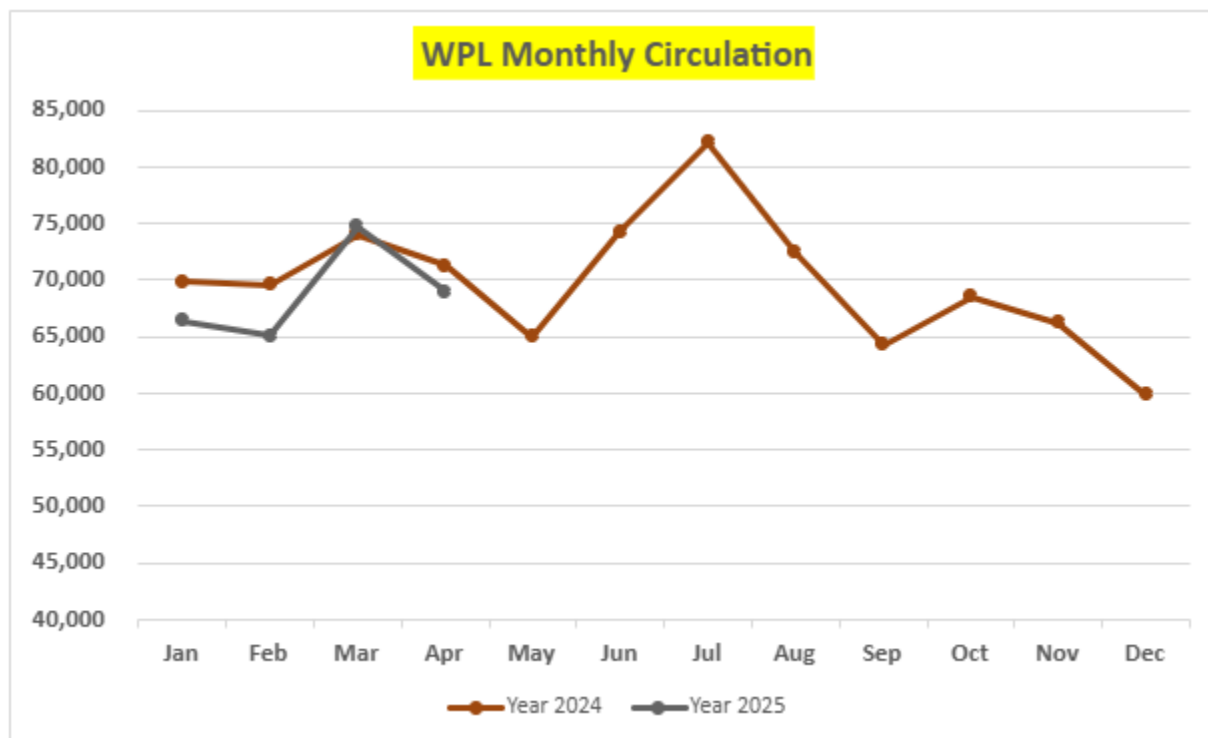


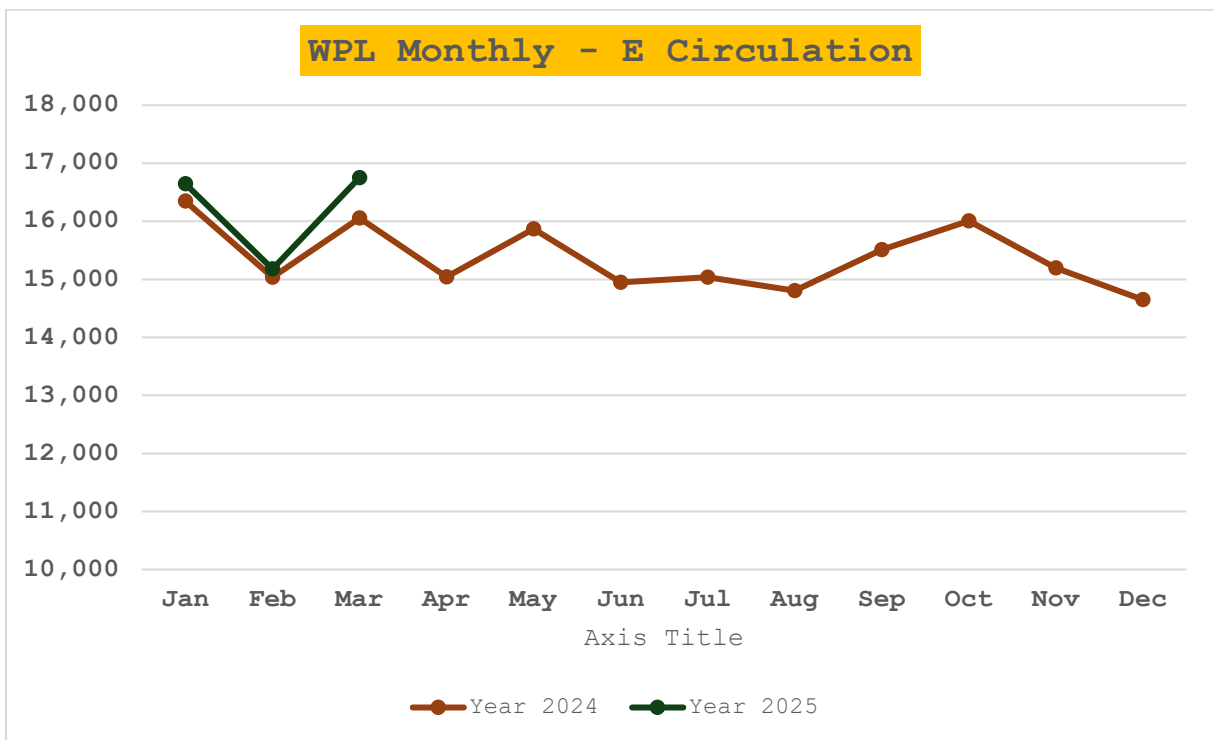
## **Administrative and Staff Reports for May 8, 2025 Board Meeting**

LIBRARY DIRECTOR, BRUCE GAY

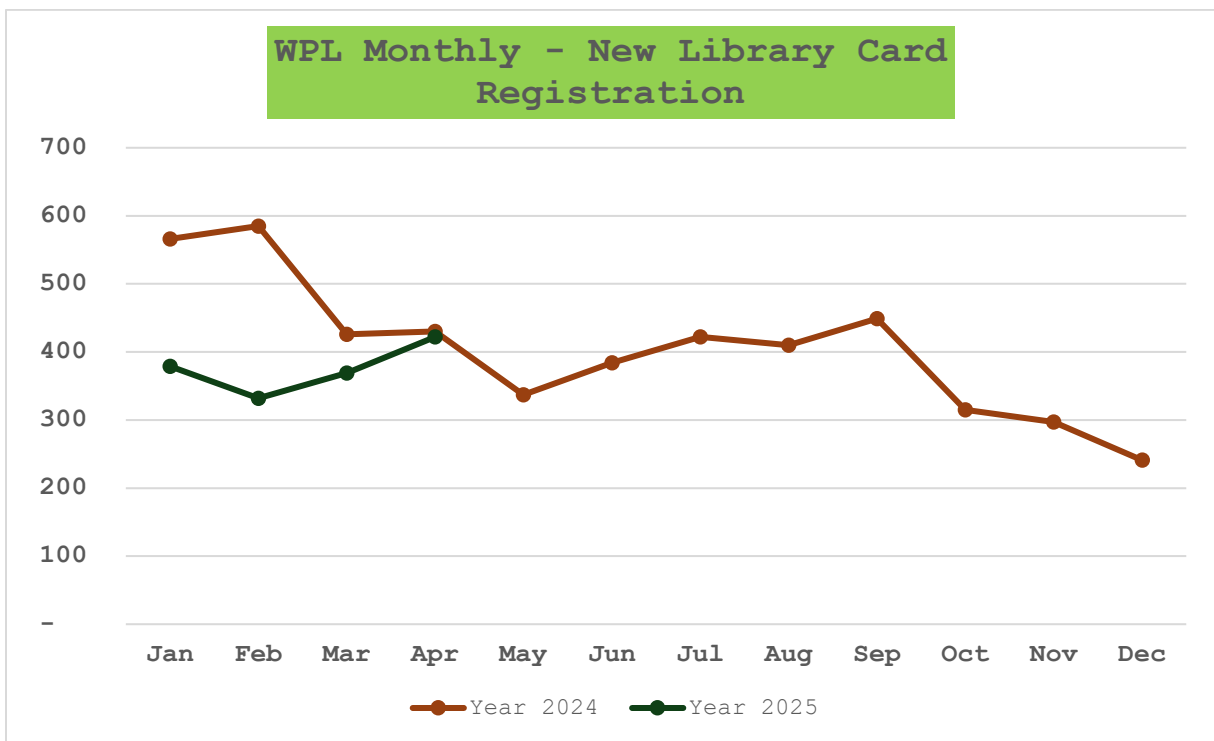
- **SRLAAW and IMLS funding:** On April 30 the System and Resource Library Administrators Association of Wisconsin (SRLAAW) met. The bulk of the meeting was about an education campaign aimed at Federal legislators in support of Wisconsin libraries with the threat of funding loss due to reductions at the Institute of Museum and Library Services (IMLS). The Department of Public Instruction has received approximately half of its expected funding. DPI has reduced some of its grants to library systems until full funding is received. The Bridges Library System does not rely heavily on IMLS funding.
- **Beacon Lights Club:** The members of the club held their annual meeting at the library on April 14 and presented the library with a \$250 gift. Of course, the Beacon Lights Club was the organization that founded the library in 1896 and it is impressive to see it still going strong.
- **Bridges System Director Search Committee:** Second interviews were held in April and the committee chose Brittany Larson, director of the Muskego Public Library, to be the next director of the Bridges Library System. Brittany has been the director in Muskego since 2017 and before that was at the Carroll University Library. I'll ask Brittany when she has settled in to come and meet with the board.

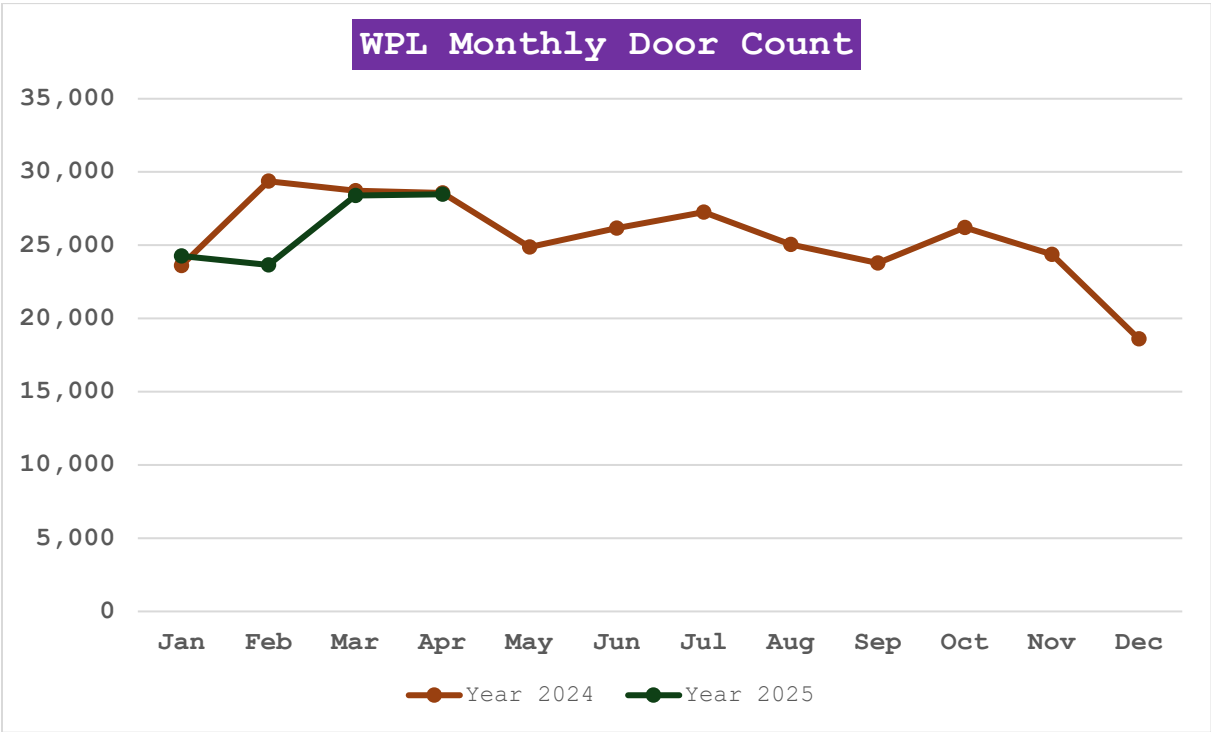
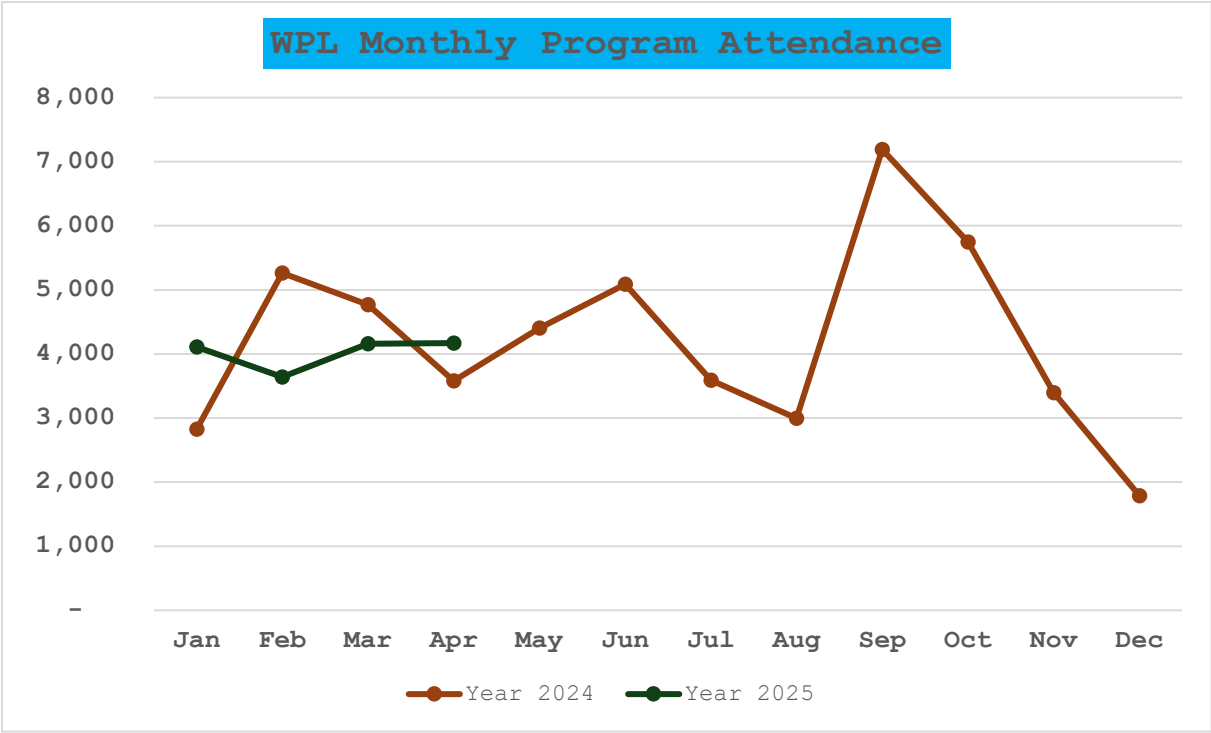
### **WPL By the Numbers:**





\* APRIL FIGURES WEREN'T AVAILABLE AS OF 5/5/25





## ADMINISTRATIVE SERVICES, THERESE LYONS

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

- This month we've hosted staff development/THAM sessions:
  - Maintenance,
  - Self-Regulation Tool Kit Programming,
  - Waukesha Transit, and
  - the new Children's Collection which includes Tonie Boxes and Yotos.
- Along with Angela Meyers from Bridges, Kelly helped lead Community Voices training for five Bridges staff members interested in becoming facilitators.
- On April 22, I attended Emergency and Crisis Management: Prioritizing, Providing, and Preparedness for Libraries

**Human Resources:** The Teen Intern Job Description and Job Posting were completed this month, and the position has been posted. Applications are coming in and the position will close on May 9.

**Library Support Efforts:** We've been honored to receive many gifts for the endowment in celebration of a 50<sup>th</sup> wedding anniversary and in memory of a loved one's passing. We work hard to be good stewards of these kind and generous gifts.

### **Employee Engagement Efforts**

- Our staff book club launched on April 30. We plan to meet every two months on Wednesdays over lunch.
- We celebrated National Library Week. Big thanks to the Friends for their support including a banner, bookmarks for patrons and the sponsorship of goody bags for staff and a baked potato bar. Staff also enjoyed daily treats from managers and dress up dates, as well as messages from Library supporters including a note from the Board, Public Art Committee, and Friends Board members.
- We continue to work with the city on a video introducing new staff to their new library workplace. Onsite filming took place for our new employee orientation video this month. We hope to share it soon.

**Library Happenings:** This month, we featured the artwork of our own Amy Welch in the Display Cases. Take a moment to view her beautiful work!

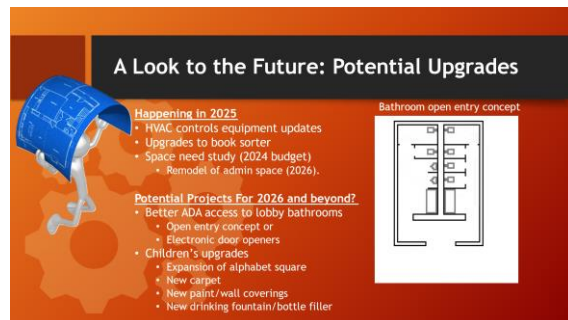


### **Building**

- Earlier this year, we applied for help from a Master Gardener through the University of Wisconsin-Madison, Division of Extension, Master Gardener Program. We have 2 people who are interested in giving us some ideas on sprucing up the library grounds. One has even offered to donate some perennials!

We are also working with volunteers on our library volunteer day in May to lay mulch and assist with landscaping needs.

- On April 3, Matt presented to staff during a Thursday morning THAM on the maintenance department. Matt highlighted maintenance responsibilities, successful projects over the last year, and what we hope to accomplish next.
- Potential CIP Projects:
  - We applied for a Bridges planning grant to be applied towards a Children's refresh. Engberg Anderson provided a \$25,375 estimate for a design for renovating the Children's area. We also formed a library committee to explore ideas for the Children's area, including an expanded Children's play area, new carpeting, new wall coverings, a hearing loop in the Children's program room, new shelving, new technology, and a design feature in the play area to attract patrons.
  - Adair Commercial floors met with us on April 18 to review the flooring in Children's. They will be giving us estimates and ideas for flooring. We have also received ideas from Beres builders for bathroom updates that would make the first-floor bathrooms more accessible and thoughts on repairs and improvements to the Children's bathrooms area.
  - On April 28, Bruce and I met with Steve Haslam from Hartland Signs and Graphics and talked about the possibility of replacing our old exterior sign with a new sign at the corner of Carroll and Maple. Steve will be drawing up some designs for us with estimates.
- On April 16, Klein Dickert repaired the exterior windows that were leaking. Right afterward, Anna was outside cleaning the windows!



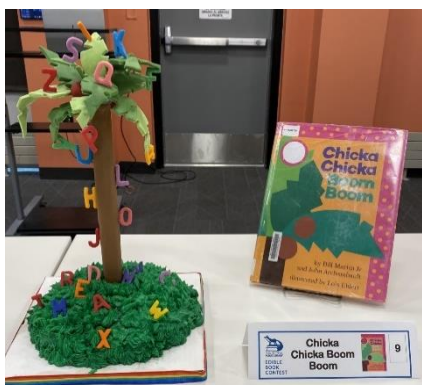
COMMUNITY ENGAGEMENT, ALYSSA PISARSKI

### **In April, the Library hosted 118 programs with 4,170 attendees**

- Children's Programs: 39 programs, 2,629 attendees
- Teen Programs: 19 programs, 380 attendees
- Adult Programs: 21 programs, 613 attendees
- General Interest: 39 programs, 548 attendees

## Program Highlights

- **Homeschool Hangout** – We hosted a K9-unit dog with Waukesha Police officer Niki Nelson. The event was well received with 87 kids and families attending.
- **Hello Saturday** – On April 5, 87 patrons enjoyed a special Hello Saturday! Program presented by the Milwaukee County Zoo. Children interacted with real biofacts, such as a kangaroo pelt and ostrich foot. There was plenty of movement and engagement as they learned about animal athletes and the adaptations that help them thrive.
- **Origins of Feasts and Fasting** – On April 14, we welcomed 54 attendees to hear from food historian and author Christina Ward. Attendees had the opportunity to learn about how religious beliefs have influenced modern American food culture over the centuries and sample a variety of food items featured in her talk such as baklava, strawberry shortcake with fresh whipped cream and pączki with rose filling.
- **Common Scams and How to Avoid Them** – On April 15, the library welcomed 44 attendees to a presentation by Ben Merens from the Wisconsin Bureau of Consumer Protection. Attendees learned about the details of common scams, the warning signs of a scam, and what to do if you or someone you know falls victim to a scam or fraud. Two attendees sent a handwritten note, thanking library staff for offering this educational and impactful program.
- **Edible Books** - We had 32 entries for Edible Books, and 200 people voted for the winners. Categories included: Best in Show, Funniest/Funniest, Most Likely to Be Eaten, Most Creative Use of Ingredients, Best Depiction of a Children's Book, and Best Depiction of an Adult Book.



**Outreach Highlights:** 795 items were delivered to and borrowed by Waukesha Outreach Patrons. The Outreach Services team had 93 in person interactions with outreach patrons in April, and received 65 phone, text, and email requests.



## Library & School Collaboration

- Eighty kindergarten students from Banting Elementary School enjoyed a field trip to the library on April 11. Michele, Rachel and Gloria facilitated the visit, which included a read-aloud, a library tour, and the opportunity to check out a book!
- Nearly 90 students at Butler and Horning Middle Schools attended Lunch Bunch in April. Sixth and seventh graders had fun creating buttons with the Library's button-maker.
- Special ed and afterschool programming continued in April, with 102 participants enjoying UNO, a chicken craft and a nature journal activity at eight visits.
- Michele was invited to celebrate Dia de los Ninos with first grade students at Hawthorne School on April 30. Thirty-six students enjoyed several funny read-aloud books.

## Partnerships/Collaborations

- **AARP** – We finished up tax season with a total of 195 tax returns prepared. This is a 43% increase from last year!
- **Día de los Niños** -On April 26, we welcomed 208 attendees to our annual bilingual celebration, Día de los Niños. Families had a chance to engage with 11 community organizations, complete a craft, receive a free children's book, and enjoy a live music and dance performance with the talented 4th and 5th grade student performers from Hawthorne Elementary.



## Community Engagement Highlights

- **Bridges Innovation Grant:** Waukesha Public Library was awarded the Bridges Library System's competitive Innovation Grant for \$5,000 to fund the library's Early Literacy Outreach Initiative. The initiative was proposed by Library Associate Rachel Brown and the grant was submitted by Alyssa Pisarski. This project seeks to serve families with children aged 0-5 who experience barriers visiting the library and increase access to early literacy resources and programs. Funds will be used to purchase and distribute books at three laundromat locations in Waukesha. Families are welcome to browse the books or take them home, no check-outs necessary.

- **Lead the Way Conference:** Alyssa Pisarski and Librarian Michele Gagner attended a two-day conference focused on community engagement and library partnerships. Michele presented alongside Trish Goodspeed, the Title 1 Coordinator at the School District of Waukesha, which was very well received.
- **SEWI Early Literacy Training:** Library Associates Kelli Cramer and Rachel Brown attended a Bridges sponsored training called "Beyond the Flannel" at the New Berlin Public Library. Attendees learned how to transform a traditional Storytime by integrating interactive elements, 3D props, and new formats to foster deeper engagement. They also learned to develop strategies to incorporate early math concepts and vocabulary into Storytimes.
- **Word of the Week:** This self-directed program continues to engage patrons in the Children's library. 136 children earned a small sticker prize for learning a new word and using it in a sentence. Grownups love the way the word of the week incorporates ABC order, vocabulary building, and interpersonal skills.

---

## INFORMATION TECHNOLOGY, JOHN KLIMA

### Studio 321

- We had 507 patron touch points in April. April marked Studio 321's third birthday! Our first April saw 225 patron touch points, and April 2025 more than doubled our original numbers
- 58 makers were trained on our machines. In the last three years, we've trained 1,295 people on our equipment, with 636 people trained on the 3D printers, 381 on the Glowforge, 243 on the Cricut, 57 on the Audio Recording Studio, 21 on the Video Recording Studio and 23 on the Editing Studio. That's a total of 1,361 training sessions provided to the public. We've also trained several staff and have more staff only training sessions coming up in May and June.
- This month Makerspace staff also started working on new giveaways for summer! We've created a new library logo key chain and bookmark to give out at summer reading visits and programs around the city as well as in house. These pieces were designed with Tinkercad and made on our Prusa Mini 3D printers.



### Activities

- **Sorter:** The sorter has been down frequently this year. At more than ten years of age, and with constant use, parts have begun wearing out. MK replaced a sensor in the external return in February but then needed to fabricate an entirely new roller, which delayed the repair. On April 9 the correct roller was installed and the sorter brought back online. Since then the sorter has been running well.



- **Calendar Updates:** Marketing and Communications Manager Kori Hall and I worked on consolidating our list of program types for our event calendar to match the terms used by other Bridges libraries. I had been in a meeting months ago to determine the new terms, but we hadn't updated our calendar until recently. Most of the program types need no additional work, but we have a handful that are used on hundreds of events that we need to make sure the new program types work for. Bridges wants to roll out access to a unified calendar in early May.
- **Microsoft Exam Proctoring:** I met with the Meucci group to talk about proctoring Microsoft certification exams as supported by DPI. They talked about two online services that will be very helpful for patrons looking to take tests.
  - The Wisconsin Information Technology Education Grant
    - Through this website, patrons have access to study materials and practice tests for Microsoft certifications. It does not have material for the Office Specialist exams, which are the only exams we're offering proctoring services for. Regardless, this is a great resource to provide to patrons looking to take other Microsoft certification exams.
    - <https://www.itedgrantwisconsin.com/>
  - GMetrix
    - Libraries taking part in the proctoring offerings, can get a license to GMetrix through Certiport (the test-giving entity) to provide practice exams and test-taking resources for the Microsoft specialist exams. There is a limit to the number of licenses available, and the Meucci group suggested that we try it out by having staff take the tests before we offer them up to the public.
    - <https://www.gmetrix.com/MOSReady>
- **Hearing Loop:** I brought AVI Systems to look at the hearing loop in our Program Room. We have heard from patrons in the past that the loop is not working in these rooms. However, when the technician arrived, the loop was working intermittently for him. There are some faults he registered with the system, so his suggestion was to repair the system. We could do that either by pulling up the carpet and laying new wiring down or by installing a system in the ceiling. I'm working with our sales contact at AVI Systems on what a ceiling system would cost.
- **Computer Replacements:** IT Technician II Jason Penckofer continues to roll out computer replacements. We will get new circulating laptops out in May and then the replacements for the year will be finished. We've had a few computers have hard

drive failures this year, but they've all been under warranty so we've been able to get new hard drives at no cost.

- **Professional Development:**

Jason attended a webinar from TechSoup (a company that provides technology discounts for nonprofits) called "Taking the Terror Out of Technology for Your Staff." Jason said:

- It was useful as a review of good strategies for preparing staff for technology changes. I particularly appreciated the emphasis on considering and validating staff input and needs around such changes- things such as being mindful of staff buy-in and considering why people might be resistant to change. The presenter also did a good job of talking about being intentional with changes and working to make sure those changes are addressing issues usefully and are not just changes for the sake of making a change.

I attended a webinar from ALA called "Show Up for Our Libraries: How to Protect Federal Library Funding."

- ALA policy experts talked about what steps the organization is taking in light of the recent executive order cutting funding to the Institute of Museum and Library Services (IMLS). They also offered ways that library staff can communicate with their Congressmembers. There wasn't anything new that I learned from this webinar. I previously worked on an ALA committee to improve publishers' terms with regards to ebook lending. Many of the ALA staff from that committee are the same people who are the policy experts working on ALA's efforts with regards to IMLS funding.



---

## MARKETING & COMMUNICATIONS, KORI HALL

**Adult Summer Event Brochure:** The Adult Summer Event Brochure was completed this month. Paper copies will be available in the Library soon, but you can view it now on the Library's website. Take a look!

**Letters from the Lit Lounge:** The first issue of *Letters From the Lit Lounge* was sent out on April 25 to 234 people. The premier issue included information about checking out WPL's Book Group Kits, reserving Library conference rooms for local book clubs, and reading *BookPage* online. We featured the newest title from former Waukesha Reads author Nickolas Butler (*A Forty Year Kiss*), and promoted an upcoming book discussion and author visit. The newsletter was opened by 188 people and 52 of them clicked on at least one link for more information. The most popular link was to the list of Book Goup Kits. You can read the issue here: [Letters From the Lit Lounge, April 2025](#).



## Continuing Education

On April 10, the Marketing Team virtually attended the Canva Create keynote event, where Canva's founders unveiled the platform's new tools for 2025. We're particularly excited to explore the following features:

1. The option to include multiple page sizes within a single document. This allows slides, social media graphics, posters, and other promotional materials to be organized together in one file.
2. The Canva Translation Tool. Canva can now translate entire campaigns into over 100 different languages. Marketing is currently using it to help translate the Library's summer reading logs into Spanish. Impressively, even the tone can be customized! While native Spanish speakers have noted some minor grammatical issues, the translations are mostly accurate.
3. The data visualization tool in Canva Sheets. This feature removes the need to remember formulas. Instead, it uses AI to generate your request, whether it's a spreadsheet or custom tables. This might be especially helpful for creating our annual report.
4. New AI features. Canva has added new AI tools that can generate designs, draw images, and even write computer code. While we may not use these features frequently, they offer a fun opportunity to experiment as we explore new ideas.

The Canva Create Conference included many interesting sessions, and the team has been watching the recordings as time allows.

1. Maddy attended *Culture Hacking: Standing Out in the Meme Age*. It examined today's viral social media movements and discussed how brands should embrace internet culture and social media in one of two ways—either with a limited number of large, pre-planned campaigns or by hopping on trends and seizing opportunities as they appear. Both can be successful ways to win new followers.
2. Shannan attended *Leading Through Change: Thriving in a Tech Driven World*. In this session, a panel reflected on embracing cutting-edge technology and embracing constant change. It concluded that, in the creative design world, the

role of the designer is to act as a conductor of meaningful intent rather than merely a producer of generated designs.

3. I attended *No Heart, No Brand: Why Values are the Future* with Veronica Forte (Founder and Creative Directress of Hey Design Studio). She discussed how AI is affecting design and explained the necessity of embracing imperfections in your creative designs to prevent them from being recreated. She also emphasized the importance of continuing physical (as opposed to digital) design.

### **Waukesha Reads**

- The Waukesha Reads Partner Committee met on April 29 to discuss the event calendar—including finalized events, events still in the planning process, and events currently on hold pending news of the NEA Big Read grant.
- As of April 30, the Library has not received any news of the NEA Big Read grant status.
- Milkweed Press was contacted on April 28 to go forward with the Waukesha Reads book order. It was decided that we would proceed with purchasing 1,700 copies of the Waukesha Reads book whether or not the Library receives the NEA Big Read grant.

### **Other Marketing Projects:**

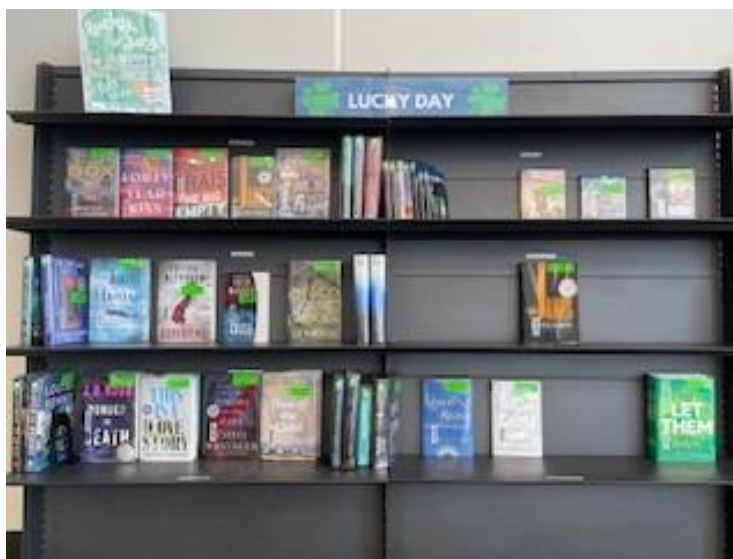
- The March "Welcome" email was sent to 160 new cardholders on April 8. It was opened by 96 people, and nobody unsubscribed.
- April social media statistics are as follows:  
Adult Facebook and Instagram=30 posts (including 11 reels) and 39 stories  
Children's Facebook=27 posts (including 11 reels)
- An outreach services flyer was created for CE to give to Berkshire Communities.
- Promotional materials were created featuring the two upcoming events with Marty Schreiber.
- Signs were created to advertise for Summer Library Program volunteers.
- Maddy edited the Spanish Summer Library Program video, added subtitles, and put it on the Library's YouTube channel.
- Several additional Día de los Niños signs were created.
- A catalog banner was created to promote *Letters from the Lit Lounge* and our other recommended reading newsletters.
- Marketing placed *Letters From the Lit Lounge* bookmarks in each of the 87 Book Group Kits and in Library holds.
- Signs were created for the new Yotos and Tonieboxes collections.
- Marketing worked with John to standardize our Library Calendar terminology to coincide with the other Bridges libraries.
- A sign was created for the Gardening Take & Make Kits.
- Promotional materials were created to solicit submissions for the Studio 321 display cases for June and July.
- Promotional materials were created to advertise the summer teen internship.

- Newsletter blasts were sent out in April on the following topics: Genealogy 101, The Origins of Feasts and Fasting, Common Scams and How to Avoid Them, the April 20 close, Diseases of Houseplants, the May 2 late opening.
- Shannan and Khorye from CE visited Carroll University on April 16 to publicize the Library and sign students up for library cards.
- The Staff Picks content carousel was updated in the CAFÉ Catalog, and the *Staff Picks* newsletter was sent out.
- Two recommended reading lists added to the website: *Go Green Reads* (to celebrate Earth Day) and *Plenty of Poetry* (to celebrate National Poetry Month).
- Ten book display signs were created for the month of May.
- May event information was submitted to the City of Waukesha, the Downtown Waukesha, and the Eras event calendars.
- April event information was submitted to PeachJar.



## MATERIALS COLLECTION, CAROLYN PEIL

**Lucky Day Success:** The Lucky Day collection has increased to 145 items. Materials Collection staff condensed the non-fiction “New Book” shelves and shifted all New Book sections to give Lucky Day items more room and allow for more out-facing covers (better marketing = more circulation) We continue to see around 70% of the Lucky Day collection checked out at any one time.



### Meetings

- Librarians Sara B., Emily J., Caitlin S., and I attended a CafeCats meeting on April 15<sup>th</sup> at the Jefferson Public Library.
- I met with our Hoopla representative, Caity Lear, on April 28<sup>th</sup>. We chatted about new Hoopla offerings, the popularity of Binge passes, and the fill rate of titles customers search for.

**Tax Forms:** Government Documents Librarian, Ann O., closed out this year’s tax forms and instruction booklets giveaway on April 26.



**Donation sharing with Bridges libraries:** We received a large donation of new DVDs and Blu-Rays. After selecting the ones we wanted for our collection and Summer Reading prizes, we offered the remaining titles to other Bridges libraries earlier this month. Ninety-two units were claimed by 8 Bridges libraries.

---

## PUBLIC SERVICES, JUSTIN STEVENSON

### Activities

- A team of staff from various departments worked on finding a new solution for diaper organization in the nursing room upstairs. The old shelving unit and baskets had fallen into disrepair. The new equipment, as well as the diapers we provide for families, makes the space more accessible and welcoming.
- Materials Collection Services Manager Carolyn Peil, Community Engagement Manager Alyssa Pisarski, and Justin Stevenson have continued building the structure of our new schedule through the software WhenIWork. Staff will be introduced to the software at Staff Day on May 2, with trainings to follow. The plan is to move fully to the new schedule format in July.
- Technology Services Manager John Klima and Justin Stevenson have been working with Café System Administrator Shawn Carlson on getting LX Starter set up for WPL. LX Starter will improve and modernize the notifications we send to patrons for various things such as overdue notices and held items arriving. The aim is to have this project done by the end of May.
- Justin represented the Library at meetings of the Housing Action Coalition and the Community Health Improvement Plan (CHIP) Substance Use and Housing Committee. These are important ways for the Library to make connections and be in touch with organizations deeply rooted in our community.
- The WPL IDEA Committee presented two webinars to staff: an ALA session on autism awareness for library workers and a Ryan Dowd session on how to address body odor with patrons.
- Miscellaneous improvements and goings-on: New and improved “special holds” dummy cases, new credit card reader at the circ desk, bookmarks placed in holds highlighting National Library Week and Letters from the Lit Lounge, new registration procedure for Carroll University students, streamlined reference survey procedure and form, simplified procedures for staff answering phones upstairs.

