

# GREENDALE PUBLIC LIBRARY

2007

## ANNUAL REPORT

### Index

Director's Report	3
An Average Day in the Greendale Public Library	4
Circulation	5
Library Visits	8
Reference	10
The Collection	11
Budget	13
Library Board	18
Staffing	19
The Greendale Public Library Foundation, Inc	20
Volunteers	21
Library Activities	22
Long Range Plan 2007-2011	26

## **DIRECTOR'S REPORT**

What a special year it was in the Library. The Library staff should receive tremendous credit for maintaining existing services and expanding into new territories while the library was being remodeled. Hats off to the Library staff whose continuing dedication and professionalism is to be commended.

Here are the major things we are thankful for looking back at 2007:

The Library closed on Monday, May 21st and re-opened on Monday, June 4<sup>th</sup>

The Library was re-carpeted and painted.

The Library dedicated the Luke Sikorski Resource Center in September

The Library dedicated the Maxie Boszhardt Youth Area in September

The Library has initiated a New Arrivals Cart as a point of interest sale

The Library's customers can now pay their fines or for lost materials in the library or from home by using a credit card through E-commerce

The Library has begun to provide Reference USA to our customers both in the building and at home

The Library installed and began to use receipt printers for check out

The Library conducted an Adult Summer Reading Club for the first time. It concluded with an author visit by Brookfield mystery writer Sandra Balzo

The Library purchased baskets for shopping

The Library has a Library blog on the GreendaleNow website

Process Improvement Exercises on the custodial position and library programming

The Library could not achieve any of its objectives without the support of the Village Board, the Village Manager and the Village Hall staff, the other departments with the Village, the Library Board and the Greendale Public Library Foundation, Inc. Thanks to all.

Sincerely,

Gary Warren Niebuhr  
Library Director

**AN AVERAGE DAY IN THE GREENDALE PUBLIC LIBRARY**

Number of Days Open to the Public = 325

Average Number of Customers per Day = 431

Average Number of Items Circulated per Day = 633

Average Number of In Person Reference Questions Answered per Day = 27

Average Number of Telephone Reference Questions Answered per Day = 11

Average Number of Reserves Entered per Day by Staff= 24

Average Number of Directional Questions Answered per Day = 24

Average Number of Internet Sessions per Day = 62

Cost Per Day (budget) = \$1,428.63

Cost Per Circ (budget)= \$2.26

## CIRCULATION

For the tenth time in its thirty-four year history, the Library circulated over 200,000 items, and 2007 was the eleventh best circulation year in the history of the library. Circulation this year was effected by our closing for remodeling in May.

### CIRCULATION

Month	AnnualDiff	Difference	2007	2006	2005	2004
January	-679	-679	16,765	17,444	16,958	18,840
February	-462	217	15,819	15,602	17,361	17,818
March	-1,032	-570	18,384	18,954	19,257	<b>20,079</b>
April	-729	303	16,808	16,505	16,902	17,703
May	-6,038	-5,309	11,019	16,328	15,918	16,540
June	-9,898	-3,860	18,303	<b>22,163</b>	<b>21,450</b>	<b>22,126</b>
July	-10,143	-245	<b>20,629</b>	<b>20,874</b>	<b>20,846</b>	<b>24,177</b>
August	-10,530	-387	18,511	18,898	18,428	18,243
September	-12,263	-1,733	14,573	16,306	15,706	17,028
October	-12,549	-286	16,543	16,829	16,662	17,214
November	-13,350	-801	14,900	15,701	16,197	16,938

December	-14,632	-1,282	12,105	13,387	14,294	14,506
Remote						
Circs	-13,805	827	11,249	10,422	9,410	8,627
		-13,805	<b>205608</b>	<b>219413</b>	<b>219389</b>	<b>229839</b>

Here are our annual circulation totals in rank order.

Year	Annual Circulation	All-time rank
	5,508,398	
2002	239,276	1
2001	234,451	2
2003	231,509	3
2004	229,839	4
2006	219,413	5
2005	219,389	6
2000	210,005	7
1999	206,279	8
2007	205,608	9
1992	202,728	10
1998	199,098	11
1993	193,868	12
1997	193,485	13
1991	189,397	14
1995	183,950	15
1994	183,321	16
1996	176,047	17
1990	149,476	18
1985	135,835	19
1989	134,629	20
1986	131,991	21
1987	131,401	22
1988	129,564	23
1984	128,935	24
1983	127,332	25
1982	125,625	26
1981	124,032	27
1979	121,539	28
1978	121,539	29
1980	120,886	30
1977	109,660	31
1976	86,494	32
1975	73,862	33
1974	37,935	34

Here are the best circulation months in the history of the library.

First, the best individual month total in the history of the library. No 2007 months qualified for this list.

Month	Total Circulation

January	2002 = 20,915
February	2002 = 19,010
March	2002 = 21,330
April	2002 = 20,031
May	2002=18,465
June	2001 = 23,542
July	2001 = 24,450
August	2001 = 22,078
September	2002 = 18,393
October	2001 = 20,110
November	2001 = 18,113
December	1990 = 20,176

Here are the top circulation monthly totals in the history of the library. No 2007 months qualified.

24450(07/01)	1
24177(07/04)	2
24008(07/02)	3
23546(7/92)	4
23571(07/03)	5
23542(06/01)	6
22325(06/03)	7
<b>22163(06/06)</b>	<b>8</b>
22126(06/04)	9
22078(08/01)	10

## THE CIRCULATION BY PATRON TYPE

### Circulation by Patron Type

2007	2006	2005	2004
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### Circulation by Gender

Female	71.40%	70%	71%	71%
Male	28.60%	30%	29%	29%

### Circulation by Residency

Greendale	65.10%	66.20%	58.60%	66.00%
Greenfield	13.60%	13.30%	12.50%	14.00%
Milwaukee	12.70%	12.50%	16.80%	11.00%
Franklin	5.00%	4.60%	4.70%	5.00%
OakCreek	1.10%	0.70%	1.40%	1.00%
Other	2.50%			

## Circulation by Age (Library Card)

Adult	88.80%	88%	88%
Youth	11.20%	12%	12%

## LIBRARY VISITS

Circulation is not the only measurement of a library's activity. Here is a chart showing the number of customers who visited our library this year.

MONTHLY DOOR COUNT				2007	2006	2005	
Month	Door Count	Total	Days	Average	Prev Year	Difference	
January	36539	12599	30	420	13087	-488	11929
February	49138	11194	27	415	12137	-943	13013
March	60332	13508	31	436	14065	-557	13711
April	73840	11780	29	406	13095	-1315	13095
May	85620	5471	19	288	11933	-6462	12004
June	838	12894	24	537	14675	-1781	14000
July	13732	14154	25	566	14088	66	14535
August	27886	11990	27	444	12607	-617	13234
September	39876	11778	27	436	12431	-653	12431
October	51654	13784	31	445	12795	989	13197
November	65438	12570	29	433	11354	1216	11135
December	78008	9019	26	347	9443	-424	10170
	87027	140741	325	5173	151710	-10969	152454
				431			

This is a survey by day of the number of customers who use the library.

DOOR COUNT SURVEY		March	2007			
Day and Time		HourlyTotal	DailyTotal	HourlyAve	DailyCirc	HourlyAve
<b>Monday</b>	<b>March</b>	<b>12</b>				
10:00 AM	64800	46				
11:00 AM	64846	40				
12:00 PM	64886	54				
1:00 PM	64940	66				
2:00 PM	65006	45				
3:00 PM	65051	123				
4:00 PM	65174	85				
5:00 PM	65259	51				
6:00 PM	65310	40				
7:00 PM	65350	67	617	62	712	71
<b>Tuesday</b>	<b>March</b>	<b>13</b>				
10:00 AM	65417	42				
11:00 AM	65459	24				
12:00 PM	65483	49				

1:00 PM	65532	40				
2:00 PM	65572	89				
3:00 PM	65661	92				
4:00 PM	65753	65				
5:00 PM	65818	77				
6:00 PM	65895	42				
7:00 PM	65937	31	551	55	608	61
<b>Wednesday</b>	<b>March</b>	<b>14</b>				
10:00 AM	65968	39				
11:00 AM	66007	17				
12:00 PM	66024	41				
1:00 PM	66065	36				
2:00 PM	66101	32				
3:00 PM	66133	124				
4:00 PM	66257	46				
5:00 PM	66303	38				
6:00 PM	66341	30				
7:00 PM	66371	53	456	46	519	52
<b>Thursday</b>	<b>March</b>	<b>15</b>				
10:00 AM	66424	32				
11:00 AM	66456	67				
12:00 PM	66523	49				
1:00 PM	66572	34				
2:00 PM	66606	52				
3:00 PM	66658	85				
4:00 PM	66743	102				
5:00 PM	66845	42				
6:00 PM	66887	42				
7:00 PM	66929	33	538	54	699	70
<b>Friday</b>	<b>March</b>	<b>16</b>				
10:00 AM	66962	21				
11:00 AM	66983	69				
12:00 PM	67052	33				
1:00 PM	67085	31				
2:00 PM	67116	40				
3:00 PM	67156	64				
4:00 PM	67220	106	364	52	516	74
<b>Saturday</b>	<b>March</b>	<b>17</b>				
10:00 AM	67326	61				
11:00 AM	67387	75				
12:00 PM	67462	81				
1:00 PM	67543	71				
2:00 PM	67614	96				
3:00 PM	67710	70				
4:00 PM	67780	55	509	73	759	108
<b>Sunday</b>	<b>March</b>	<b>18</b>				
1:00 PM	67835	80				
2:00 PM	67915	43				
3:00 PM	67958	85	208	69	284	95
4:00 PM	68043					
<b>Average</b>	<b>3243</b>	<b>57</b>	<b>463</b>	<b>59</b>	<b>585</b>	<b>76</b>

## REFERENCE

Another measure of the Library's activity is the number of reference questions answered by our staff. Here

are the results of our reference count surveys.

	RefInPer	RefTelep	Refe-mail	Computer	Reserves	DirInPer	DirTelep	Total
Monday	1638	520	52	689	1196	1638	338	6071
Tuesday	1729	936	39	702	1508	1300	273	6487
Wednesd	1469	663	26	377	1547	1144	338	5564
Thursday	1235	481	26	390	1092	1066	78	4368
Friday	1092	702	26	364	1131	585	182	4082
Saturday	1092	325	39	247	767	585	26	3081
Sunday	390	91	0	143	442	65	0	1131
	8645	3718	208	2912	7683	6383	1235	30784

Yet another measure of the Library's service to the public is the use of our Electronic Resources.

#### USE OF ELECTRONIC RESOURCES

2007

Product	Current Month		Previous Months		Year to Date		
Internet #	Remote	Internal	Remote	Internal	Remote	Internal	
Adult	Users	!	458	!	4345	!	4803
	Hours	!	1014	!	8655	!	9669
	Sessions	!	1910	!	18083	!	19993
Youth	Users	!	44	!	85	!	129
	Hours	!	19	!	36	!	55
	Sessions	!	115	!	151	!	266
Ancestry Library Edition	!	3	!	95	!	98	
Auto Repair Reference Center	10	!	0	!	10	!	
EBSCO Products	31	!	0	!	31	!	
Overdrive Audio Books	*	*	*	*	*	*	
Totals per MCFLS	Jan-Jun						
Biography Resource Center	19						
HeritageQuest	153						
LitFinder	1						
Literature Resource Center	16						
Netlibrary	8						
SPNetAdvantage	31						
Opposing Viewpoints Res Ctr	3						
Testing and Education	10						
Proquest Newspapers	24						
<b>TOTAL</b>	<b>265</b>						

#### THE COLLECTION

Circulation by Item Type	Total	% of	Total	% of	Total	% of
	Circulation	Circulation	Items	Collection	Added	Adds
Adult 3 weeks	39930	20.54%	28098	40.05%	1324	18.11%
Adult DVD	35470	18.25%	2082	2.97%	419	5.73%
Adult Paperback	14727	7.58%	4625	6.59%	1158	15.84%
Adult 7 days	13450	6.92%	897	1.28%	505	6.91%
Adult Compact Disc	11074	5.70%	2210	3.15%	205	2.80%
Adult Periodical	4742	2.44%	4726	6.74%	1563	21.38%
Adult CD Audio	3586	1.85%	434	0.62%	176	2.41%
Adult Video	3450	1.78%	592	0.84%	0	0.00%

Adult Large Print	2890	1.49%	1050	1.50%	83	1.14%
Adult Audiocassette	708	0.36%	287	0.41%	0	0.00%
Adult Portable Audio	173	0.09%	0	0.00%	50	0.68%
Adult Kits	54	0.03%	7	0.01%	0	0.00%
Adult CD-ROM	40	0.02%	6	0.01%	0	0.00%
Other	22	0.01%	0	0.00%	0	0.00%
	130316	67.05%	45014	64.15%	5483	75.02%
Adult Reference	0	0.00%	787	1.12%	74	1.01%
YA Hardcover	1981	1.02%	664	0.95%	64	0.88%
YA Paperbacks	1121	0.58%	1256	1.79%	77	1.05%
YA Periodical	234	0.12%	113	0.16%	32	0.44%
YA CD Audio	143	0.07%	70	0.10%	10	0.14%
YA Audiocassette	69	0.04%	75	0.11%	0	0.00%
YA Portable Audio	25	0.01%	0	0.00%	6	0.08%
YA DVD	14	0.01%	0	0.00%	0	0.00%
YA Video	10	0.01%	0	0.00%	0	0.00%
YA CD-ROM	2	0.00%	0	0.00%	0	0.00%
YA Compact disc	3	0.00%	0	0.00%	0	0.00%
	3602	1.85%	2178	3.10%	189	2.59%
Youth Hardcover	33738	17.36%	15424	21.98%	911	12.46%
Youth Paperbacks	12989	6.68%	5026	7.16%	335	4.58%
Youth DVD	8568	4.41%	385	0.55%	124	1.70%
Youth Video	2946	1.52%	390	0.56%	0	0.00%
Youth CD-ROM	551	0.28%	0	0.00%	0	0.00%
Youth Kits	476	0.24%	118	0.17%	0	0.00%
Youth CD Audio	365	0.19%	215	0.31%	24	1.97%
Youth Compact Disc 7 Days	299	0.15%	23	0.03%	0	0.00%
Youth Periodical	241	0.12%	281	0.40%	144	1.97%
Youth Audiocassette	219	0.11%	199	0.28%	0	0.00%
Youth Portable Audio	49	0.03%	0	0.00%	15	0.21%
Youth DVD-ROM	0	0.00%	0	0.00%	0	0.00%
	60441	31.10%	22061	31.44%	1553	21.25%
Youth Reference	0	0.00%	125	0.18%	10	0.14%
Adult Items	130316	67.05%	45801	65.28%	5557	76.03%
YA Items	3602	1.85%	2178	3.10%	189	2.59%
Youth Items	60441	31.10%	22186	31.62%	1563	21.38%
	194359		70165		7309	
Turnover Rate	2.77					
Print	126065	64.9%				
Non-print	68294	35.1%				

## BUDGET

BUDGET		2007		Final	
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	Software maintenance			3921	4245	108.26%
	OCLC costs			4559	4588	100.64%
	Teach T1 line for Internet			1200	1200	100.00%
55000	Communications		1000	1000	600	60.00%
	Printing		500	500	100	20.00%
	Programming, Juvenile		500	500	500	100.00%
55100	Office Supplies		11000	9500	9500	100.00%
	Supplies		9000	8000	8000	100.00%
	Postage		1500	1500	1500	100.00%
	Photocopier Maintenance		500	0	0	0.00%
56100	Dues and Publications		3305	3780	3800	100.53%
	Mileage		1000	1000	1000	100.00%
	WI Library Assoc. Conference		500	500	494	98.80%
	WI Assoc. of Public Libraries Conf		0	400	400	100.00%
	American Library Association		175	175	175	100.00%
	Wisconsin Library Association		130	130	156	120.00%
	Greendale Chamber of Commerce		0	75	75	100.00%
	Continuing Education		1500	1500	1500	100.00%
56500	Publications		61856	54603	56375	103.25%
	Adult materials		37250	30573	31510	103.06%
	Youth materials		18750	16754	15644	93.37%
	Serials		5856	5000	5000	100.00%
	Auto Repair Reference Database		0	600	600	100.00%
	Ancestry Plus Database		0	684	684	100.00%
	Heritage Quest Database		0	298	298	100.00%
	NetAdvantage		0	694	694	100.00%
	Thompson Gale		0	0	1945	0.00%
57100	Utilities		18350	22937	25231	110.00%
61100	Maintenance -- Building		2000	2000	3000	150.00%
	Supplies		1000	1000	1000	100.00%
	Furniture Cleaning		1000	1000	2000	200.00%
83000	Capital Outlay -- Equipment		5071	1500	1500	100.00%

## BUDGET REQUESTED

ACCOUNT	BUDGET DESCRIPTION	2008	2006	2007	2008		
E-01-51			actual				
42100	Salaries -- Regular		194,973	199,867	206,643	103.39%	
42200	Salaries -- Part Time		70,514	66,736	68,472	102.60%	
45100	Health Insurance		30,000	32,000	32,000	100.00%	
45200	Life Insurance		875	900	1,000	111.11%	
45300	Disability Insurance		130	0	0	0.00%	
46100	Social Security		14,990	15,794	16,302	103.22%	
46200	Retirement Contribution		25,144	27,002	27,871	103.22%	
46300	Medicare		3,850	3,866	3,989	103.18%	
51120	Maintenance -- Equipment		6,600	8,100	8,500	104.94%	
53920	MCFLS Computer Contribution		9,680	10,033	10,200	101.66%	
55000	Communications		1,000	600	700	116.67%	
55100	Office Supplies		9,500	9,500	9,500	100.00%	
56100	Dues and Publications		3,780	3,800	4,150	109.21%	
56500	Publications		54,603	56,375	58,877	104.44%	
57100	Utilities		22,937	25,231	27,755	110.00%	
61100	Maintenance -- Building		3,000	3,000	3,000	100.00%	
83000	Capital Outlay -- Equipment		1,500	1,500	1,500	100.00%	
			totals	453,076	464,304	480,459	103.48%
	Maintenance of Effort	2005	2006	2007	Average		
		453076	453076	464304	456819		

ACCOUNT	DESCRIPTION	2006	2007	2008	
E-01-					
42100	Salaries -- Regular	194973	199867	206643	103.39%
	Library Director	52850	53864	56167	104.28%
		25.36	25.90	27.00	
	Youth Services Librarian	45750	46591	48329	103.73%
		21.96	22.40	23.24	
	Circulation and Technical Services Librarian	42650	43452	45300	104.25%
		20.46	20.89	21.78	
	Adult Services Librarian	39000	39766	41248	103.73%
		18.62	19.12	19.83	
	Custodian/Groundskeeper	14723	16194	15599	96.33%
42200	Salaries -- Part Time	70514	66736	68472	102.60%
	Library Clerk (Part Time +600)	48270	54867	56294	102.60%
	Library Clerk (Part Time -600)	13244	11869	12178	102.60%
	Library Page (Part Time -600)	9000	0	0	#DIV/0!
45100	Health Insurance	30000	32000	32000	100.00%
	Payments made per pay period				
	Plans	24000	24000	24000	100.00%
	Byouts	6000	6000	6000	100.00%
45200	Life Insurance	875	900	1000	111.11%
	Payments made month one month in advance for all over 600 hours				
45300	Disability Insurance	130	0	0	0.00%
	For Custodial Position Only				
46100	Social Security	14990	15794	16302	103.22%
	6.2% for all except under 600 who pay their own costs				
46200	Retirement Contribution	25144	27002	27871	103.22%
	10.6% for all employees over 600 hours				
46300	Medicare	3850	3866	3989	103.18%
	1.45% For all employees				
51200	Maintenance -- Equipment	6600	8100	8500	104.94%
	3M Security Maintenance	1600	1400	1500	107.14%
	Photocopier Maintenance	500	800	900	112.50%
	SAM Maintenance	1800	1800	1900	105.56%
	SAM Server Host Fee	400	372	400	107.53%
	TNS Monthly	600	1728	1800	104.17%
	Upgrades	850	1000	1000	100.00%
	Software	850	1000	1000	100.00%
53920	MCFLS Computer Contribution	9680	10033	10200	101.66%
	Software maintenance	3921	4245	4300	101.30%
	OCLC costs	4559	4588	4600	100.26%
	Teach T1 line for Internet	1200	1200	1300	108.33%
55000	Communications	1000	600	700	116.67%
	Printing	500	100	200	200.00%
	Programming, Juvenile	500	500	500	100.00%
55100	Office Supplies	9500	9500	9500	100.00%
	Supplies	8000	8000	8000	100.00%
	Postage	1500	1500	1500	100.00%
56100	Dues and Publications	3780	3800	4150	109.21%
	Mileage	1000	1000	1000	100.00%
	WI Library Assoc. Conference	500	500	500	100.00%
	WI Assoc. of Public Libraries Conf	400	400	400	100.00%
	American Library Association	175	175	175	100.00%
	Wisconsin Library Association	130	150	150	100.00%
	Greendale Chamber of Commerce	75	75	75	100.00%
	Continuing Education	1500	1500	1500	100.00%
	Flu Shots	0	0	350	100.00%
56500	Publications	54603	56375	58877	104.44%
	Adult materials	30573	31510	32000	101.56%
	Youth materials	16754	15644	16000	102.28%

	Serials			5000	5000	5000	100.00%
	Auto Repair Reference Database			600	600	600	100.00%
	Proquest:Ancestry/Heritage			982	982	777	0.00%
	NetAdvantage			694	694	700	100.86%
	ThompsonGale:Bio Lit Op			0	1945	2000	0.00%
	Reference USA			0	0	1800	0.00%
57100	Utilities			22937	25231	27755	110.00%
61100	Maintenance -- Building			2000	3000	3000	100.00%
	Supplies			1000	1000	1000	100.00%
	Furniture Cleaning			1000	2000	2000	100.00%
83000	Capital Outlay -- Equipment			1500	1500	1500	100.00%

PER CAPITA AND PER TAX PARCEL COSTS

Population	14169
Tax parcels	4537
2006 Budget	480,459
Per captia costs	33.90917
Per parcel costs	105.898

**LIBRARY BOARD**

Stephanie Mares, President  
Jim Birmingham, Village Trustee  
Noel Cooley  
William Hegge  
Dr. William Hughes, School Superintendent  
Julia Jaet  
Leo Taylor

Resignation  
Cory Hoffman

**STAFFING**

**Staff as of 01/01/08**

Gary Warren Niebuhr, Library Director  
 Betty Grypp, Youth Services Librarian  
 Mary Helen Block, Circulation and Technical Services Librarian  
 Sandra Grams, Adult Services Librarian  
 Debbie Walczyk, Library Clerk (Part Time)  
 Julie Schumacher, Library Clerk (Part Time)  
 Mardy Svensson, Library Clerk (Part Time)  
 Melanie Vogel, Library Clerk (Part Time)  
 Jeanne Lovas, Library Clerk (Part Time)  
 Jenifer Linske, Library Clerk (Part Time)  
 Deb Huberty, Library Clerk (Part Time)

**Staffing Changes During 2007**

Leslie Niss, Library Clerk (Part Time), resignation

**GREENDALE PUBLIC LIBRARY FOUNDATION, INC.**

Joanne Guendel, President  
 Noel Cooley, Vice-President  
 John Bill, Treasurer  
 Jan Meyers, Secretary  
 Don Bauer  
 Kate Dombrowski  
 Shannon Prostinak  
 Kim Smazal  
 Linda Thomas  
 Gary Warren Niebuhr, ex-officio

**EXPECTED REVENUE TO LIBRARY FOR 2008**

Book Sale	Media	80.50	1,439.20	1,519.70	1,367.73	151.97
Book Sale Winter	Media		1,846.30	1,846.30	1,661.67	184.63
Book Sale Village Days	Media		2,352.45	2,352.45	2,117.21	235.25
Boszhardt	Boszhardt Youth Area		20,000.00	20,000.00	0.00	20,000.00
Boszhardt	Boszhardt Books		1,600.00	1,600.00	1,600.00	0.00
Christmas Wish List	Christmas	106.00	860.00	966.00	966.00	0.00
Greendale Park and Rec	Computer materials		100.50	100.50	100.50	0.00
Katherine Liebert memorial	Mysteries & Large Print		5,500.00	5,500.00	0.00	5,500.00
Irene Nevela memorial	book		40.00	40.00	40.00	0.00
American Patchwork Quilting (Kaczynski)	magazine	30.00	0.00	30.00	30.00	0.00
Luke Sikorski Resource Center	Memorial		145.00	145.00	145.00	0.00
Margaret Starz	Memorial		40.00	40.00	40.00	0.00
Borucki	Unencumbered		10.00	10.00	10.00	0.00
Meyer, Mary C.	Unencumbered		250.00	250.00	250.00	0.00
Quadgraphics	Unencumbered		200.00	200.00	100.00	0.00
Anonymous	Unencumbered		10.00	10.00	10.00	0.00
Wisconsin Energy Corporation	Unencumbered		30.00	30.00	30.00	0.00
Dahnke, Judith A.	Unencumbered	25.00	0.00	25.00	25.00	0.00
Zachar, John & Margaret Lansing	Unencumbered	40.00	0.00	40.00	40.00	0.00
<b>Wandering Foot***</b>	<b>Unencumbered</b>		<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>0.00</b>
Book Bags	Unencumbered		360.00	360.00	0.00	360.00
Wine Tasting	Unencumbered		3,690.00	3,690.00	0.00	3,690.00
Greendale Women's Club	SummerReading		250.00	250.00	0.00	250.00
Endowments	annual		680.00	680.00	680.00	0.00
<b>***indicated direct deposit to Library</b>					<b>-100.00</b>	
		281.50	39,503.45	39,784.95	9,213.11	30,371.85

## VOLUNTEERS

VOLUNTEER HOURS	2007					
	TechServices	Storytimes	Delivery	Book Sale	Summer	TOTAL
Kari Bauer			2.5			2.5
Louise Becker	261.75					261.75
Mary Burke	121					121
Darlene Caswell			102			102
LaVerne Decker		198.5				198.5
Audrey Drilias	86.5					86.5
Joan Kawczynski		143.5				143.5
Holly Schoenecker				100		100
Ginny Sebbo		168.75				168.75
Summer Reading	218				631.25	849.25
	687.25	510.75	104.5	100	631.25	2033.75
	0.33040865	0.245553	0.05024038	0.048077	0.303486	0.977764

## LIBRARY ACTIVITIES 2007

### Services

The Library has initiated a New Arrivals Cart as a point of interest sale near our check out counter. All new items will go to this cart (if there are no holds on the item) and first circulate from there. When returned, those items will be shelved on the new materials shelves in the library. (December)

The Library's customers can now pay their fines or for lost materials in the library or from home by using a credit card through E-commerce provided by MCFLS through CountyCat. Our first E-commerce check will come on February 1<sup>st</sup> and quarterly from that point on. (December)

The Library has begun to provide Reference USA to our customers both in the building and at home. This reference database is an address and telephone directory for all US residential and business information. This source will replace such print sources as telephone books, criss-cross directories and business-specific directories. (December)

The Library installed and began to use receipt printers for check out this month. Effective January 1, 2008, Library staff will no longer stamp due dates on library materials. A stamping station will be provided for customers who wish to stamp their own materials. (December)

The Director, Betty Grypp and Sandra Grams marched in the Village Days parade with the Foundation summer reading hay wagon. (August)

The Library conducted an Adult Summer Reading Club with prizes provided by the Foundation. It concluded its Adult Summer Reading Club with an author visit by Brookfield mystery writer Sandra Balzo on the 7<sup>th</sup> of August; (June-August)

The Library purchased and installed three thermal printers to produce new uniform holds slips that display the patron's name and the hold-thru date. (February)

The Library purchased baskets for shopping (January)

The Library's cash registering system was upgraded by the Village Clerk Treasurer. (January)

Class visits (annual)

Family Storytimes on the first Wednesday (September to May)

Spring Lapsitters and Storytime sessions (Spring and Fall)

Gazebo Storytimes

Summer Reading Program

Milwaukee Buck's Reading Program

Homebound delivery services (annual)

### **Community Connections**

Library staff hosted its annual Volunteer Recognition event in November. Volunteer Darlene Caswell was made the 5<sup>th</sup> Footnote Award winner.

The Library staff and Lesley Connor, new owner of Once Upon a Time the Village Bookshop, discussed mutual interests in November

The Director was asked to serve on a county wide committee of literary leaders who are working with the Milwaukee Public Library on a Big Read grant for a city-wide book discussion.

The Director trained all the other Village Department heads regarding the new GreendaleNow website.

The Director was a featured speaker during the Greendale Park and Recreation's Seniorfest

The Director was a featured speaker for the Greendale Historical Society (May)

The Director was a featured speaker at our Library for the visiting Metropolitan School Librarians Association (May)

The Director was a guest lecturer at the University of Wisconsin-Milwaukee School of Information Science's Adult Services class on Weds. the 18th

The Director and the Youth Services Librarian met with Heidi Giffin from the Foundation regarding Literature Circles

The Foundation sponsored Ed Block, Marquette University professor of English, as host for our spring Greendale Reads book discussion on *The Turk and My Mother* by Mary Helen Stefaniak

Community Calendar on the Web maintained (continuous)

The Library has a Library blog on the GreendaleNow website (continuous)

Output measures surveys (annual)

Volunteers (Friends, court ordered, service organizations, school aged youth including youth with special needs) (annual)

Mary Helen Block, Greendale School District Community Education Committee member (annual)

The Library partners with Once Upon a Time Bookstore wherein customers may purchase a book for the library while shopping at Paula Lund's store (annual)

The Library has a display at the Greendale School District's Child Development Days (September)

### **Volunteers, Foundation and Friends Activities**

The Library and the Foundation held an 18<sup>th</sup> birthday party for our building on Dicken's Days. 618 people attended the activities provided by the Foundation including performances and food.

Friends of the Library/Parkland Kiwanis/American Legion Pancake Breakfast (January)

Booksale during Left My Heart On Broad Street weekend (February)

Booksale during Village Days weekend (August)

The Foundation held a wine tasting event (September)

### **Memberships**

Greendale Chamber of Commerce (annual)

### **The Building**

The Library will have its front sidewalk bricks removed and replaced with decorative concrete sometime between June and August. This project was designed in cooperation between the Director, the Village Manager, the head of DPW and the Building Inspector. (January)

The Library closed on Monday, May 21<sup>st</sup> and re-opened on Monday, June 4<sup>th</sup>. The Library was re-carpeted and painted.

The upper men's room toilet was replaced and new handles were added to the faucets throughout the building as an ADA upgrade using CDBG money in July.

The Library dedicated the Luke Sikorski Resource Center in September.

The Library dedicated the Maxie Boszhardt Youth Area in September.

The Village replaced the both sets of hardware on the entrances to the Multi-Purpose Building in October.

### **Staff Continuing Education**

Youth Services Librarian Betty Grypp represented the Library during the Village's first Process Improvement activity. The custodial position, shared by the Library with the Health Department and Village Hall, was studied by the group with the intent of improving understanding of the position and freeing time for grounds keeping functions. The process improvement was held on March 13<sup>th</sup>.

Youth Services Librarian Betty Grypp is the Change Agent for a Library advanced process improvement team made up of Mary Helen Block, Sandra Grams, Melanie Vogel, Jenifer Linske, Sandy Spear (Greendale Middle School Librarian) and Paula Lund (Once Upon a Story Bookstore owner). The team met for the first meeting on March 28th and concluded its work in December.

Gary Warren Niebuhr, Library Director

Keeping the Camp Fires Burning: The Library Book Discussion is Alive and Well. Public Libraries, Vol. 46, No. 2, March/April, 2007. p. 19-20.

Member of the Public Library Association's Library Services Readers Advisory Committee

Member of the Adult Reading Round Table (Illinois) and attended four annual workshops and a two-year genre study

Attended the MCFLS Library Directors Advisory Committee

Attended GE Medical training in process improvement

Greendale Park and Recreation Crime and Mystery Book Discussion leader (September to May)

Attended staff meetings

Attended staff monthly readers' advisory training

Betty Grypp, Youth Services Librarian

Member of the MCFLS Youth Services Committee

Attended staff meetings

Attended staff monthly readers' advisory training

Attended process improvement workshop

Mary Helen Block, Circulation and Technical Services Librarian

Member of the MCFLS Circulation Services Committee

Attended staff meetings

Attended staff monthly readers' advisory training

Attended process improvement workshop

Sandra Grams, Adult Services Librarian

Member of the MCFLS Adult Services Committee

Attended staff meetings

Attended staff monthly readers' advisory training

Attended process improvement workshop

## LONG RANGE PLAN FOR THE GREENDALE PUBLIC LIBRARY 2007-2011

### *Mission Statement of the Greendale Public Library*

The mission of the Greendale Public Library shall be to provide high quality, publicly-funded library resources, services and information to all residents of Greendale and the metropolitan area.

### *Roles Selected for the Greendale Public Library*

- **Popular Materials Library** 50%
  - The library features current, high-demand, high-interest materials in a variety of formats for persons of all ages.
- **Children's Door to Learning** 25%
  - The library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together.
- **Community Information Center** 5%

- The library is a clearinghouse for current information on community organizations, issues, and services.
- **Formal Education Support Center** 5%
  - The library assists students of all ages in meeting educational objectives established during their formal courses of study.
- **Independent Learning Center** 5%
  - The library supports individuals of all ages pursuing a sustained program of learning independent of any educational provider.
- **Reference Library** 5%
  - The library actively provides timely, accurate, and useful information for community residents.
- **Community Activities Center** 5%
  - The library is a central focus point for community activities, meetings, and services.

### **OBJECTIVES FOR 2007**

**Goal One: Customers will be provided services of the highest quality by having equal access to materials to meet their informational, educational, cultural and recreational needs.**

Objective One: The new DVD list on the website will be hyperlinked to CountyCat, by January

Objective Two: The Library will purchase baskets for patron browsing convenience, by January

Objective Three: The Library will purchase Playaway audio books by June

**Goal Two: Staff and customers will have the opportunity to develop the skills to locate and use information in a changing technological world.**

Objective One: The Library will dedicate the Luke Sikorski Resource Center, by June

Objective Two: The clerical staff will receive the second phase of the Collection Maintenance training, by June

**Goal Three: Staff will be provided with administrative support services to insure a well-managed library.**

Objective One: The Library's cash registering system will be upgraded, by February

Objective Two: The Director will explore the potential of developing a capital fundraising project with the Greendale Public Library Foundation, Inc., to raise \$150,000 for Radio Frequency Identification (RFID), by May

Objective Three: A process improvement session will be held to determine content of a community survey, by September

Objective Four: A process improvement session will be held to study the Library's business partnerships and relationship with the Greendale Park and Recreation Department, by December

**Goal Four: Departments will be provided with support to enable each to achieve its goals and objectives.**

Objective One: The Circulation and Technical Services Librarian will develop a written method of communicating staff information to all staff, by February

Objective Two: A process improvement session will be held to develop a methodology for notifying patrons of long overdue items, billing procedures, and a plan for pursuing the return of these items or the collection of the fees, by May

Objective Three: The Library will partner with Marquette University Department of English Writing Internship Program to provide volunteers at the Library, by May

Objective Four: The Library will enhance the Young Adult area, by December

**Goal Five: All customers will be given the opportunity to develop an interest in reading and learning through services provided by the departments.**

Objective One: The Library will spend the Community Development Block Grant for materials for customers with special needs, by March

Objective Two: Advanced Process Improvement team will study all Library programming, by May, 2008

**Goal Six: All customers will have the opportunity to access the library through the extension of library services beyond the door of the library.**

Objective One: The Library will offer Reading History through CountyCat, by February

Objective Two: The Library will offer AskAway virtual reference, by April

Objective Three: The Adult Services Librarian will establish an adult summer reading program, by May

Objective Four: The Library will offer information through a blog, by August

Objective Five: To form a joint task force between the Library Board and all the schools in the Village to increase communications and create liaison roles, by December

Objective Six: The Library staff will analyze the development of the Greendale Now website and publication and form marketing strategies for the library, by December

**Goal Seven: To maintain the physical plant and equipment of the library and assist in maintaining the physical plant of the Multi-Purpose building at peak operating efficiency.**

Objective One: The Library will be re-carpeted, by May

Objective Two: Process Improvement team will study the display and shelving of non-print material, by May

Objective Three: The Library's front sidewalk decorative bricks will be replaced with decorative concrete, by August

Objective Four: The Adult Services Librarian will develop a plan for new end panel signage, by December

## **LIBRARY LONG RANGE PLAN FOR BEYOND 2007**

Objectives with a number and a month have tentative approval from the staff as specific objectives for 2008. Other objectives are long range visions.

**Goal One: Customers will be provided services of the highest quality by having equal access to materials to meet their informational, educational, cultural and recreational needs.**

Use a process improvement to study the role of the Library as a community information center

Use a process improvement to study the external drop-off and pick-up of material

Study the role of technology in replacing print sources with media (for example, Sony Readers)

**Goal Two: Staff and customers will have the opportunity to develop the skills to locate and use information in a changing technological world.**

The Library Board will restore annual continuing education funding and professional membership fees into the budget

The Library will study adding a public FAX machine to the services offered

The Library will partner with MCFLS to improve services through Innovative Interfaces including Library 2.0 which includes allowing patrons to create "virtual library communities" with the software facilitating the process of creating rating systems, user comments and user tagging (subject headings)

Use an advance process improvement to study the role of technology in the Youth Department including public access of technology

**Goal Three: Staff will be provided with administrative support services to insure a well-managed library.**

Objective One: Use Advance Process Improvement to determine the extent to which shared services can be expanded, by May, 2008

The Library will restore the clerical hours lost when the Library Clerk (Full Time) and Library Pages (Part Time) were laid off

The Library will hire a full-time clerk with secretarial responsibilities

The Library will hire a full-time Librarian to be split between Adult and Youth departments

The Library will close two days a year for mandatory training for all employees

**Goal Four: Departments will be provided with support to enable each to achieve its goals and objectives.**

The Library will seek funding to purchase an RFID system (\$150,000)

The Library will consider purchasing materials pre-processed

**Goal Five: All customers will be given the opportunity to develop an interest in reading and learning through services provided by the departments.**

Objective One: Advanced Process Improvement team will study all Library programming, by May, 2008

The Library will develop a methodology for passive readers' advisory

**Goal Six: All customers will have the opportunity to access the library through the extension of library services beyond the door of the library.**

The Library will use an Advanced Process Improvement to study marketing the Library at Southridge

The Library will seek funding for Book Letters (\$1,050 annual)

The Library will seek funding for additional online database subscriptions (annual)

The Library will work with the Greendale Historical Society to make its digital photograph collection available on the web

The Library will volunteer to increase access to the collections, staff the office, and administer the resources of the Greendale Historical Society if the Society ever disbands

The Library will add staff to provide youth programming outside of the Library facility

**Goal Seven: To maintain the physical plant and equipment of the library and assist in maintaining the physical plant of the Multi-Purpose building at peak operating efficiency.**

The Library will study replacing or resurfacing the table and counters

The Library will be expanded to include a youth programming area adjacent to the Youth area

The Library's circulation functions will be relocated to adjacent to the front door