase inclusivity and access to services and resources by removing unnecessary barriers.

## **Library & School Collaboration**

- More than 100 teens and adults with intellectual disabilities enjoyed this year's Spring Celebration at the Library! Attendees met Sawdust the Miniature Therapy Horse, experimented with ACAP's Soundbeam technology, designed refrigerator magnets, decorated rocks and puzzle pieces, and enjoyed plenty of snacks. Thanks to ACAP, Waukesha Transition Academy, and Waukesha South, West and North High Schools for their food, decoration and activity contributions!
- Hadfield and Heyer held Family Nights at the Library in May, with 130 Hadfield students and family members attending and 125 individuals from Heyer. Fifty Heyer students signed up for Summer Reading at their event! Michele also attended Family Nights at Lowell and Summit View, promoting summer reading to 30 Summit View kids and family members and 82 at Lowell.
- Library Associate Rachel Brown attended an outreach event at Prairie Elementary School. 125 people got information about summer reading and made buttons on our outreach button maker.
- Programming with afterschool CLC groups at Hadfield and Hawthorne and special education programming continues through the end of the school year.

## **Partnerships/Collaborations**

- **WIC Fit Family Storytime** – Gardening was center stage at the WIC Fit Family Storytime where Rachel shared the books "How to Say Hello to a Worm" and "How to Plant a Seed". WIC families signed up for library cards, received information about the Summer Reading Club and library services, and took home seeds from our seed library. There were 41 participants.





- **Summer Reading School Visits** – Community Engagement Staff visited seven elementary schools in the month of May and spoke to 2,479 students about the library's Summer Library Program. Students enjoyed a read aloud and learned about the library's summer reading program! Visits will continue in June to five more elementary schools.
- The WIC partnership and summer reading school visits support the library's strategic plan to build our presence outside the Library and develop partnerships that strengthen our capacity to engage all in our community.

### Community Engagement Highlights

- **Early Literacy** – The early literacy station featured frogs for the month of May. Little learners could pick a card, count the frogs, and then color the corresponding number on the coloring sheet. Over 300 preschoolers counted frogs. The light table had an army of frogs and various manipulatives to fuel imaginative play.




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### INFORMATION TECHNOLOGY, JOHN KLIMA

#### Studio 321

- 394 patron touch points
- 46 makers were trained on makerspace equipment
- We closed for a week this May for cleaning and organizing before summer. Maintenance cleaned the floors and window and refinished the tables! We purchased new shelving for materials, and we organized donations. Studio 321 is ready for summer!

#### Activities

- **Lucky Day Selfcheck Messages** Materials Collection asked if I could create custom messages for patrons checking out Lucky Day material on our selfchecks. I created a help ticket with Bibliotheca and we tested some different material to see what was on the record that could be used to determine when a Lucky Day item was checking out on a selfcheck. Bibliotheca made a suggestion that would require a cataloging change on the items, which I don't think is a good idea. I will be talking with Materials Collection Manager Carolyn Peil about our options going forward.
- **Event Calendar** I updated our event calendar so that we are using the same twenty program types that other Bridges libraries are using. Bridges has made a unified calendar so that patrons can see events happening across all 24 Bridges

libraries. While doing this I've come across some potential changes to how we enter events that I will discuss with Marketing & Communications Manager Kori Hall and Community Engagement Manager Alyssa Pisarski about implementing these changes.

- **ReciteMe** I had several meetings with a sales rep from ReciteMe, a company that helps libraries and government agencies add accessibility tools to their website. Government websites (which includes libraries) have to be WCAG 2.1 AA standard compliant by April 24, 2026 and ReciteMe's tools would help us in achieving that goal. We will be talking to them about this in early 2026.
- **Glowforge** We opened a help ticket with Glowforge about printing/cutting trouble we've been having with the unit. After a lot of back and forth (which included Glowforge remotely updating some of our settings) we determined that the print head is damaged. We purchased a new one and will have that installed in early June.
- **Early Literacy Computers** I pulled data from the computers in the children's area to see their usage. The AWE machines are almost ten years old and we are looking to see if we need to have ten of them or if fewer would be sufficient.
- **Website Updates** The Public Art Committee installed several new pieces of art and I added those to our Public Art page(s) on the website.

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## MARKETING & COMMUNICATIONS, KORI HALL

### Summer Library Program Promotion

With the Summer Library Program on the horizon, Marketing was in full swing throughout the month of May. The team designed the wall in the Children's Department, changed the first-floor bulletin board, made a plethora of promotional pieces for summer activities, updated the catalog banner and website, and even added promotional images to the City of Waukesha's downtown kiosks. The building looks amazing, and WPL is ready to welcome the Library's summertime readers.

The Library's Bonfire store launched to staff at the end of March. So far, 21 *Color Your World* t-shirts have been sold, generating \$55.93 in total profits for the Friends (\$46.28 from sales and \$9.65 from donations). This month, Marketing added a *Color Your World* tote bag to the store's offerings. As the Summer Library Program gets underway, the store will be promoted to the community so that they can purchase *Color Your World* gear as well.



Catalog Banner



First-floor Bulletin Board



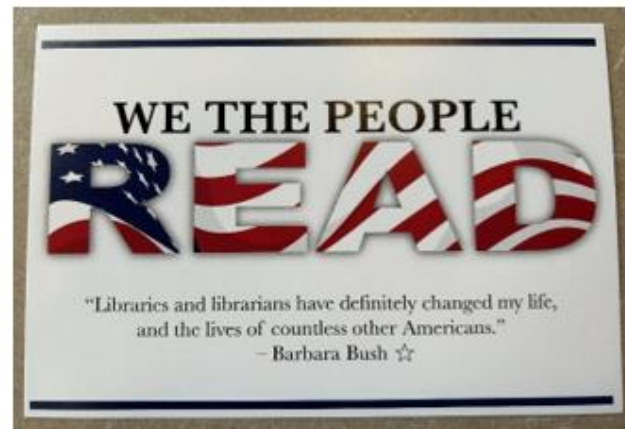
Tote Bag



Children's Dept. Wall

### Speak Up for Libraries

Make your voice heard! Public libraries across Wisconsin are taking part in a coordinated postcard campaign to help protect federal funding for library services. As part of the campaign, WPL is inviting visitors to fill out postcards for Senator Tammy Baldwin, Congressman Scott Fitzgerald, or Senator Ron Johnson sharing why libraries are important to their lives. Completed postcards will be collected and mailed by Bridges Library System at the end of July.



### **Journey of Dragons: A Library Challenge:**

This summer, Bridges Library System is sponsoring a system-wide activity for patrons called *Journey of Dragons: A Library Challenge*. Similar to last year's passport challenge, it invites participants to visit multiple libraries, collect stamps, and earn entries to win exciting prizes. Rewards include \$50 gift cards to local businesses across Waukesha and Jefferson counties—such as bookstores, restaurants, and family-friendly attractions. Prize drawings will take place in June, July, and August. You can pick up your map at either of WPL's service desks.



**Waukesha Reads** The Waukesha Reads books arrived on May 6. The NEA has not announced the status of the Big Read grants, so the title is still under wraps for now.

Waukesha Reads received a \$1,000 grant from the WE Energies Foundation and a \$1,500 grant from the Waukesha Rotary Club Charitable Fund. The Library is very grateful for this community support.



### **Continuing Education**

- On May 7, Shannan and Kori attended the Bridges Marketing Meet-up. The agenda included discussions on the *Journey of Dragons* event, the new Library Calendar RSS feed, and introduced an upcoming Udemy promotional campaign. The group also talked about the Speak Up for Libraries advocacy initiative and reviewed ongoing efforts to improve website accessibility.
- On May 15, Shannan attended a webinar titled *Easy Tips for Working With Readers Using LibraryAware*. The session showcased various ways to use LibraryAware templates to promote books and encourage reading. Marketing is especially interested in experimenting with the social media templates in the future.
- Kori watched several training videos provided by Bridges Library System about customizing the new Café Vega discovery layer: *Café Vega Discover Tour*, *Vega Discover Homepage Orientation*, and *Vega Discover Homepage Customization*. The new discovery layer is planned to launch in September.

### **Other Marketing Projects:**

- The April "Welcome" email was sent to 163 new cardholders on May 7. It was opened by 103 people, and nobody unsubscribed.
- May social media statistics:



Adult Facebook and Instagram=27 posts (including 10 reels) and 40 stories  
Children's Facebook=31 posts (including 10 reels)

- Historical photos of WPL were submitted to the company constructing the Cobblestone Hotel across the street from the Library. The hotel plans to use local historical images to decorate its lobby and guest rooms, and photos of the Library are being considered for inclusion in the design.
- Digital icons for the Summer Completion Badge and the Summer Registration Badge were created for Beanstack.
- Initial designs were created for the Studio 321 logo.
- The Friends' sale signs were updated to feature a photo and details about the new cooler available for purchase.
- The Seed Library sign was updated for the last week of seed giveaways.
- Promotional materials were created to publicize the start of summer hours and the Memorial Day closing.
- Summer Book Bingo cards were created in both English and Spanish for adults and teens. Summer Book Bingo is part of the Summer Library Program this year, and cards are available in the Teen Zone and on the book display near the elevator on the first floor.
- All four versions of the summer reading logs were translated into Spanish. They will be printed on demand as needed.
- A book label was designed for giveaway books being sent to local laundromats.
- Promotional materials were created to recruit Summer Library Program Volunteers.
- Promotional materials were created to publicize the Friends' Waukesha Reads fundraising campaign.
- Hours were adjusted in the Café Libraries app, Facebook, Google My Business, the website, and the phone notification system to reflect summer hours.
- Newsletter blasts were sent out in May on the following topics: May 2 late open; May 12-16 Studio 321 closing; Plant Swap; Quiet Book Club; summer hours; Memorial Day closing; and recruitment of summer volunteers.
- A press release was sent out promoting the Library's Mental Health Awareness Month events.
- The *Waukesha Freeman* was contacted about covering the Spring Celebration.
- The Jill Bedford art pieces were photographed and Photoshopped for WPL's website.
- The Staff Picks content carousel was updated in the CAFÉ Catalog and the *Staff Picks* newsletter was sent out.
- Eleven book display signs were created for the month of June.
- June event information was submitted to the City of Waukesha calendar, the Downtown Waukesha calendar, and the Eras event calendar.
- June event information was submitted to PeachJar.

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## MATERIALS COLLECTION, CAROLYN PEIL

**New Collection – Tonieboxes & Yotos:** These “screenless” (don’t require a phone or app) audio players are all the rage with younger kiddos. We are circulating them as kits – player, charging dock or cable, audio carrier (figurine (tonie) or card (yotos), and a carrying case. We have 6 Toniebox sets and 10 Yoto sets (5 minis, 5 “regular” yotos). Each kit circulates for 1 week- one kit per card (ideally 1 kit per household).



*Toniebox*



*Yoto*



*Yoto mini*

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**Seed Library** The Seed Library was disbanded at the end of May. This year we gave away almost 6500 envelopes. We anticipate offering this collection in 2026.

**Wisconsin State Park Passes** Back by popular demand- on May 1<sup>st</sup> WPL started offering free day passes to Wisconsin State Parks.



### Continuing Education

- Librarians Erin Kramer, Emily Janssen, Sara Byrnes and I attended a training session covering our Weiss Financial Rating database on May 15<sup>th</sup>.
- I attended part 1 of a webinar series entitled “The Life Cycle of a Library Employee” on May 20<sup>th</sup>. This session covered job descriptions, job ads, and best hiring practices.

- I attended part 3 of the “Video Game Collections in Libraries” webinar series on May 28<sup>th</sup>. This session covered collection maintenance, circulating consoles, wraparound services, and digital games access problems.

**New Explore Pass** We’ve added a pass to the International Crane Foundation in Baraboo. The pass circulates for 3 days and will provide free admission for members of an “immediate family” plus 2 additional adults and 10% off gift shop purchases



## PUBLIC SERVICES, JUSTIN STEVENSON

### Activities

- On Friday, May 30, Patron Relations Specialist Charlie Carerros represented WPL at the Waukesha West Mental Health Run/Walk. Students were interested in hearing about the Summer Reading Program and loved the painted rocks made in the makerspace.
- The Public Services workroom and desk underwent a substantial reorganization in early May as they prepared for the arrival of the Tonie and Yoto collections. The area behind the circulation desk, while small, is home to many different collections and important items.
- Other than during Tuesdays in the summer and Wednesday mornings year-round, childrens desk backup shifts have been eliminated. Over the past few years, WPL staff’s improved communication via Teams has made it much easier to request assistance at the desk. This simplifies the scheduling process for both schedulers and the staff being scheduled.
- Desk staff conducted the year’s first reference count, where they tally all reference questions during the week. This time the count took place from April 25 to May 3. In that time, desk staff answered **1,389** reference questions. This was the first reference survey to use a new simplified and streamlined form.
- In preparation for summer reading, shelveers in Public Services have been working with Children’s Librarian Caitlin Schaffer on a weeding and collection maintenance project in the Children’s Area. The project will freshen the collection, make shelving easier, and create a more enjoyable browsing experience for patrons.
- Library Assistant Carley Rymkus, Librarian Khorye Huffman, and Public Services Manager Justin Stevenson crafted a Use of Teen Zone policy to be presented to the





Library Board in June. Library Assistant Stacy Hillmer and Justin crafted an Interlibrary Loan policy to be presented at the same time.

- Justin represented the Library at monthly meetings of both the Housing Action Coalition and the Waukesha County Community Health Improvement Plan Substance Use Group.