

Administrative and Staff Reports for March 11, 2021

February Circulation

February 2021	February 2020	Change	Year to date 2021	Year to date 2020	Change
47,358	80,060	-40.85%	95,130	162,360	-41.41%

February E-Circulation

February 2021	February 2020	Change	Year to date 2021	Year to date 2020	Change
9,701	8,657	10.42%	20,611	17,946	14.85%

February Library Card Registrations

February 2021	February 2020	Change	Year to date 2021	Year to date 2020	Change
128	304	-57.89%	273	838	-67.42%

Bruce Gay, Library Director

- 1. Library Pandemic Response:** On February 22 the library was opened for customers to browse almost the entire collection, and hours were extended on Monday until 8:30. In general the reaction was positive, and customers were pleased. On the 29th the Teen Zone was reopened for browsing with the rest of the collection. Currently only the Carnegie Room with magazines and newspapers and 321 Alphabet Square, with hands on learning for children, remain closed. As long as case numbers continue to lower, we anticipate adding additional services.
- 2. Library Legislative Day:** I attended this year's Legislative Day, which was held virtually. The Wisconsin Library Association scheduled Zoom meetings with almost all legislative offices. This year the event was held over three days rather than the typical one. I think the messaging that libraries remained open and providing service in different ways during the pandemic was well received. The WLA is asking for a small increase in the State budget and its appropriation to library systems.
- 3. Staff Interviews:** We interviewed to fill three positions during February. Although these take a lot of time it's clear to me that finding the right people to work at the library is perhaps the most important job the administration has. I believe the new staff, both the Library Associate in Marketing and the Children's Collection Librarian, will be excellent additions to the staff.
- 4. First Floor Renovation:** Staff continued to meet with Engberg Anderson and their experts on audiovisual systems, door locks, and others. The target dates for the construction bid release are: Official Notice Due on March 12; 1st Publication on March 19, Open Bids on April 16, Board of Public Works decision on April 22, and Common Council Award on May 4.

1. Building:

- After replacing a lot of second floor furniture with items from City Hall and Engineering, we donated 11 leftover pieces to Habitat for Humanity.
- Maintenance removed all leftover furniture for Public Works to pick up.
- I attended a Zoom meeting that dealt with proposed AV for the new building.
- The new outside emergency book drop that we ordered was delivered. This unit will likely be installed in the spring, as concrete work is needed.
- We have been experiencing issues with both snowblowers. Matt picked up parts and repaired both.
- We removed and stored all seating on the first and second floors in advance of reopening the building for browsing. In addition, we blocked access to the Carnegie Room, Teen Zone, 321 Alphabet Square, and some of the second-floor furniture.

2. Security: The closet behind the lobby TV was cleaned out and converted into the Security office. We welcomed our security service back on February 22.

3. Park/Rec Security Committee: I met with the Park/Rec Security Committee and the Police. We primarily talked about the homeless in Waukesha and the issues that they are having with the Union Street bathrooms. There are two homeless men currently living outside this winter.

4. Moving Vietnam Wall: On February 9 I attended a Zoom meeting of the volunteer subcommittee for Park/Rec's Moving Vietnam Wall visit. I made contact with all library staff, my Police Reserve Unit, the Police Citizen's Academy Alumni, and the Sheriff's Citizen's Academy Alumni to alert them to volunteer opportunities.

On February 18 I attended a meeting of the full committee at Park/Rec. The Wall will be just north of the baseball diamond in Frame Park. The Field of Honor will be north of the Wall. To date we have collected \$16,774.28 in donations, with another \$2,500 pledged from a future golf outing. An \$800 VFW donation was presented at the meeting. The Library is helping by selling Wall t-shirts. There is a possibility that an Eau Claire Vietnam Veterans group may bring down their 100-foot-long cabinet display of Vietnam War artifacts. Radio host Jeff Wagner will emcee the hour-long opening ceremonies. The sister of Medal of Honor winner Lance Sijan will speak.

Kerry Pinkner, Community Engagement Services Manager

1. Internal Programming (Paula Mason, Team Lead): The Community Engagement Team has been busy as they continue running our regular slate of virtual programming. Several staff members are also training and shadowing with each other as a part of their learning process as we continue growing into our new roles.

CE staff contributed the following anecdotes about their February programs:

- Outreach Lead Kelly Davis had many positive comments following her Doughnuts and Documentaries program. Library Associate Dawn Habben also had the chance to join as she prepares to run sessions on her own in the future. The Mama D's cookie collaboration, which was a new offering this month, was successful with

five patrons picking up their treat ahead of time and an increase of participants in the program from last month. Patron comments included:

- "I enjoyed participating and thought the flow of the virtual meeting went well."
- "I was so very moved by the documentary and you hosted a great Zoom meeting. You are a pro."
- "Thank you for the discussion this morning. That was a good experience."
- Library Associate Kelli Cramer who runs Wiggles and Giggles has recently teamed up with Outreach Lead Kelly Davis for this program. Kelly's help has been instrumental as she is able to interact with participants in the group chat and relay song requests and other participant feedback in real-time to Kelli as she presents.
- Library Associate Khorye Huffman held her first solo programs in her new role and reported positive feedback from both sessions. She covered a Teen and Manga Anime Club and hosted the monthly Adult Book Discussion featuring the title *Mexican Gothic* by Silvia Moreno-Garcia.

Program-Specific Attendance:

- Teen Programming
 - Teen Manga and Anime Club: 5 attendees
 - Teen Book Club: 4 attendees
- Simple Science Zoom attendance: Bath Bombs-3 children, 3 adults and Slime-5 kids, 5 adults
- Doughnuts and Documentaries: 10 attendees
- Adult Book Discussion: 7 attendees
- Wiggles and Giggles Storytime: 107 children total
 - Feb 4: 24 children, 12 adults
 - Feb 11: 23 children, 9 adults
 - Feb 18: 22 children, 4 adults
 - Feb. 25: 21 children, 5 adults

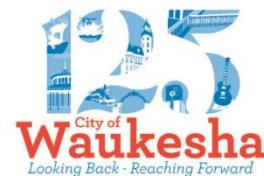
Children's Facebook Account Engagement

The page shows 72 likes, 16 comments, and 410 engagements.

Program attendance for Preschool FUN Day and Family Bedtime Stories is included in these numbers.

2. 125th Anniversary Celebration Programs, April 1-May 1:

A big thank you to Librarians Paula Mason and Kelly Davis and Library Associates Dawn Habben and Chris Sturdevant for coming up with fun and interesting programs for our 125th Anniversary Celebration.



Your Library: Past and Future!

The public is invited to hear from Ellen Langill and Bruce Gay on April 20 at 11:00 AM to learn more about our library's colorful past and exciting future. Ellen Langill is the author of *A Window to the World: A History of the Waukesha Public Library 1896-1996*. She is a renowned local historian and will share highlights of your library's 125-year history. Bruce Gay is the current Director of the Waukesha Public Library and will share with participants plans for the library's future. There will be time for questions from participants. Stay tuned to the Library's website or subscribe to our newsletter for more

on this exciting virtual event that will be available via the Library's YouTube channel. Hope to see you there!

Adult Take and Make Kit

Genealogy Boot Camp. Interested in learning more about genealogy, but don't know where to begin? The Waukesha Public Library is teaming up with the Waukesha County Historical Society & Museum to provide all you need to get started exploring your family history. Starting April 5 come to your Library's reference desk to get worksheets, brochures, and information on resources available in the community to help you on your way. Kits available while supplies last.

Día de los Niños

Saturday, May 1, 10:00 AM-12:00 PM

Join us in our annual bilingual celebration that connects children and families to a love of reading through a focus on diverse stories and family heritage. This year help us wish Waukesha and the Library a very happy 125th birthday with music, take-and-make activities and free books while recognizing the history of Hispanic heritage in the City of Waukesha. Meet us by the Bandshell in Cutler Park for a safe outdoor celebration! This event is hosted in collaboration with the Waukesha Hispanic Collaborative Network.

Kids Take and Make Kit

Kids travel back in time with the Waukesha Public Library! Come to your library beginning April 5 to pick up your Take & Make kit filled with a fun activity connecting you to the past. Kits available while supplies last.

National Library Week, April 4-10

Come to the library anytime during this week to share your favorite library memory. Fun fact: Did you know that your library and the Tootsie Roll are both celebrating 125 years? Yes, this sweet treat was invented in 1896! Come to the library on April 8 to receive a special celebration treat & see your local library staff dressed up in period costume.

3. Maker Kits (Amy Welch, Team Lead):

Maker Kits

The Team has been busy putting together our very popular Maker and Think, Build, Create Kits. Most kits are gone by the end of the first day that they are available to the public. In February we created eight different children's kits, one teen and two adult kits. Themes for this month were Cardmaking, Color Yourself Calm, Balancing Robots, Mardi Gras Masks, Bean Mosaics, Slime, Paper Circuits and four Preschool Fun Day kits.

4. Community Outreach (Kelly Davis, Team Lead):

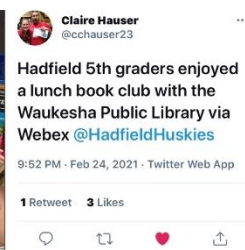
February Outreach Updates:

- Building on the success of distributing Child Take and Make kits to community nonprofits during the December holidays, our team provided 31 Children's Take and Make Kits to the Women's Center (8 English and 23 Spanish). The response to these kits was overwhelmingly positive and we hope to provide more kits to interested groups going forward.
- Kelly and Library Associate Olivia Langby met with a fellow librarian in New Berlin to explore utilizing the Polaris Outreach module.
- Kelly contacted librarians at similar sized libraries and asked questions about how those librarians' partner effectively with organizations, integrate equity and inclusion

in their work, etc. Answers to these questions will be compiled in March and will inform the team's outreach work going forward.

Community Library Liaison (Librarian I Michele Gagner)

- Led biweekly special education story times – four meetings, 16 teens, 12 adults
- Project READY cohort – met twice with group of 15.
- East Asia in Wisconsin Libraries virtual book discussion – 15 students engaged in a very lively discussion (picture attached)
- Created read-alike booklist (with input from Carley Rymkus) and instructional video showing students how to access Overdrive and Libby. Shared with Nancy Roncke, Horning Middle School teacher, who is hosting intergenerational book discussion in April. Booklist and video will be shared with 75 participants.
- Dropped books off at *Giggly Hugs* at Hadfield – approximately 20 students attend and use books.
- Kerry and Michele met with SDW administrators to update on programming.
- Met with Trish Goodspeed to plan virtual First Grade Book Buddies visits – she and Title One teachers are very excited for their students to tour the library virtually and have the opportunity to sign up for library cards.



In Homebound Outreach during the month of February 2021 we:

- Delivered and picked up materials for 72 patrons during 23 trips
- Total February Outreach Circulation - 482
- Coordinated materials for 4 assisted living facilities' Outreach events
- Created 3 new Outreach cards

Here are some of the comments that patrons have recently shared with Olivia:

- "One of the best books I've read in a long time... I thank you for recommending that book!"
- "Thank you for this wonderful service. I truly do appreciate it." "You made my day!"
- On a valentine's card: "I keep telling you so—your extra effort is so appreciated!"

5. Community Partnerships: We met with several community partners during the month of February to discuss future collaborations.

- WPRF Dept. to plan the 125th Anniversary Celebration, Summer Library Program Kick-Off and Buchnerfest & storytimes in the parks this summer
- Hispanic Collaborative Network Family Empowerment Action Team to discuss Día de los Niños
- Waukesha Youth Collaborative Executive Team meeting
- Hebron House, Salvation Army & The Women's Center to discuss summer outreach options

- School District of Waukesha to plan virtual Summer Library Presentations

6. Team Updates: After watching the third of the City's 4-part Diversity, Equity, and Inclusion training our Team spent some time discussing the topic of *Cultural Competence*. We also talked about perceived obstacles to services and resources at the library and steps we could take to eliminate some of those barriers.

Kori Hall, Marketing & Communications Manager

1. Libraries Step Up: Waukesha Public Library is working with Bridges Library System and several other library systems in the state to implement a postcard campaign supporting public libraries in Wisconsin. We've asked our patrons to fill out postcards letting their elected officials know why library services have been important to their families this last year. Unfortunately, many legislators incorrectly believe that libraries have been closed throughout the pandemic, and it's important that we let them know (prior to any budget decisions) how important Wisconsin libraries have been during this time. If you're interested in participating, stop by any service desk the next time you're in the Library and ask for a "Libraries Step Up" postcard.

2. Anniversary Library Card: The Library will be distributing special edition library cards for our 125th anniversary later this year. It was designed by the Marketing Department, and a sneak peek is below. The cards are currently being printed, and they will be available to anyone in the community who wants a special edition library card (while supplies last).



3. New Staff: The Marketing Department is pleased to announce that Angela Lorbach has accepted the part-time Marketing Associate position. She holds a BA in Fine Arts and Graphic Design from UW-Milwaukee and was formerly the Town of Delafield Parks and Recreation Coordinator. Angela brings with her several years of freelance art and graphic design experience and will be joining our team on March 8.

4. Video Analytics: In the 2020 state report, the Library was able to report statistics for "recorded programs" that were posted on our Facebook and Instagram pages. WPL staff members have worked exceptionally hard to engage our community virtually since the pandemic hit, and I wanted to share the numbers that I pulled from our social media analytics with you:

Children: 96 videos posted, 1,954 views

Teens: 15 videos posted, 837 views

Adults: 31 videos posted, 1,011 views

Total:

- 142 videos posted
- 3,802 views

These numbers only include programs that were recorded ahead of time and posted later; they do not include any programs that were streamed live on our YouTube Channel. Congratulations to all our staff for their hard work!

Carolyn Peil, Materials Collection Services Manager

1. **Technical Services Activities:** We added Binge Boxes to our Adult collection. Our Children's Binge Boxes have been popular with customers.



Photos courtesy of Kori Hall

2. **Materials Collection Staff Changes:** On February 5 we said good-bye to Page Julie Nilsen. Julie has been a valuable member of Technical Services since May 2018. We wish her well as she and her family relocate to Florida.

Page Sally Pass joined us on February 8. Sally has been a Shelver in Circulation since October 2020.

Lizzy Lowrey accepted our new Children's Collection Development and Customer Service Librarian I position. Lizzy has been the Youth Services Librarian at North Shore Public Library since April 2019. She will start on March 8.

Therese Lyons, Public Services Manager

1. **Public Services Highlights and Happenings: we.** In February, **47,358** items circulated. Checked in items totaled **33,655** and library card registrations totaled **128**. There were **14,836** holds filled in February. We had **13,176** visitors pick up holds and browse through our collection.

We received and answered the following:

Email questions "Ask A Librarian": **83**

Obituary Searches: **1**

Overdrive Support Customers: **27**

Overdrive Support Questions: **27**

On February 1, I started a new practice as the Public Services Manager of sending out monthly examples of successful business models, motivational messages, and resources for desk staff. I started with the FISH! Initiative which began in Seattle in 1997 at the Pike Place Fish Market. The Four Practices of the FISH Philosophy are 1) Be There, 2)

Play, 3) Make Their Day, and 4) Choose Your Attitude. The goal of these messages is to build on the library's team successes, bring joy and fun to work each day, and share resources to cross train public service staff.

On February 22, we reopened most of the library for browsing. We also extended our Monday hours to 8:30 and reopened the Children's desk. Children's desk staff who were downstairs at the Adult desk moved upstairs. Plexiglass was reinstalled and library care packages and other Children's materials were moved upstairs. Staff flexibility and patience were key to a smooth transition to a change in service.

2. **Meetings:** I am attending the regular meetings with Engberg Anderson concerning the first-floor redesign.

I continue to meet bimonthly with the Café circulation supervisors. The meetings have been very helpful navigating through the unique situations that the pandemic has created for circulation of library materials.

3. **Continuing Education:** Special Projects Coordinator Joan Quinlan, Librarian Elizabeth Craft and I completed the training to become Compassion Resilience Facilitators. On February 9, I attended a webinar entitled 'Playing the Long Game: The Resiliency of Ordinary People Like You and Me' presented by LibraryWorks.
4. **Reference Completion Survey:** February marked our first Reference Completion Rate Survey of 2021. We conducted our survey the week of February 15-20. There were a total of 1,183 reference and non-reference transactions completed at the Adult Reference Desk during the week, for an average of 18.78 questions answered per hour. These numbers continue to show that we remain an important information point in the community even though we were only partially open during the survey.

John Klima, Technology Manager

1. **SharePoint:** The technology team is getting SharePoint ready for the Library to use. SharePoint is an online collaboration platform that integrates with all other Microsoft Office software. We've moved our master schedule online so that multiple managers can work on it at the same time as well as providing a view for staff to see an up-to-date schedule. We're also in the process of converting some of our paper forms (i.e., maintenance work orders, marketing design requests, etc.) to digital forms. Lastly, we'll begin working with managers and staff to move files from the shared network drives to SharePoint for better collaboration.
2. **Schedule Anywhere:** I attended a demo of the Schedule Anywhere software. We currently manage our schedule in a spreadsheet. Schedule Anywhere would better integrate desk schedules with weekly schedules as well as giving managers a place to be able to see time-off requests—very useful when making sure that we have desk coverage during high-volume vacation times—and allow staff to make shift swap requests right in the software. Schedules can be printed out of Schedule Anywhere and it has an app that staff would be able to use to see the schedule. The company provides a free 30-day demo, so I'll be creating one for us in March.
3. **Patron Point:** I saw a vendor demo for Patron Point which is marketing software built specifically for libraries to interact better with their patrons. Patron Point gives libraries all the tools that businesses use in their marketing from sending out welcome emails to

patrons when they register for a card to sending out anniversary messages to highlighting services the patron isn't using in customized newsletters. Patron Point can integrate with our catalog software to generate more aesthetically pleasing notices. It also can verify addresses so that patrons could renew their cards automatically. I'll be sitting down with Kori to talk about Patron Point can do for us.

4. **BiblioCon 2021:** I attended several sessions in the two-day virtual BiblioCon hosted by BiblioCommons. BiblioCommons provides libraries with many of the same services that Patron Point provides. I saw sessions about marketing to occasional library patrons, alternative funding requests for large technology projects, redesigning the library online experience during the pandemic, as well as a few generic sessions about the types of services that BiblioCommons offers to libraries.
5. **mk:** Christen, our new sales representative from mk was in the area so she stopped in the Library to say hello. She had never been here and wanted to see our general layout but also see what our sorter was like. We are one of the physically larger mk installations, so it always takes people aback the first time they see it. We talked about future plans including SelfChecks (see below) and how the sorter is working in general for us, which is very good.
6. **SelfChecks:** As part of the first-floor redesign, Engberg Anderson is looking to remove our SelfChecks from their current cabinetry and design something they could be put into for better flow through the checkout process. After talking some with Eric from EA, Regan (our sales rep at Bibliotheca where our current SelfChecks are from), and Bruce, I think we need to consider replacing our SelfChecks. The current SelfChecks have a large RFID wedge that exists only because it replaces the older EM design that the SelfChecks originally had. There are no SelfChecks that are manufactured new with that wedge. If EA designs unique cabinetry for our SelfChecks and we move to new equipment in the future, we'll have cabinetry we can't use. Regan has sent a proposal from Bibliotheca. Christen from mk will also be submitting a proposal to us for new SelfChecks. This will be a better plan in the long run to get new equipment in that fits the new design better.
7. **WiFi Hotspots:** I've trained Jason on how to manage our WiFi hotspots and have handed that over to him.