MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM

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Notice

Milwaukee County
Federated Library System
Library Directors Advisory Council

Regular Meeting
Thursday, April 18th, 2019
9:00 – 11:30 AM

This meeting will be held in a meeting room of the
Hales Corners Library
5885 S. 116th Street
Hales Corners, WI 53130

Agenda

The LDAC reserves the right to take action on any of the items listed below.

1. Call to order

2. Additional agenda items/adoption of agenda

3. Approval of minutes for the March 7th, 2019 LDAC meeting
   Action Attachment A

4. MCFLS Strategic Planning 2020-2024. Feedback on draft document.
   Attachment B

5. CountyCat Mobile. Evaluation of options for replacing the current Boopsie service.
   Distributed at Meeting

6. Hoopla quarterly review. Usage analysis and expenditures.

Attachment C

7. CollectionHQ. Long terms plans and possible integration with Titlesource

Attachment D

8. Discussion regarding UWM SOIS and curriculum for public library training.

9. Follow up: Use of OverDrive with fines in excess of $5

10. Phenol free receipt paper

Attachment E

11. Discussion topic: statistical reporting to local library boards

Attachment F

12. Additional business

13. Member library updates

Sub-committee agendas and minutes

Circulation Services—Agenda and minutes available at http://www.mcfls.org/staff-circ-services-comm.asp
Youth Services—Agenda and minutes available at http://www.mcfls.org/staff-youth-services-comm.asp
Young Adult Services—Agenda and minutes available at http://www.mcfls.org/staff-young-adult-services-comm.asp
Adult and Reference Services—Agenda and minutes available at http://www.mcfls.org/staff-reference-comm.asp.

The next meeting is scheduled for Thursday, June 6th at the Cudahy Family Library, 3500 Library Drive Cudahy, WI 53110

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, March 7, 2019
Brown Deer Public Library
5600 West Bradley Road
Brown Deer, WI 53223

Present: Susan Draeger-Anderson, Chair, North Shore Library
Dana Anderson-Kopczyk, Brown Deer Public Library
Rachel Arndt, Milwaukee Public Library
Nan Champe, South Milwaukee Public Library
Rachel Collins, Shorewood Public Library
Amy Krahn, St. Francis Public Library
Jill Lininger, Oak Creek Public Library
Jennifer Loeffel, Franklin Public Library
Pete Loeffel, Wauwatosa Public Library
Judy Pinger, Milwaukee Public Library
Nyama Reed, Whitefish Bay Public Library
Rebecca Roepke, Cudahy Family Library
Brian Williams-VanKlooster, Greendale Public Library

Excused: Pat Laughlin, Hales Corners Library
Sheila O'Brien, Greenfield Public Library

Absent: Michael Koszalka, West Allis Public Library

MCFLS Staff: Steve Heser, Director
Jen Schmidt, Library Systems Administrator
Judy Kaniasty, Business Manager

Call to Order. The regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees' Library Directors Advisory Council was called to order by Chair Draeger-Anderson at 9:02 a.m.

Additional Agenda Items/Adoption of Agenda. Chair Draeger-Anderson inquired whether there were any additions to the agenda. The following topics were suggested:

- SOIS Discussion/Steve Heser
- Sierra Server Replacement/Steve Heser
- LDAC Agenda Structure/Steve Heser
- Interlibrary Loan Form Submission Process/Rachel Collins
- Posting in Libraries/Rachel Collins
- WPLC Steering Committee Digital Library Cards/Jennifer Loeffel
- Police Requests for Information/Susan Draeger-Anderson

Judy Pinger moved and Brian Williams-VanKlooster seconded a motion to modify the agenda to add the suggested topics. Unanimously approved.

Approval of Minutes for the February 7, 2019 LDAC Meeting. Chair Draeger-Anderson referred to the minutes of the February 7, 2019 meeting which are shown as Attachment A of the agenda packet. Rachel Collins noted a correction on Page 2 under the discussion re library closings and best practices for setting hours, staffing (including compensation) and communication (among libraries and the public)—the poll was regarding compensation for staff when libraries are closed and not about how and why the decision was made to close or not. Jill Lininger noted a type in the Oak Creek local library update—that she will be doing a public SWOT analysis. Brian William-VanKlooster moved and Judy Pinger seconded a motion to approve the minutes as corrected. Unanimously approved.

Steve Heser presented Nan Champe with the "Submitted First" Annual Report award as he announced at last month's meeting. The annual report arrived in Steve's office on January 25th.

MCFLS Strategic Planning. Steve Heser thanked everyone for attending the MCFLS Strategic Planning session held February 28th which he felt was a productive day. Steve noted that the next step will be for WiLS and MCFLS staff to prepare an implementation schedule on March 19th with a completed first draft of a proposed strategic plan completed by mid-April and time for all interested parties to review and comment before the final being approved by the MCFLS Board on May 20th.

MCFLS Communication and Service Provision during Closed Periods. Steve Heser reviewed his proposed revision to the Emergency Help Desk Instructions, which is shown as Attachment B of the agenda packet. Steve also referred to a text messaging service called GroupMe and described how the service works and how he envisions that to work for MCFLS member library staffs. Discussion ensued regarding open records law, which staff to include in the notifications, different groups for different issues, etc. and it was determined that it would be useful for all library directors to see which staff are on current email lists so those lists can be updated as necessary now and that it should be reviewed on a regular basis. It was noted that the help desk phone number of 286-3520 will begin to be forwarded to Jen Schmidt when Kate Strattner leaves for the day in an effort to serve member library needs more effectively instead of going to voice mail in the afternoons.

Proposed Annual Procedure for Collecting/Disbursing Netted Amounts for Replacement, Lost and Manual Fines (over $5) Collected at Non-Owning Libraries. Steve Heser referred to a proposed procedure, which is shown as Attachment C of the agenda packet, for a change in how libraries process monies owed other libraries for patron payments which is prepared with the help of Pete Loeffel. There is much excitement by directors to make this change to save staff time and guarantee accuracy. The next step will be for directors to discuss this process with local financial officials and to come back to the June LDAC meeting to respond to any concerns and hopefully all libraries will be accepting of this new plan by mid-May to begin this process July 1, 2019. Steve Heser will send out an email to all LDAC members in an effort to receive responses back from all member libraries. Nyama Reed moved and Jill Lininger seconded a motion to approve the plan in concept and to move forward with getting approval of this plan by local officials with a proposed go-live date of 7/1/19. Unanimously approved.

LSTA Collaborative Grant: Cybersecurity Awareness Training. Steve Heser reviewed the LSTA Cybersecurity Awareness Training Collaborative grant application he prepared and is shown as Attachment D of the agenda packet which is actually using 2018 funds. The grant will also include the Bridges and Kenosha County Library Systems and entails training for all member library staffs. The grant will be submitted shortly and approval by DPI hopefully will come soon after that. MCFLS will inform directors when they can inform their staff of the process that will ensue and the timeline involved.

Rachel Collins moved and Amy Krahn seconded a motion to recommend that the MCFLS Board move forward with this grant application. Unanimously approved.

NewsBank Subscription Proposal. Steve Heser referred to Attachment E of the agenda packet, noting he used the CFRA shares method for determining cost for this Milwaukee Journal Sentinel subscription proposal. This proposal assumes that it is an add-on for Milwaukee Public Library and a replacement for Wauwatosa and West Allis. Steve noted that he was told that if libraries could start on July 1 they could get 9 months for the price of six—so half of what is shown on this chart. Steve will verify what the shortest time commitment would be for the pricing.

Currently Milwaukee pays $60,000 for the print product so adding this image edition would bring the cost to nearly $65,000 a year for them. It is desirable to roll Milwaukee into this consortium product offering at a decrease in cost for them is needed since adding Wauwatosa and West Allis is saving them money on their subscription. Steve Heser will go back to NewsBank to discuss the Milwaukee cost decrease and ask if libraries can opt out after the 6 months if they do not see a need to carry this product in their communities after that time.

Discussion: Access to Electronic Resources with Fines over $5.00. Steve Heser noted that this topic was discussed in October but now it is a bit more critical because if a LibraryNOW student upgrades their card and they have over $5 in fines they are cut off access from OverDrive and Hoopla and eliminating the restriction would encourage more students to upgrade their cards. Attachment F of the agenda packet are talking points for talking with Boards and decision makers about the topic. Fines can remain on cards and paying them can be addressed when the cards come up for renewal—but that isn't until they graduate school. Rachel Collins pointed out that Hoopla costs per checkout so she is concerned about eliminating the $5 restriction, however she knows that students really use those resources. It was noted that SAM does have the $5 fine restriction so that is another reason to move from SAM to TBS or Envisionware as those two pc management systems can change that restrictive setting. Jill Lininger commented that libraries should aim to have the same rules for all electronic resources across the county. Rachel Arndt would like to see unrestricted access to fixed cost items to all patrons. Jill Lininger asked to see instructions on how to handle cards when a patron turns 18 and Rachel Arndt noted that Circulation Services has discussed this matter and Jen Schmidt agreed to resend this materials to the LDAC along with LibraryNOW information and she will also send out statistics on LibraryNOW residents of each community. This topic will be discussed again in April. Jill Lininger would like to discuss the goal of eliminating fines threshold on OverDrive so she would like all to be prepared to discuss that point too.

BREAK [Nan Champe left at this point of the meeting.]

Patron Privacy and Public Workstations. Steve Heser reviewed Attachment G of the agenda packet which outlines the tasks Hieu Tran performs for libraries when setting up workstations for public use in libraries and he encourages all libraries not utilizing Hieu's services to do the same at their libraries. MyPC and Envisionware is better privacy-wise than SAM. DeepFreeze will prevent software upgrades as the public is locked out of those features. Steve added that Hieu is testing a product to replace DeepFreeze in the future as the cost for DeepFreeze is becoming expensive for libraries. After discussion it was agreed by those present to change the timeout on public computers to 5 minutes with a second one at 10 minutes before logging out a patron. Pete Loeffel reported that Bridges had created a System level privacy policy for libraries to use as a template and perhaps that would be useful for MCFLS. Steve Heser indicated he would look into that and further discussion will ensue at a future meeting.

MyPC and SAM Support. Steve Heser referred to Attachment H of the agenda packet.

a. New Product for Remote Printing: ePrintIT. A replacement product for PrinterOn is now available which is easier to use and would be managed at MCFLS instead of locally at each printer and the price is about half the cost and MCFLS feels good about this remote print option. Steve believes that libraries with PrinterOn can switch over to ePrintIT by working with Vivienne Porter at TBS.

b. Plan to End Support for SAM Server as of 12/31/20. Steve noted that the suburban SAM app server is ancient and by the end of the year only two libraries will be left using SAM and the cost to replace the server is about $5,000 which would be split between those remaining libraries (West Allis and Whitefish Bay) so it would be wise for those libraries to plan to switch from SAM to another option such as Envisionware or MyPC.

Update on the PLSR Process. Steve Heser reported that the PLSR Steering Committee finalized its report and it has been sent to DPI. Paula Kiely will report on progress at the next LDAC meeting. COLAND will have listening sessions to hear input regarding the final report within the next few months.

ADDITIONAL BUSINESS. [Jill Lininger left at 11:30 a.m.]

SOIS Discussion. Steve Heser reported that there was concern expressed at last month's meeting about how library school students are being trained to become public library librarians and how to improve that process. Paula Kiely has agreed to attend next month's meeting to hear specifics that she will then share with SOIS professors. Chair Draeger-Anderson noted she just found out that only 15% of SOIS students attend in person and that the rest are online students. It is suggested that perhaps we attend job fairs and go into classrooms to promote public librarian jobs and to share that soft skills are useful so students should apply for jobs and of course promote intern positions as a way to get some experience which again is helpful for resumes. Nyama suggested that virtual students be courted as well by some means. Steve Heser suggested that MCFLS set up an advocacy speaker's bureau from member library staffs.

Sierra Server Replacement. Steve Heser reported that the server equipment migration will occur the evening of Wednesday, March 20th after hours and with that change MCFLS becomes a software only site with Innovative and DigiCorp will be our maintenance provider by contract arrangement. MCFLS is currently working on a backup solution which could be a cloud solution. Jen Schmidt will send out an email soon on what member libraries need to do prior to closing on March 20th so the transition will be made as easily as possible.

LDAC Agenda Structure. Steve Heser stated that he has talked with Chair Draeger-Anderson and they are considering restructuring the LDAC agenda with less informational items being sent out via email instead and more discussion orientated topics on the agenda. For next month's agenda, the topic of statistical reporting to local library boards will be discussed and the question of what, if anything, MCFLS could help with. Brian Williams-VanKlooster would like to hear what other directors share with their board's and perhaps how to accomplish uniform reporting. It was suggested that the agenda also indicate whether any action will be sought such as recommendation, action or just informational and sort them together on the agenda. Rachel Collins suggested that emails be flagged as important when coming from MCFLS to the LDAC.

[Rebecca Roepke left at 11:45 a.m.]

Interlibrary Loan Form Submission Process. Rachel Collins asked whether there is a better way to submit the ILS FL-24 form since Shorewood prints the form and assists the patron with filling it out and then sends it to the ILS department at Milwaukee's Central Library. Discussion ensued. Brian Williams-VanKlooster noted that he does have a fillable electronic version of the form which he will share that also has an email macro attached which makes the process much easier and he will share that with all library directors.

Posting in Libraries. Rachel Collins asked what libraries allow to be posted when the topic is political in nature since she is finding space limitations in her library. Pete Loeffel responded that he has found limiting the size of the material to be posted to be his best solution.

WPLC Steering Committee Digital Library Cards. Jennifer Loeffel updated the group on the topic of the digital library card issue which has somewhat stalled since many Systems are confused so the topic will be discussed again in April before any decision will be made.

Police Requests for Information. Susan Draeger-Anderson just wanted to remind the LDAC that any police court orders or subpoenas for library information are to be forwarded to MCFLS as they are the keeper of the library records.

MEMBER LIBRARY UPDATES.

St. Francis – Amy Krahn reported that DVD overdue fines have been decreased from $1 a day to 10 cents a day with no grace period for all DVDs.

Shorewood – Rachel Collins reported that Shorewood will install TBS pc management system by the end of the month.

Oak Creek – Jill Lininger reported she is looking for interns.

Milwaukee – Rachel Arndt reported that a press conference was held announcing that solar panels will be installed on the Green Roof at Central library and that the first Career Online High School scholarship has been awarded.

Whitefish Bay – Nyama Reed announced that a few vacancies have been filled with new staff. Nyama stated that she is looking into hiring legal counsel for setting up a 301C NonProfit for fundraising and is wondering whether anyone has hired a consultant to raise money for their library needs. It was noted that it was believed that Oak Creek did hire a consultant for that purpose.

Brown Deer – Dana Anderson-Kopczyk reported that the Spring election is looking to be contentious as the new library building is proving to be a big issue. The first architect meeting will be held next week on the new building.

Greendale – Brian Williams-VanKlooster reported that Greendale is having network issues.

North Shore – Susan Draeger-Anderson reported that a new Head of Youth Services will start soon and a part-time reference librarian from Ireland has also been hired. Susan noted she will not be available to attend the April 18 LDAC meeting.

Sub-Committee Agendas and Minutes. Links were shared to access Circulation Services, Youth Services, Young Adult Services and the Adult & Reference Services agendas and minutes.

NEXT MEETING. Scheduled for Thursday, April 18, 2019 at the Hales Corners Library, 5885 S. 116 St., Hales Corners, WI 53130.

ADJOURNMENT. With no further business to be addressed, Brian Williams-VanKlooster moved and Dana Anderson-Kopczyk seconded a motion to adjourn the meeting at 12:15 p.m. Unanimously approved.

DRAFT 3-20-2019

MCFLS STRATEGIC PLAN FRAMEWORK

Commented [SH1]: Comment from Director B: I suggest that you rank these Directions, Goals and Activities. You won't be able to do them all, so you'll need to pick which ones you'll tackle first… In the end though, you need to pick out the ones that YOU think are best for MCFLS.

Comment from Director C: I do just want to say that this plan seems like more work than may be possible for your small staff.

Strategic Direction I: Technology

Ensure member libraries are supported with a high-quality and innovative technology infrastructure and flexible training to provide the best possible online and in-library technology user experience.

Service Goal A: Training

Develop technology training opportunities, tools, and resources that accommodate a variety of needs and provide common system-wide learning experiences.

Objectives

1. Increase in the use of system-provided technology trainings and learning resources by member library staff at all levels at member libraries
2. Decrease in the duplication of the development of technology training tools and resources by member libraries

Assessments

1. Annual trainings provided by MCFLS staff and attendance report
2. Use of instructional resources
3. Feedback from member libraries

Initiatives and Activities

1. Create a variety of easily accessible and usable training opportunities and resources for member library staff based on input from libraries to understand what works for them
    a. Survey libraries to determine training needs
    ~~a.~~b. Identify and provide web-based training opportunities
    ~~b.~~c. Create short videos and instructional content that is practical, task specific, and related to system-wide ILS, digital resources, and technology member libraries and patrons use
    ~~c.~~d. Develop train the trainer opportunities to increase technology expertise at member libraries
    ~~d.~~e. Offer regular technology "office hours" or "Q&A's" for real time access to one on one and group learning assistance
2. Further develop Knowledge Base with technology related information
    a. Provide up to date tracking of changes, with regular reviews of the different resources, to existing technology, platforms and resources such as Hoopla, Baker & Taylor and Overdrive.
    b. Develop and provide plug and play instructions for patrons' use of technology, ILS, County Cat app, and online resources that libraries can use (ex. MCFLS Spotlight)

Commented [SH2]: Seems like we need to add this step.

Resources

1. Staff time to learn, develop, and do
2. Potential funds for needed professional development
3. Potential funds for platforms or subscriptions

DRAFT 3-20-2019

Service Goal B: User Experience

Decrease barriers to access and improve usability of system provided online resources and technology platforms.

Objectives

1. Improve County Cat app
2. Increase commonality of online resources available to libraries system-wide
3. Develop future plan to evaluate ILS platform
4. Increase in commonality of circulation policies among system member libraries

Assessments

1. County Cat app feedback
2. ILS feedback
3. Commonality of county-wide online resources and use of those resources

Initiatives and Activities

1. Improve County Cat app to include an updated, modern and responsive design.~~:~~
   ~~a. A responsive design to work on all devices~~
   ~~b. Streamlining app content to make it less text heavy~~
2. Continue to increase continuity of online resources across the system and accessibility (remove barriers) to online resources
   a. Identify accessibility issues for users and develop strategies and solutions to improve
   b. Continue to identify new opportunities and needs for system online resource subscriptions
3. Assess the ILS and discovery of all available online resources
   a. Develop an ILS evaluation plan that studies how well Sierra is or is not serving member library and/or patron expectations and gathers information about other ILS options
   ~~b. Investigate the integration text notifications in the ILS~~
   ~~c.~~b. Keep discovery layer relevant
4. Provide leadership and facilitation for a process to standardize circulation policies where possible throughout the system to increase ease of use of county libraries by patrons
   a. Identify and compile system-wide data, including gathering feedback from users, that could inform standardization discussion and decision making
      ~~i. Remove barrier to digital resources such as Overdrive and Hoopla by not blocking access for people with fines.~~
   b. Use the existing LDAC meetings for these discussions
      i. Perform a SWOT-like analysis of current circulation periods and parameters

Resources

1. Potential funds for development of platforms and subscriptions to resources
2. Staff time

Commented [SH3]: Seems too specific for this plan. A new app is going to have a responsive design by virtue of being an app. If we just say we need a modern design that should cover most of the concerns here.

Commented [SH4]: We already know this is not possible to achieve unless it is integrated directly into the Sierra client. Sierra and Shoutbomb cannot be integrated.

Commented [SH5]: Comment from Director A: I would recommend changing some of the wording. You don't want boards (or directors) to feel like some of these items for discussion are being pre-determined and they are being forced into some of the potential changes

Commented [SH6]: Another area that be removed because it is already dealt with in 2.a.

Commented [SH7]: Do we need to specify a SWOT analysis or will discussions at LDAC suffice?

DRAFT 3-20-2019

Service Goal C: Infrastructure and Innovation

Continually strive to support member libraries ability to provide relevant and up to date technology to their users and provide leadership to identify library technology needs for the future.

Objectives

1. Standards established and transparent to member libraries with the result of more up to date technology in libraries
2. Increase in savings of time and money to the system and member libraries related to technology equipment purchases and projects
3. Annual report that provides summary and assessment of future-facing technology activities led by the system

Assessments

1. Age of technology equipment in the libraries
2. Technology equipment expenditures by system and libraries
3. Report of activities pursued and completed each year

Initiatives and Activities

1. Establish standards related to technology equipment and settings
    a. Equipment replacement schedules
    b. Recommended hardware lists
    c. Recommended browser, PC, and printer settings
2. Leverage economies of scale and buying power to benefit all libraries and library users
    a. Cooperative purchasing of equipment for member libraries
    b. Shared servers for printers and PC management services
3. Provide leadership in trend spotting and technology project development
    a. Identify and manage large-scale project opportunities for scale shared technology project, including investigating opportunities at ALA and through statewide and LDAC discussions
    b. Provide timely and regular environmental scans to identify potential and emerging technology trends
    c. Vet and test potential new technologies for libraries
    d. Connect more with other library systems to share technology ideas

~~d.~~4. Create annual report that includes activities related to technology and current equipment hardware lists and recommended settings.

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Resources

1. Staff time
2. Potential funds for system funded and managed equipment and projects

DRAFT 3-20-2019

Strategic Direction II: Communication

Provide voice and visibility for the system, its member libraries, and county-wide services and resources to broadly communicate the value and opportunities MCFLS libraries provide to our communities.

Service Goal A: System Marketing

Promote system-wide resources and services in a variety of ways with consistent and targeted information and communications

Objectives

1. Increase awareness and use of system-wide and member library services and resources

Assessments

1. Survey of awareness of system-wide services and resources available at MCFLS libraries
2. Services and resources usage data

Initiatives and Activities

1. Create a marketing, data, and advocacy committee made up of library and outside experts
    - ~~2.~~a. Re-develop the existing system marketing plan
        - ~~a.~~i. Include a plan to communicate what the system is actively doing to meet library needs and desires for system services, resources, etc.
    - ~~3.~~b. Gather and compile data, information, and stories to use for marketing
    - ~~4.~~c. Provide and maintain easy to access and use promotional information and materials for system provided resources and services
        - ~~a.~~i. Standardized informational flyers for system resources like Hoopla and Overdrive
2. ~~5.~~2. Advertise to educate non-library users on services like Hoopla
    a. Centralizing marketing materials
3. ~~6.~~3. Collaborate with other library system and statewide marketing efforts

Resources

1. Staff time
2. Marketing materials
3. Potential outside expertise for marketing plan development and implementation

Service Goal B: Advocacy

Be a strong proponent for the successful support of MCFLS and its member libraries at the local, regional, and state level

Objectives

1. Strengthen and increase community, county, and state support for MCFLS and member libraries

Assessments

1. State, county, and local funding
2. Number of system and local level grassroots supporters/advocates
3. Active Friends Groups and Foundations

Commented [SH8]: Do directions II and III need to be merged? Both are extremely heavy with activities that should be assigned to the new committee on marketing, advocacy and data.

I feel we need some type of help to achieve these goals but we should let the newly formed committee have a say in what that assistance looks like.

Commented [SH9]: This committee is really a lynchpin for the entirety of strategic directions II and III. Is their focus too broad and should we consider two workgroups as subsets of this committee to focus on advocacy and data?

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Initiatives and Activities

1. Gather and compile data, information, and stories to demonstrate the value of the system and libraries to use for advocacy
2. Create an ongoing advocacy engagement plan to build relationships and support for the system and its member libraries
    a. Use a toolkit of data, information, and stories to develop messaging for a variety of audiences with a focus on the impacts of libraries in the county, region, and state
        i. Define audiences (legislators, local Friends groups, community as whole, etc.)
        ii. Develop system messaging and common messaging that can be used by members
        iii. Identify appropriate communication and engagement channels for the different audiences and messaging
    b. Provide advocacy training for system and library staff and boards
3. Collaborate with other library system and statewide advocacy efforts

Resources

1. Staff time
2. Advocacy materials
3. Potential outside expertise for data work and/or advocacy engagement and communication planning

Service Goal C: Library Marketing

Provide the resources, tools, and opportunities for member libraries to develop and implement marketing plans

Objectives

1. Increase in available common marketing resources and tools for libraries
2. Increase awareness and use of local library services, programs, and resources

Assessments

1. Survey of awareness of local library services, programs, and resources
2. Services, programs, and resources usage data

Initiatives and Activities

1. Gather and compile data, information, and stories to use for local library marketing to identify priorities, audiences, messages, and metrics
2. Develop marketing plan support
    a. Create a marketing plan toolkit
    b. Help libraries connect with experts in the community for help (library schools, marketing experts at local companies, etc.)

Resources

1. Staff time
2. Marketing materials
3. Potential outside expertise for marketing plan toolkit development and implementation

DRAFT 3-20-2019

Strategic Direction III: Data

Empower the system and member libraries with critical data and best practices support to be able to more easily engage in data-driven decision making.

Service Goal A: Data Collection

Enrich system and member library decision-making through better and expanded data collection and dissemination

Objectives

1. A defined list of data collection priorities
2. Standards for data collection
3. Insights about Milwaukee County residents' needs are identified

Assessments

1. Use of data by member libraries
2. Survey results

Initiatives and Activities

1. With member libraries, determine current and new data collection priorities
    a. ~~Use LDAC to share library board reports to find out what each member is doing related to data collection and use to ensure that outcome and output data collected is useful, relevant, and makes the best use of System and library staff time~~
    ~~b.~~a. Articulate what data should be collected and why, including that which directly support marketing and communication efforts and comparable data from other areas (metro areas in other states, etc.)
2. Lead and facilitate the standardization of data collection
    a. Establish standard collection tools and equipment (wireless access points, etc.)
    b. Work with member libraries to determine standards for a variety of useful data points such as salary data, annual data reporting, etc.
    c. Find management products and setting data collection standards such as Gimlet for reference statistics or Edge Report for computer use analysis
    d. Educate member libraries on standards
3. Gather data and identify and use tools (surveying, market segmentation, GIS mapping, etc.) as appropriate to support marketing, advocacy, and decision-making for the system and member libraries
    a. Identify and gather data that provides insight to those that are using and not using system and member library resources and services
        i. Develop and administer a county-wide survey
        ii. Develop and participate in collaborative survey and focus group opportunities to learn more about patron needs
    b. Develop methods to capture library use and user's stories
4. Seek, develop, and engage in collaborative opportunities related to gathering and using data regionally and statewide.

Commented [SH10]: This seems too specific. We should simply leave the second item to cover this type of data collection and let the new committee have a large say in this area.

DRAFT 3-20-2019

Resources

1. Staff time
2. Potential outside expertise for data collection and/or surveying

Service Goal B: Data Utilization

Make data more easily accessible and usable for a variety of needs by the system and member libraries.

Objectives

1. Improved use of data by the system and member libraries

Assessments

1. Dashboard use statistics
2. Use of other data (not on dashboard) that is available to member libraries
3. Training provided and attendance

Initiatives and Activities

1. Investigate options to enhance MCFLS dashboard (or other data visualization tools) to include:
    a. Additional data points such as by year ranges and community size
    b. Additional data tracked through annual report work such as budget levels, hours, staffing numbers, collection spending, etc.
    c. New data that isn't collected yet in standard form, such as salaries and benefits, money for suburban library renovation, in-house circulation by municipality (hourly and by day), reference question, room use, who is using the library remotely versus physically etc.
2. Develop system level packaged data, analysis, and summaries to provide plug and play information that can more easily be utilized for decision making and action by member libraries.
3. Identify training needs of members and develop and deliver training related to understanding data and using data tools and software
4. Explore new tools and software for gathering, compiling, visualizing, and analyzing data

Resources

1. Staff time
2. Potential funds for data aggregation and analysis tools and software
3. Potential outside expertise for data training, analysis, and development of packaged data

DRAFT 3-20-2019

Strategic Direction IV: Coordinating and Connecting

Support and provide collaborative learning opportunities to ensure consistent and top-notch service while decreasing duplication of effort.

Service Goal A: Access to Information

Develop methods to share and learn about programming, events, best practices, and other's experiences

Objectives

1. Decrease library staff time dedicated to and the duplication of the work related to the goal

Assessments

1. Library staff time

Initiatives and Activities

1. Develop an online space to serve as a clearinghouse with lists and resources that members could update and add to that would include information such as:
    a. Ideas and contacts for staff in-services
    b. Member library job opportunities
    c. Sharing program ideas, best practices, and contacts
    d. Performer lists
2. ~~Develop and hold a MCFLS support staff services day with a focus on educating and connecting library staff to system resources and information that is available to them~~

Commented [SH11]: Seems like we are recreating the wheel here with respect to a support staff services day. This is being done at the state level and we could at the very least coordinate with SEWI to provide this type of event.

Resources

1. Staff time

Service Goal B: Coordination

Provide coordination and connection opportunities and structures to support and guide member library and system initiatives, resources, programming, and services

Objectives

1. Decrease library staff time dedicated to and the duplication of the work related to the goal
2. Improved collaboration and sharing by member library staff

Assessments

1. Library staff time

Initiatives and Activities

1. Identify and develop areas for system coordination and support for member library YS and inclusive programming needs. Potential priority areas for specialized programming support includes sensory story times that might require outside expertise, story time for disabled adults, Spanish language story time, foster parent book club, referral to experts such as disability consultations, etc.
2. Develop and coordinate, as needed, county-wide programming and services, (ex. memory cafes)

Commented [SH12]: Could we somehow fold these areas into #4?

DRAFT 3-20-2019

3. Promote and support grant opportunities including support for grant writing, acting as a fiscal agent, and connecting with others that are seeking grants or grant partners
4. Review and redevelop system committee structure and communities of practice to support system and member needs.
    a. Clarify with member libraries, using LDAC as forum, which areas would be best served by committees or communities of practice. Use the youth services committee as a model to develop new communities of practice
    b. Committees and areas for communities of practice might include: intergenerational services, senior and disability services, inclusive services committee, marketing and advocacy, data

Resources

1. Staff time

DRAFT

DRAFT 3-20-2019

Strategic Direction V: Organizational Support and Structure

Strengthen the core foundations for the delivery of system services to ensure MCFLS member libraries are supported and positioned to be successful.

Service Goal A: System Interests

Engage regionally and statewide to represent and advocate for system interests.

Objectives

1. Active participation in statewide efforts to improve library systems and services

Assessments

1. System capacities to better serve member libraries

Initiatives and Activities

1. Engage in statewide efforts, including any implementation activities related to the PLSR Steering Committee recommendations, that will impact funding, legislation, and services to systems
    a. Provide leadership where appropriate
    b. Engage with regional partners to explore ideas and models developed by PLSR workgroups that can improve service to member libraries
2. Be informed and an active partner with other systems

Resources

1. Staff time

Service Goal B: Funding – To be further developed with LDAC and Board input

Assess the use of state funds and the impact of funding allocations on services.

Objectives

1.

Assessments

1.

Initiatives and Activities

1. Assessment of allocation of current funding and realignment of allocations, as possible, to support strategic plan
    a. Analysis of Reciprocal Borrowing

Resources

1. Staff time

DRAFT 3-20-2019

Service Goal C: Staff/MCFLS Operations – Staff will continue to develop

Objectives

1. Funding and staff capacities meet operational and strategic plan needs

Assessments

1.

Initiatives and Activities

1. Make necessary annual budget adjustments to fund strategic plan activities and needs
2. Analyze staffing levels
    a. Review job descriptions
3. Clarify and disseminate information about the roles of MCFLS staff
4. Staff learning support
    a. Project planning and management

Resources

1.

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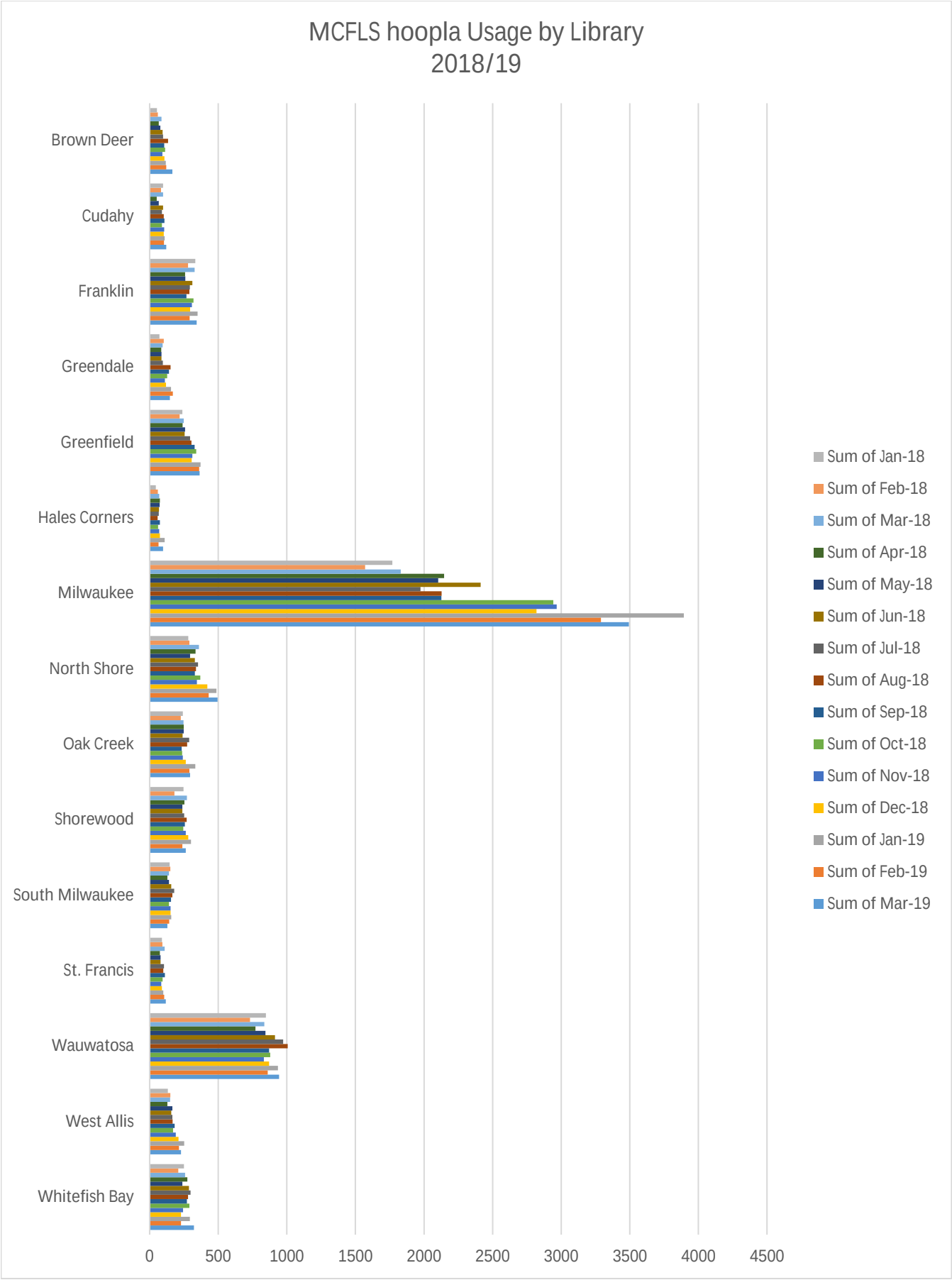

MCFLS hoopla Usage by Library
2018/19
Brown Deer
Cudahy
Franklin
Greendale
Greenfield
Hales Corners
Milwaukee
North Shore
Oak Creek
Shorewood
South Milwaukee
St. Francis
Wauwatosa
West Allis
Whitefish Bay
0
500
1000
1500
2000
2500
3000
3500
4000
4500
Sum of Jan-18
Sum of Feb-18
Sum of Mar-18
Sum of Apr-18
Sum of May-18
Sum of Jun-18
Sum of Jul-18
Sum of Aug-18
Sum of Sep-18
Sum of Oct-18
Sum of Nov-18
Sum of Dec-18
Sum of Jan-19
Sum of Feb-19
Sum of Mar-19

2018/2019 hoopla usage by library

Library	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Total
Brown Deer	53	60	86	66	78	95	98	135	106	112	92	108	118	121	166	1494
Cudahy	98	83	97	51	66	97	90	102	108	90	106	102	109	105	121	1425
Franklin	333	280	328	258	260	312	293	290	268	319	308	294	349	291	343	4526
Greendale	71	102	95	84	87	87	96	152	141	127	111	119	156	169	147	1744
Greenfield	239	218	248	240	258	255	295	305	328	339	312	307	371	361	364	4440
Hales Corners	45	60	69	74	73	68	67	58	75	62	70	74	110	64	98	1067
Milwaukee	1769	1570	1830	2147	2104	2413	1974	2128	2126	2943	2967	2820	3893	3290	3494	37468
North Shore	282	290	359	335	294	330	353	337	329	369	344	421	487	431	495	5456
Oak Creek	242	227	246	249	249	240	288	273	234	237	242	263	333	290	294	3907
Shorewood	246	181	272	253	239	238	251	270	256	245	263	282	302	239	264	3801
South Milwaukee	146	150	140	129	141	158	179	166	155	141	153	153	157	142	130	2240
St. Francis	89	92	109	75	79	79	105	99	111	95	84	89	100	106	117	1429
Wauwatosa	848	732	835	772	844	914	973	1006	871	879	833	870	935	860	943	13115
West Allis	133	150	149	130	165	157	165	167	182	171	190	211	252	214	229	2665
Whitefish Bay	250	208	258	275	239	287	298	279	271	289	243	229	293	228	323	3970
Total	4844	4403	5121	5138	5176	5730	5525	5767	5561	6418	6318	6342	7965	6911	7528	88747

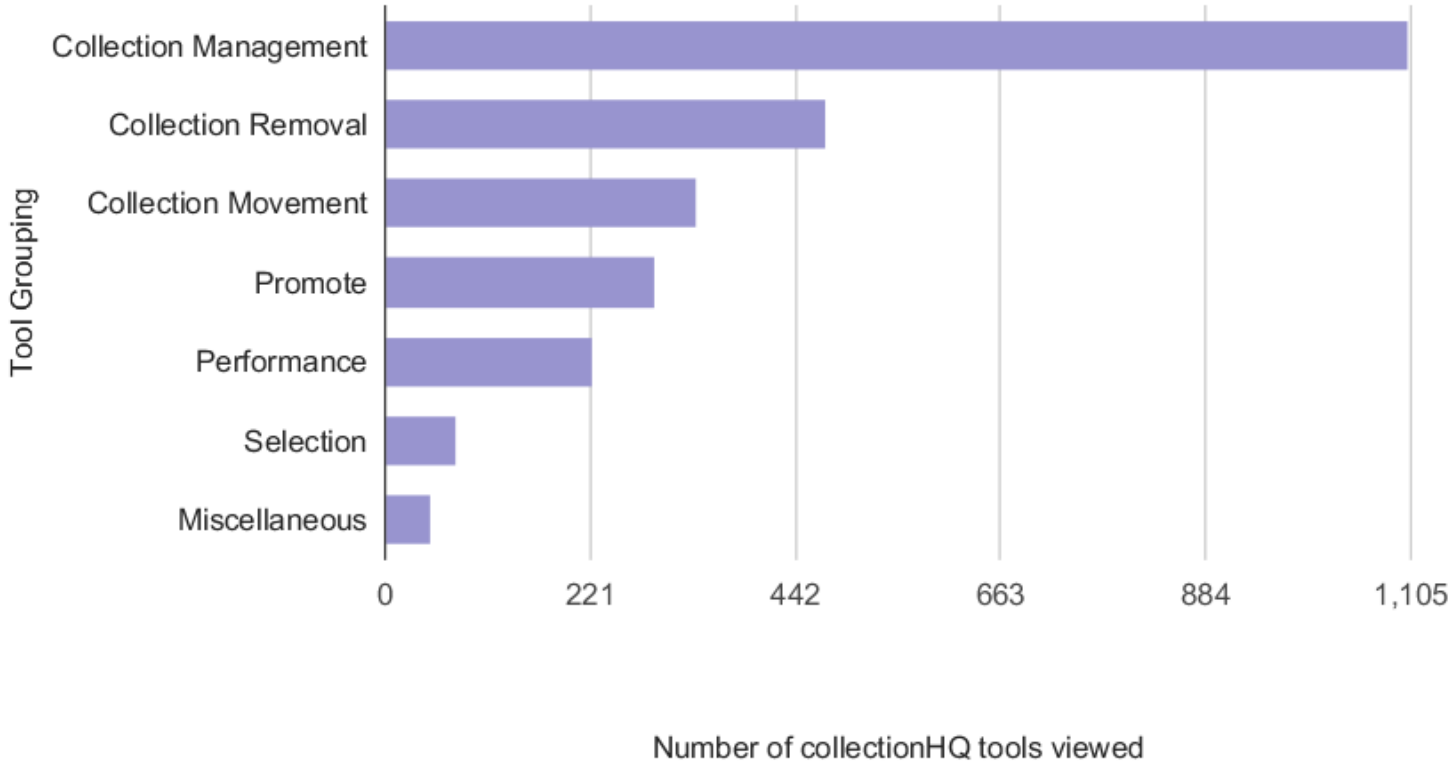
2018/19 Hoopla Expenditures

		2018		2019	+/-
January	$	10,151.71	$	16,533.79	+63%
February	$	9,126.62	$	14,568.92	+60%
March	$	10,717.94	$	15,831.57	+48%
April	$	10,588.52			
May	$	10,790.59			
June	$	11,943.00			
July	$	12,002.00			
August	$	12,507.38			
September	$	12,019.09			
October	$	13,655.62			
November	$	13,322.07			
December	$	13,413.03			
Total	$	142,255.57			

Hoopla Budget 2018: $140,000
Hoopla Budget 2019: $160,000

All Tool Use (All Users)

Date From: 01-Aug-2018
Date To: 11-Apr-2019



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System Activity - by User

Activity From: 01-Aug-2018

Activity To: 11-Apr-2019

User Name	Tool Use
Shellie Anderson	976
Patrick Lodge	223
Greendale Reference	163
Nyama Reed	161
Susan Draeger-Anderson	141
Maria Dietrich	125
Pete Loeffel	109
Nan Champe	87
Rebecca Roepke	70
Amy Krahn	65
Anne Kissinger	58
Matt Prigge	56
Dana Andersen-Kopczyk	43
Jennifer Davies	35
Keri Whitmore	30
Emily Vieyra	28
Lisa Quintero	27
Lisa Liban	24
Jennifer Schmidt	23
Pat Laughlin	20
Eric Branske	18
Emily Alford	16
Rachel Collins	14

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User Name	Tool Use
Robert Trunley	14
Janice Sciano	10
Heide Piehler	5
Jill Lininger	4
Tristan Marshall	4
Laurie Fels	3
Michael Koszalka	1
Nancy Shimon	1

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System Activity - by Tool

Activity From: 01-Aug-2018

Activity To: 11-Apr-2019

Tool Name	Uses
Collection Check Action Plan (Non-Fiction)	477
Collection Check Action Plan (Fiction)	155
Author Detail - Most Popular Titles (Selected Library)	102
Collection Use Summary (Fiction)	102
Collection Check Action Plan (Non-Book)	99
Grubby Items Removal Action Plan (Fiction)	90
Collection Use Summary (Non-Fiction)	80
Top Title Chart (Fiction)	74
Dead Items Removal Action Plan (Fiction)	72
Dead Items Removal Action Plan (Non-Fiction)	69
Top Title Chart (Non-Book)	51
Collection Use Summary (Non-Book)	50
Popular Author Summary (Fiction)	50
Popular Subject Summary (Non-Fiction)	46
Grubby Items Removal Action Plan (Non-Book)	45
Top Title Chart (Non-Fiction)	44
Dead Items Removal Action Plan (Non-Book)	43
Subject Detail - Most Popular Titles (Selected Library)	43
Top Author Chart (Fiction)	43
DiscoveryQuery	34
Collection Check Performance Summary (Fiction)	33
CreateSpecification (DeweyRelative)	33
System Wide Collection Check Summary (Non-Fiction)	33

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Tool Name	Uses
Dead Items Summary (Non-Fiction)	30
Collection Check Performance Detail (Fiction)	29
Collection Check Performance Detail (Non-Fiction)	29
Recently Added Titles (Non-Book)	28
Grubby Items Summary (Fiction)	27
Grubby Items Removal Action Plan (Non-Fiction)	24
Grubby Items Refresh Action Plan (Fiction)	22
My Schedule	20
Recently Added Titles (Fiction)	20
System Wide Collection Check Summary (Fiction)	18
Dead Items Refresh Action Plan (Fiction)	17
Dead Items Performance Detail (Fiction)	16
Dead Items Performance Summary (Non-Fiction)	16
Dead Items Summary (Fiction)	16
Grubby Items Summary (Non-Fiction)	15
Schedule Management Tool	15
Dead Items Performance Summary (Fiction)	14
Popular Author Performance Summary (Fiction)	13
System Wide Collection Check Summary (Non-Book)	13
Dead Items Summary (Non-Book)	12
Long Overdue Check Action Plan (Fiction)	12
Top Author Chart (Non-Fiction)	12
Dead On Arrival by Subject - Item Detail (Non-Fiction)	11
Grubby Items Performance Detail (Fiction)	11
Grubby Items Refresh Action Plan (Non-Book)	11
Library Detail (Fiction)	10
Dead Items Performance Detail (Non-Fiction)	9

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Tool Name	Uses
Grubby Items Refresh Action Plan (Non-Fiction)	9
Popular Subject Transfer Action Plan (Non-Fiction)	9
Collection Check Performance Summary (Non-Fiction)	8
Dead On Arrival by Collection - Item Detail (Fiction)	8
Understocked Subject Performance Detail (Non-Fiction)	8
Dead Items Refresh Action Plan (Non-Book)	7
Grubby Items Performance Summary (Fiction)	6
Long Overdue Check Action Plan (Non-Fiction)	6
Subject Detail - Most Popular Titles (System-Wide) (Non-Fiction)	6
System Activity - by User	6
System Wide Collection Use Summary (Fiction)	6
Categories - Performance Detail (Non-Fiction)	5
Collection Check Performance Summary (Non-Book)	5
General Experimental Placement	5
Grubby Items Summary (Non-Book)	5
Overstocked Subject Performance Detail (Non-Fiction)	5
Popular Author Transfer Action Plan (Fiction)	5
Recently Added Titles (Non-Fiction)	5
Region Wide Collection Check Summary (Non-Fiction)	5
System Wide Collection Use Summary (Non-Fiction)	5
Collection Check Performance Detail (Non-Book)	4
Library Detail (Non-Book)	4
Performance By Dewey	4
Rebalance Pull (Fiction)	4
Rebalance Push (Non-Fiction)	4
System Wide Collection Use Summary (Non-Book)	4
System Wide Popular Subject Summary (Non-Fiction)	4

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Tool Name	Uses
Collection Use - Performance Summary (Non-Fiction)	3
Dead Items Refresh Action Plan (Non-Fiction)	3
Dead On Arrival by Collection - Item Detail (Non-Book)	3
Fiction Experimental Placement	3
Grubby Items Performance Detail (Non-Fiction)	3
Long Overdue Check Action Plan (Non-Book)	3
Non-Fiction Experimental Placement	3
Non-Fiction Experimental Selection	3
Overstocked Subject Swap Summary (Non-Fiction)	3
Rebalance Push (Fiction)	3
System Wide Popular Author Summary (Fiction)	3
Author Detail - Most Popular Titles (System-Wide)	2
Consortium Wide Collection Check Summary (Fiction)	2
Consortium Wide Collection Use Summary (Fiction)	2
Consortium Wide Collection Use Summary (Non-Fiction)	2
Dead Items Performance Detail (Non-Book)	2
ISBN View of Non-Fiction Performance Monitoring	2
Region Wide Collection Check Summary (Fiction)	2
Region Wide Collection Check Summary (Non-Book)	2
Branch Selection Advice (Non-Fiction)	1
CreateSpecification (Dewey)	1
Dead Items Performance Summary (Non-Book)	1
Grubby Items Performance Detail (Non-Book)	1
Grubby Items Performance Summary (Non-Fiction)	1
Performance By BISAC	1
Performance By Collection	1
Rebalance Pull (Non-Book)	1

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Tool Name	Uses
Rebalance Pull (Non-Fiction)	1
Region Wide Collection Use Summary (Fiction)	1
Region Wide Collection Use Summary (Non-Fiction)	1
Region Wide Popular Subject Summary (Non-Fiction)	1
Top Author Chart (Non-Book)	1
Transfer List Action Plan (Non-Book)	1
Transfer Performance - Library Summary (Fiction)	1

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What is Phenol?

Phenol is a highly toxic compound causing protein degradation and tissue erosion. Occupational and environmental exposure to phenol is largely restricted to source-dominated areas. Solid or liquid phenol is rapidly absorbed by the skin and results in very severe tissue damage. The hazards of phenol are twofold. It is both a corrosive (can cause severe burns) and toxic (absorbed phenol acts as a systemic toxin).

Bisphenol -A (BPA) and Bisphenol -S (BPS) are **phenol based developers**. BPS is used as an alternate for BPA. BPS is most commonly found in thermal receipt paper. BPA and BPS are not chemically bound to the receipt paper. They come off onto fingers and enter the bloodstream within minutes.

BPS – the Harmful Cousin of BPA

Bisphenol-S (BPS) acts similarly to hormone-disrupting BPA. A new animal study finds BPS behaves very similarly to BPA, a chemical that throws off the body's natural signaling of estrogen, which is a bodily function both men and women need to be healthy.

Why choose Phenol-free?

Health effect: A study in *Endocrinology* showed that BPS has hormone-mimicking effects, which can alter an organism's reproductive system development. Based on the current literature, BPS and BPF are as hormonally active as BPA, and they have endocrine-disrupting effects. BPS has been reported to possess estrogenic activity and genotoxic potential.

Environmental effect: The environmental impact of manufacturing BPS based developers is adverse. Countries where phenol based developers are manufactured are changing the regulations regarding phenol based developers while assessing the environmental impact on marine and wildlife.

Price effect: Since the availability of BPS based developers varies, the price for thermal paper has been fluctuating (refer to the table below). According to Paper Roll Products, Phenol-free paper pricing has been relatively stable.

Past Logistics

Total cases ordered by MCFLS in 2018: **50 Cases**

February 2018	20 cases	$63.23/case (incl. Shipping)
June 2018	30 cases	$67.28 /case (incl. Shipping)

Current Pricing

Current Product in use at MCFLS: BPA Free thermal paper rolls at $76.95/case + $4-5 shipping = **$80.95 - 81.95**

Proposed Product: **Phenol Free** thermal paper rolls at $88/case + $4-5 shipping = **$92.95 - 93.95**

What can we do?

MCFLS to switch to Phenol Free paper
This would be the best scenario. MCFLS could save on shipping cost by ordering 2019 requirements at once.

Select Phenol-Free option for Shorewood Public Library.
This would be the next best option. Paper Roll Product allows ordering mix-n-match in their pallet. Bridges Library System has been ordering it this way through Paper Roll Products.

Public Education
Encourage patrons to opt-out of receipts. Promote electronic receipts through Earth Day communication. This will also help reduce the consumption of thermal paper.
Library can collaborate with local groups to create awareness on BPA/BPS and other phenol-based developers.

Books on hold
Can there be an alternative to printing receipts?

Thermal Receipt Paper

	4th Qtr 2017	1st Qtr 2018	2nd Qtr 2018	3rd Qtr 2018	4th Qtr 2018	1st Qtr 2019	Total
Brown Deer		1	2		1		4
Cudahy							0
Franklin	2	1	1	1	1	1	7
Greendale		2	1	1	1	1	6
Greenfield			3			3	6
Hales Corners				1		1	2
North Shore	1	1	2	1	1	2	8
Oak Creek	1	2	1	1	2	1	8
St. Francis		1			1		2
Shorewood	2	2	2		2	2	10
South Milwaukee							0
Wauwatosa							0
West Allis							0
Whitefish Bay	1	1			1	1	4
Total	7	11	12	5	10	12	57

HALES CORNERS LIBRARY
CIRCULATION & PATRON SERVICES

Check outs @ circulation desk																	
2019	9,823	9,682	11,175	0	0	0	0	0	0	0	0	0	30,680	2.05%		3	6
2018	9,972	9,477	10,614	9,920	9,786	12,035	11,681	10,350	9,956	10,121	9,667	7,992	121,571	0.28%			
2017	9,610	9,625	10,651	9,423	9,464	11,670	12,189	10,960	9,801	9,980	9,927	7,932	121,232	-4.07%			
Check outs of e-books																	
2019	269	207	218										694	12.30%		3	6
2018	204	206	208	210	229	263	295	262	222	242	229	230	2,800	7.12%			
2017	234	195	233	240	239	236	245	226	196	178	168	224	2,614	4.02%			
Check outs of e-audiobooks																	
2019	196	149	182										527	-5.56%		3	6
2018	200	144	214	215	183	193	238	261	247	274	241	150	2,560	48.58%			
2017	116	130	118	91	111	105	144	112	128	233	197	238	1,723	71.96%			
RB Digital - online magazines - 2019	78	87	72										237	139.39%		3	6
RB Digital - online magazines - 2018	25	29	45	30	22	18	20	20	23	52	112	70	466	-26.15%			
Zinio/RB Digital - online magazines - 2017	87	86	94	48	59	51	34	49	14	43	53	13	631	33.97%			
2019 Total Check Outs	10,366	10,125	11,647	0	0	0	0	0	0	0	0	0	32,138	2.55%		3	6
2018 Total Check Outs	10,401	9,856	11,081	10,375	10,220	12,509	12,234	10,893	10,448	10,689	10,249	8,442	127,397	0.95%			
2017 Total Check Outs	10,047	10,036	11,096	9,802	9,873	12,062	12,612	11,347	10,139	10,434	10,345	8,407	126,200	-3.19%			
# of Patrons Checking Out																	
2019	2,917	2,922	3,191	0	0	0	0	0	0	0	0	0	9,030	-0.11%		3	6
2018	2,940	2,829	3,271	3,020	2,901	3,318	3,323	3,136	2,891	3,039	2,888	2,540	36,096	-0.04%			
2017	2,924	2,860	3,191	2,932	2,945	3,309	3,374	3,393	2,906	2,962	2,817	2,496	36,109	-4.22%			
Checkins																	
2019	7,622	7,555	8,902	0	0	0	0	0	0	0	0	0	24,079	-2.60%		3	6
2018	7,939	7,462	9,321	8,579	8,456	8,904	10,311	8,891	8,297	8,615	7,964	7,037	101,776	-3.39%			
2017	7,952	8,092	9,066	8,371	8,423	9,000	10,789	10,200	8,774	8,908	8,611	7,166	105,352	-5.93%			
LIBRARY CARDS - New Registrations																	
2019	27	17	26	0	0	0	0	0	0	0	0	0	70	-26.32%		3	6
2018	30	35	30	36	29	93	33	26	31	29	28	16	416	10.34%			
2017	26	32	42	30	22	37	37	33	42	26	30	20	377	-12.93%			
Renewals																	
2019	101	97	132	0	0	0	0	0	0	0	0	0	330	-10.33%		3	6
2018	125	84	159	94	103	135	159	88	137	108	92	88	1,372	19.10%			
2017	81	77	112	65	95	128	130	111	102	83	86	82	1,152	-11.45%			
2019 Total Library Cards	128	114	158	0	0	0	0	0	0	0	0	0	400	-13.61%		3	6
2018 Total Library Cards	155	119	189	130	132	228	192	114	168	137	120	104	1,788	16.94%			
2017 Total Library Cards	107	109	154	95	117	165	167	144	144	109	116	102	1,529	-11.82%			
Reciprocal Borrowing (October - September)	**Oct.**	**Nov.**	**Dec.**	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**					
2018-2019	4,549	4,377	3,745	4,500	4,486	5,336	0	0	0	0	0	0	26,993	-3.36%		13	6
2017-2018	5,025	4,968	4,091	5,120	4,350	4,377	4,215	4,274	5,676	5,585	4,835	4,725	57,241	-1.98%			
2016-2017	5,203	5,040	4,367	4,843	4,648	4,879	4,069	4,562	5,900	6,019	4,820	4,045	58,395	0.56%			

REFERENCE & INFORMATION SERVICES

Public Computers - Kiosk area - # of user sessions	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019 - # of users	--	123	188										311	-56.69%		3	6
2019 - # of user sessions	372	386	416										1,174	-43.18%		3	6
2018 - # of users	230	211	277	211	240	258	232	230	198	105	--	--	2,192	-28.20%			
2018 - # of user sessions	744	630	692	594	635	603	538	588	578	496	393	330	6,821	-30.62%			
2017 - # of users	254	230	275	284	300	270	265	269	244	242	206	214	3,053	-3.39%			
2017 - # of user sessions	848	803	929	813	874	778	784	1,012	820	790	699	682	9,832	-10.13%			
Public Computers - Study Rooms																	
2019 - # of users	--	26	24										50	-42.53%		3	6
2019 - # of user sessions	114	138	165										417	-33.91%		3	6
2018 - # of users	25	29	33	26	24	30	29	30	29	19	--	--	274	-32.01%			
2018 - # of user sessions	226	204	201	218	209	236	234	245	268	216	155	111	2,523	-21.40%			
2017 - # of users	34	40	33	33	40	29	32	33	35	35	33	26	403	-8.82%			
2017 - # of user sessions	317	264	284	273	265	212	266	287	258	295	276	213	3,210	-22.78%			
Total Computer Users																	
2019 - # of users	--	149	212	0	0	0	0	0	0	0	0	0	361	-55.16%		3	6
2019 - # of user sessions	486	524	581	0	0	0	0	0	0	0	0	0	1,591	-41.01%		3	6
2018 - # of users	255	240	310	237	264	288	261	260	227	124	--	--	2,466	-28.65%			
2018 - # of user sessions	970	834	893	812	844	839	772	833	846	712	548	441	9,344	-28.35%			
2017 - # of users	288	270	308	317	340	299	297	302	279	277	239	240	3,456	-4.05%			
2017 - # of user sessions	1,165	1,067	1,213	1,086	1,139	990	1,050	1,299	1,078	1,085	975	895	13,042	-13.61%			
Wireless Access																	
2019 - average # of daily users	42	48	49										46	-4.14%		3	6
2019 - # of distinct clients per month	576	580	654										1,810	-2.84%		3	6
2018 - average # of daily users	45	48	52	49	50	52	53	44	41	48	43	40	47	-7.68%			
2018 - # of distinct clients per month	589	579	695	585	651	685	689	504	531	596	542	568	7,214	-3.92%			
2017 - average # of daily users	49	50	50	54	49	62	61	54	50	47	45	41	51	9.09%			
2017 - # of distinct clients per month	555	565	640	675	634	709	731	662	623	575	568	571	7,508	3.56%			
Reference Questions	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	494	535	539	0	0	0	0	0	0	0	0	0	1,568	-24.80%		3	6
2018	716	666	703	526	519	519	486	489	464	523	508	429	6,548	-11.99%			
2017	697	731	694	608	597	611	576	740	534	583	560	509	7,440	-4.00%			
ILS Requests																	
2019	3	4	7	0	0	0	0	0	0	0	0	0	14	-50.00%		3	6
2018	14	10	4	7	4	5	5	3	5	4	10	1	72	94.59%			
2017	6	0	5	6	5	3	2	6	2	1	1	0	37	-21.28%			
Paging Slips	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	1,352	1,147	1,311	0	0	0	0	0	0	0	0	0	3,810	-9.63%		3	6
2018	1,501	1,322	1,393	1,323	1,152	1,260	1,286	1,346	1,110	1,320	1,131	1,175	15,319	-8.30%			
2017	1,544	1,335	1,564	1,354	1,281	1,378	1,396	1,421	1,389	1,426	1,375	1,242	16,705	4.08%			
Holds Placed (by staff @ HCL)	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	379	398	358	0	0	0	0	0	0	0	0	0	1,135	-7.65%		3	6
2018	384	388	457	440	423	438	340	444	366	365	356	271	4,672	3.29%		13	12
2017	396	343	420	388	366	424	369	452	357	359	361	288	4,523	-5.81%			

Holds Placed (by HCL residents @ remote sites)																	
2019	1,060	913	973										2,946	10.01%		3	6
2018	841	898	939	904	842	792	834	907	875	871	770	785	10,258	3.15%			
2017	757	847	824	791	813	867	893	884	831	791	891	756	9,945	2.17%			
2019 Total Holds	1,439	1,311	1,331	0	0	0	0	0	0	0	0	0	4,081	4.45%		3	6
2018 Total Holds	1,225	1,286	1,396	1,344	1,265	1,230	1,174	1,351	1,241	1,236	1,126	1,056	14,930	3.19%		13	12
2017 Total Holds	1,153	1,190	1,244	1,179	1,179	1,291	1,262	1,336	1,188	1,150	1,252	1,044	14,468	-0.47%			

LIBRARY VISITS, PROGRAMS, ROOM USE & NEW MATERIAL

Library Visits (walkin traffic & library program attendance in Hunt Room)	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	4,952	5,277	6,928	2,076	0	0	0	0	0	0	0	0	19,233	196.39%	*Total*	4	6
From counter	4,815	5,148	6,465	2,076	0	0	0	0	0	0	0	0	18,504	247.30%	*From counter*	4	6
From adult programs - outside main library	74	64	182	0	0	0	0	0	0	0	0	0					
From youth programs - outside main library	63	65	281	0	0	0	0	0	0	0	0	0					
2018	1,572	1,463	1,932	1,522	1,427	2,759	2,529	3,050	2,330	2,857	5,223	4,570	31,234	-1.76%	*Total*		
From counter	1,329	1,247	1,438	1,314	1,254	1,669	1,865	2,341	2,145	2,588	4,909	4,425	26,524	6.41%	*From counter*		
From adult programs - outside main library	123	82	202	77	57	81	63	153	95	139	83	67					
From youth programs - outside main library	120	134	292	131	116	1,009	601	556	90	130	231	78					
2017	2,138	2,489	2,610	2,577	3,359	4,096	2,730	4,081	2,083	1,877	1,770	1,983	31,793	-19.33%	*Total*		
From counter	1,903	2,022	2,193	2,354	2,129	2,429	2,044	3,470	1,838	1,547	1,478	1,519	24,926	-26.84%	*From counter*		
From programs	235	467	417	223	1,230	1,667	686	611	245	330	292	464					
Program Attendance	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	331	430	784	168	0	0	0	0	0	0	0	0	1,713	-17.88%		4	6
2018	410	427	747	502	600	2,038	1,084	720	438	830	617	155	8,568	-10.00%			
2017	435	781	717	532	1,261	1,920	967	702	519	589	616	481	9,520	2.53%			
Room Use (# of groups)	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	40	54	45	0	0	0	0	0	0	0	0	0	139	--		3	6
2018	--	--	--	--	--	--	--	--	38	48	43	25	154	--			
2017	34	54	50	50	29	37	--	--	--	--	--	--	254	--			
Room Use (# of attendees)																	
2019 - Total # of room use attendees	736	980	1,005	0	0	0	0	0	0	0	0	0	2,721	--			
2018 - Total # of room use attendees	--	--	--	--	--	--	--	--	642	1,017	859	722	3,240	--			
2017 - Total # of room use attendees	688	1,003	812	776	476	1,630	--	--	--	--	--	--	5,385	--			
New Material Added	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
2019	282	430	419	0	0	0	0	0	0	0	0	0	1,131	-2.33%		3	6
2018	345	323	490	363	438	416	468	489	418	435	385	579	5,149	-2.87%			
2017	430	402	504	346	393	347	421	488	489	427	471	583	5,301	-5.71%			

Adult Programs	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
Adult Program Attendance																	
2019	95	81	205	51	0	0	0	0	0	0	0	0	432	-25.39%		4	6
2018	146	104	226	103	78	104	87	164	123	169	99	77	1,480	-3.08%			

2017	153	156	257	116	97	93	139	176	83	125	103	29	1,527	-10.65%			
# of Programs																	
2019	11	12	12	5	0	0	0	0	0	0	0	0	40	-2.44%		4	6
2018	7	12	12	10	7	11	9	12	9	15	10	8	122	10.91%			
2017	10	12	16	8	6	6	7	8	7	16	11	3	110	22.22%			
Youth Programs	**Jan.**	**Feb.**	**Mar.**	**Apr.**	**May**	**June**	**July**	**Aug.**	**Sept.**	**Oct.**	**Nov.**	**Dec.**	**Totals**				
Youth Program Attendance																	
2019	236	349	579	117	0	0	0	0	0	0	0	0	1,281	-15.00%		4	6
Children 0-11	236	349	579	117	0	0	0	0	0	0	0	0	1,281				
YA 12-18	0	0	0	0	0	0	0	0	0	0	0	0	0				
2018	264	323	521	399	522	1,934	997	556	315	661	518	78	7,088	-11.32%			
Children 0-11	264	323	521	399	522	1,849	961	556	314	661	518	78	6,966				
YA 12-18	0	0	0	0	0	85	36	0	1	0	0	0	122				
2017	282	625	460	416	1164	1827	828	526	436	464	513	452	7,993	-11.98%			
# of Programs																	
2019	15	17	18	5	0	0	0	0	0	0	0	0	55	-17.91%		4	6
2018	14	17	19	17	7	23	25	9	15	21	19	3	189	-4.06%			
2017	12	20	18	18	7	24	24	12	16	19	21	6	197	-4.83%			

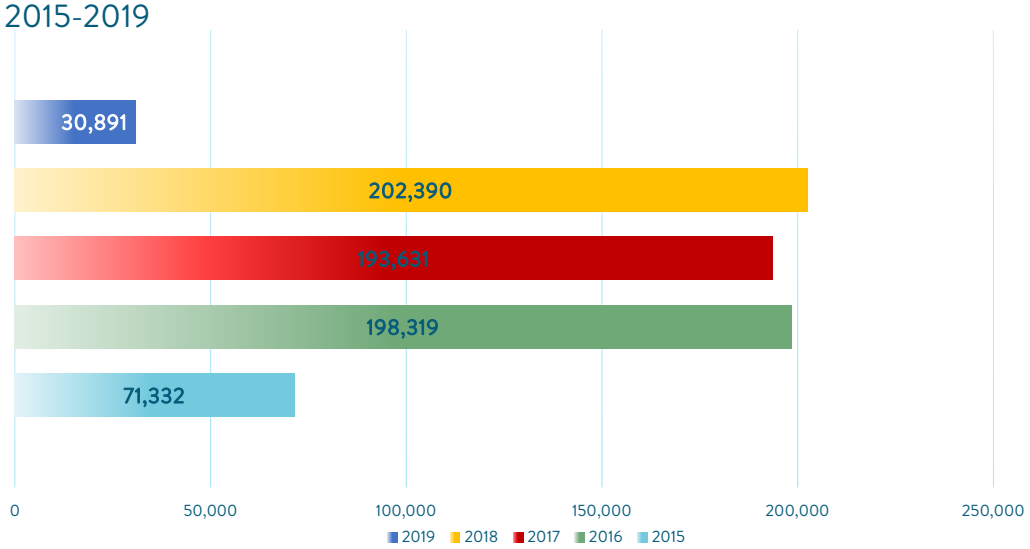
OAKCREEK
WISCONSIN
PUBLIC LIBRARY

MONTHLY STATISTICS

through February 28, 2019

ANNUAL PATRON VISITS

2015-2019



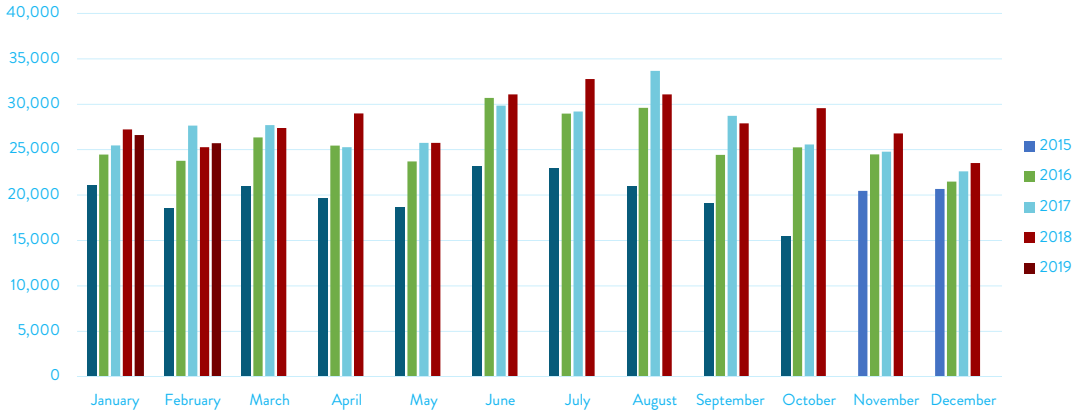
PATRON VISITS 2014-2019

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
2014 - 2015	7,031	6,156	8,465	7,755	7,411	9,052	9,365	8,308	8,244	9,840	7,808	7,821	**105,045**
2016	N/A	45,583[A]	14,832	14,283	11,849	17,727	17,006	6,020	25,381[B]	14,991	16,727	13,920	**198,319**
2017	14,477	15,079	16,403	6,246[C]	5,805[C]	28,077	N/A	N/A	N/A	15,583[D]	15,326	13,177	**193,631**
2018	15,240	16,259	17,299	16,563	11,864	19,103	20,673	18,327	15,547	19,317	14,754	14,041	**198,987**
2019	14,055	16,836											**14,055**

[A]Feb 2016 Patron count includes visits from Oct. 19, 2015 – Feb. 29, 2016
[B]Sep 2016 patron count includes visits from Aug 15, 2016 – Sep 30, 2016
[C]April 2017 – May 2017 had gate errors so not all data was collected. June gate counts most like account for some of the April/May errors.
[D]October 2017 includes visits from October 10th – October 31st

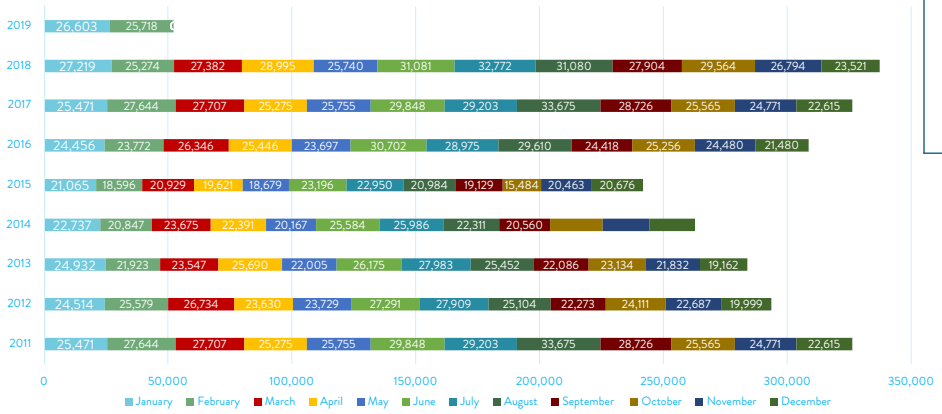
LIBRARY CIRCULATION

BY MONTH: 2015-2019



TOTAL CHECK OUTS

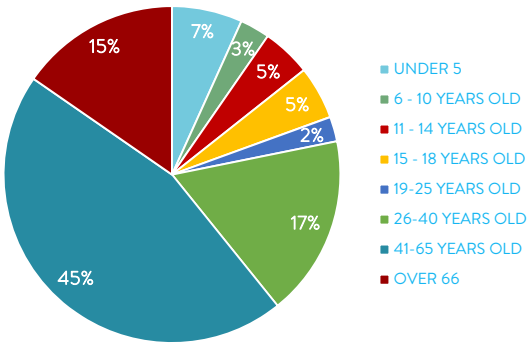
ANNUALLY 2015-2019



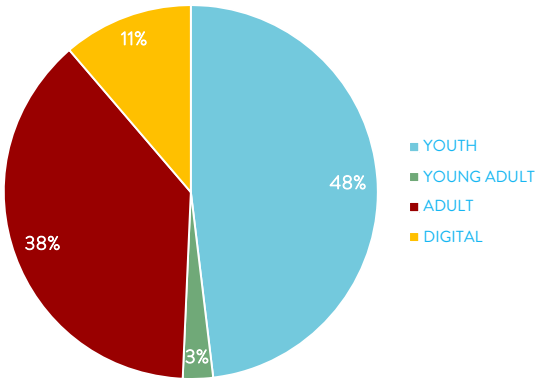
TOTAL CHECKOUTS	
2019	52,321
2018	337,326
2017	326,255
2016	308,638
2015	241,772

CHECKOUTS BY AGE 2019

TOTAL CIRCULATION BY AGE
(in building)

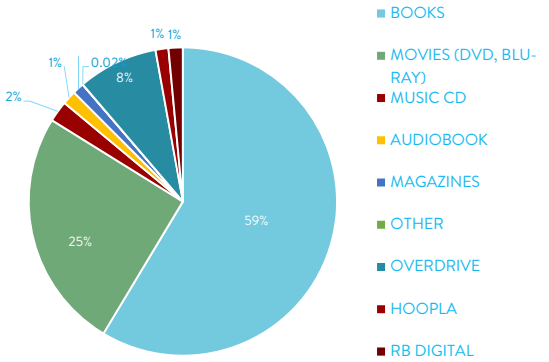


COLLECTION CIRCULATION



CIRCULATION DATA

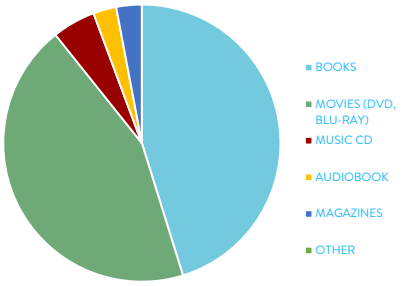
TOTAL COLLECTION



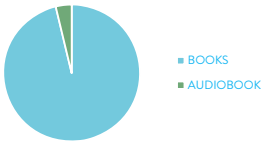
	2019 through Feb 28
Books	26,947
Movies: DVDs & Blu-Ray	11,594
Music	1,013
Audiobooks	671
Magazines	558
Other	8
Overdrive	3,863
Hoopla	623
RB Digital	689
TOTAL	**45,966**

CIRCULATION DATA 2018

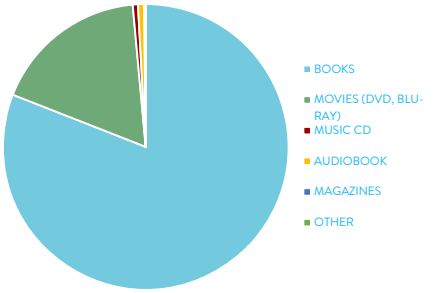
ADULT MATERIALS



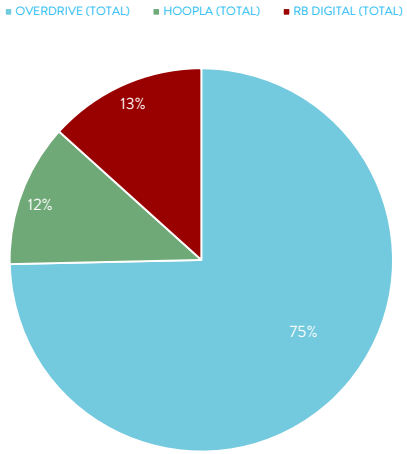
YOUNG ADULT MATERIALS



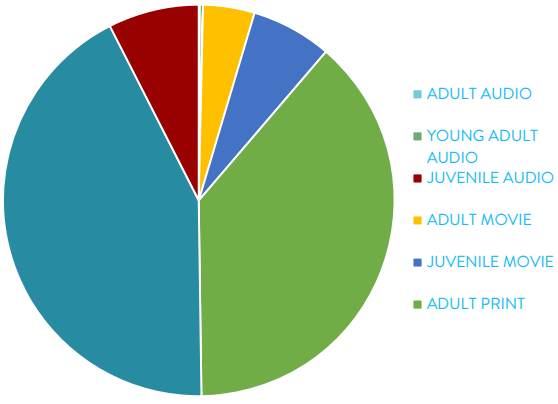
YOUTH MATERIALS



DIGITAL CIRCULATION 2019

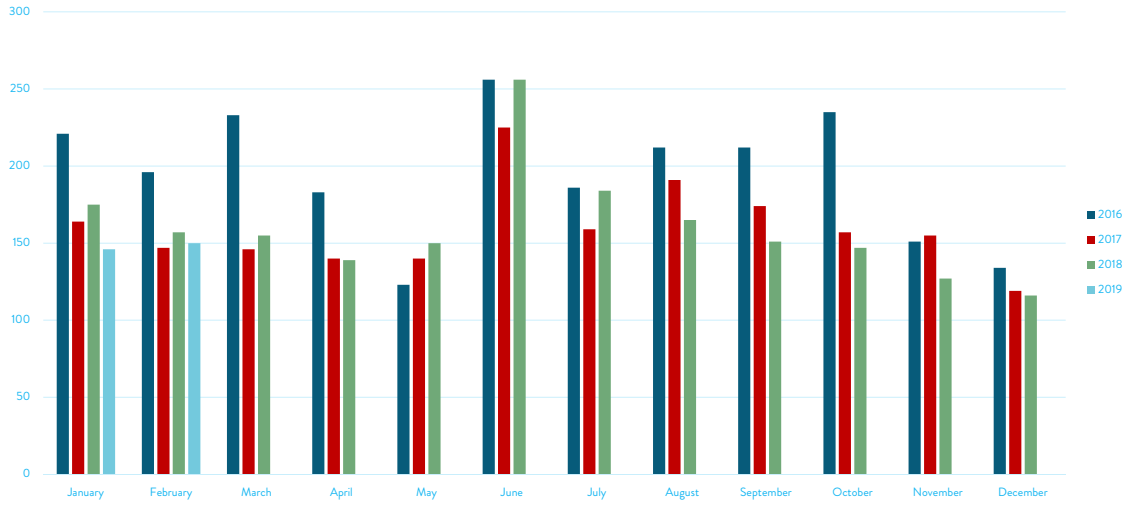


MATERIAL ADDITIONS



	2019 through Feb 28
Audio Materials	3
DVDs & Blu-Ray	128
Adult Print	258
Juvenile Print	467
YA Print	88
Magazines	228
TOTAL	1,194

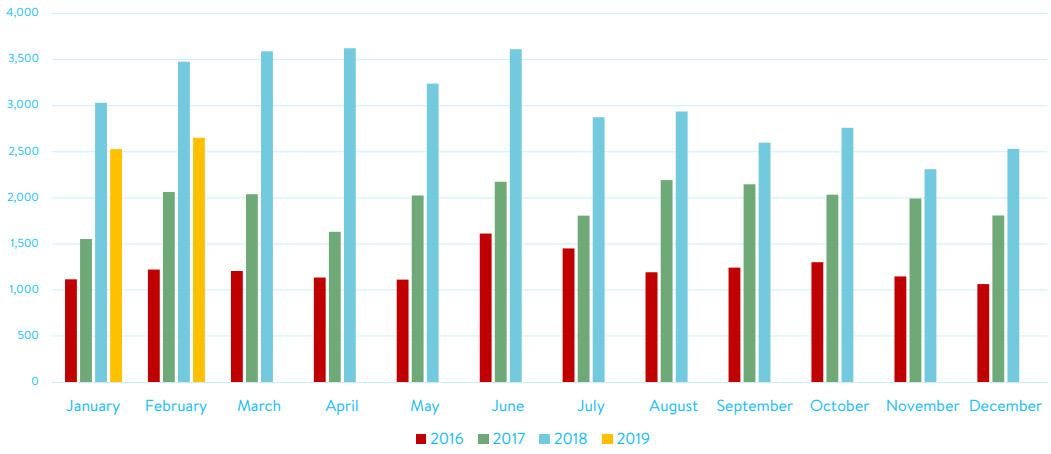
NEW PATRON REGISTRATIONS 2016-2019



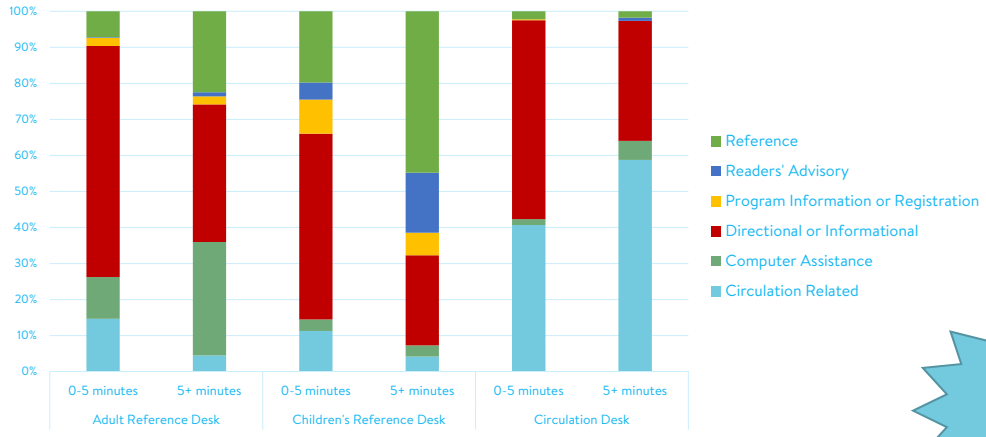
CURRENT OAK CREEK RESIDENTS WITH A LIBRARY CARD – 16,862

STAFF TRANSACTIONS

2016-2019



STAFF TRANSACTIONS PREVIOUS MONTH



0-5 minutes NUMBER OF QUESTIONS: 2,484

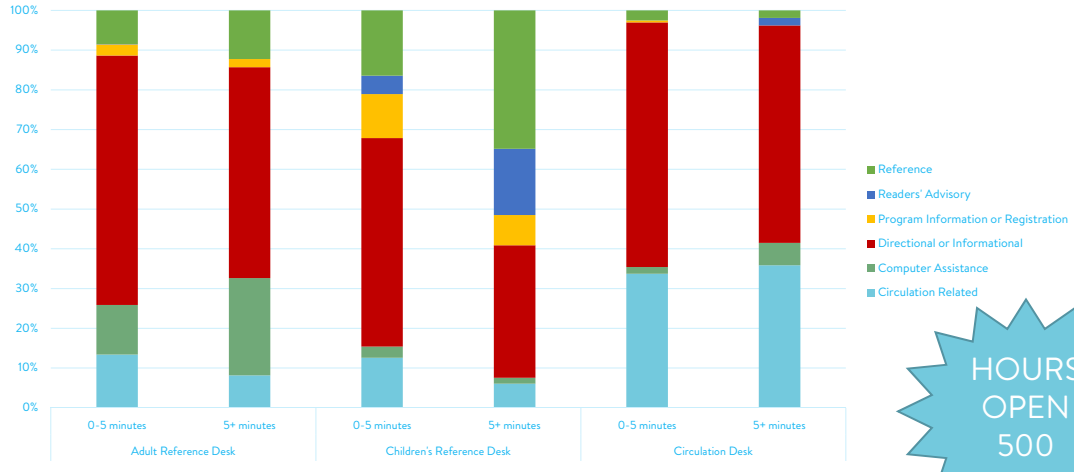
AVERAGE TIME: 41.40 Hours

5+ minutes NUMBER OF QUESTIONS: 168

AVERAGE TIME: 2.8 HOURS

HOURS OPEN 248

STAFF TRANSACTIONS YEAR TO DATE



NUMBER OF QUESTIONS: 4,882

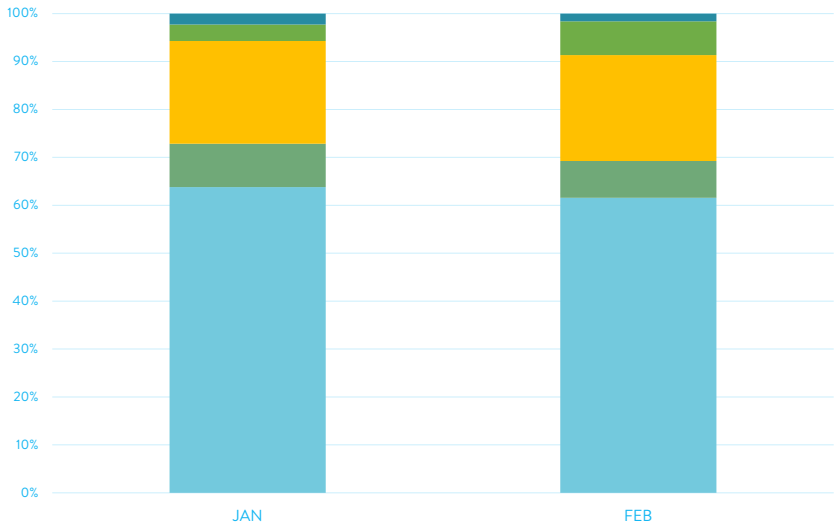
AVERAGE TIME: 81.37 HOURS

NUMBER OF QUESTIONS: 299

AVERAGE TIME: 4.98 HOURS

HOURS OPEN 500

PUBLIC COMPUTER USAGE

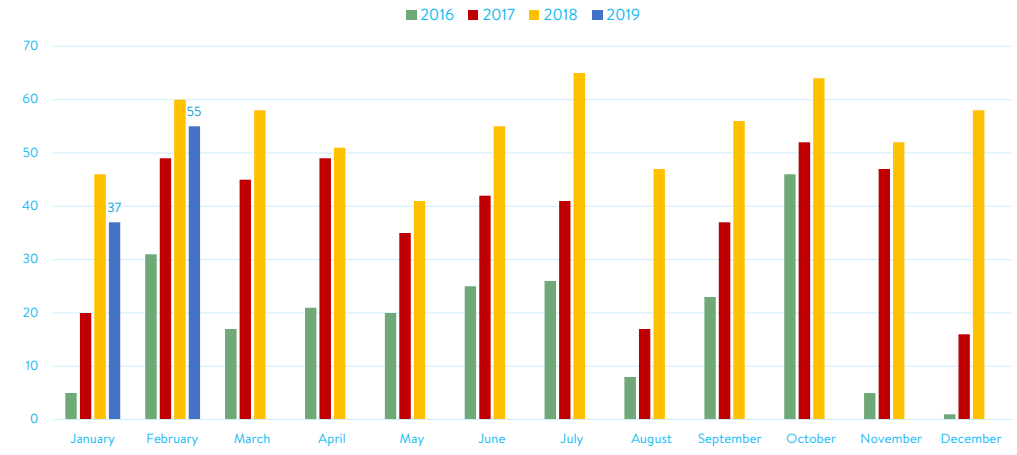


DATA USAGE	
WIRELESS	1.9 TB
ADULT	936.77 GB
KIDS	658.35 GB

- CHARGING CABLES
- LAPTOPS
- EXPRESS INTERNET
- CHILDREN'S INTERNET - 3 HOURS
- ADULT INTERNET - 3 HOURS

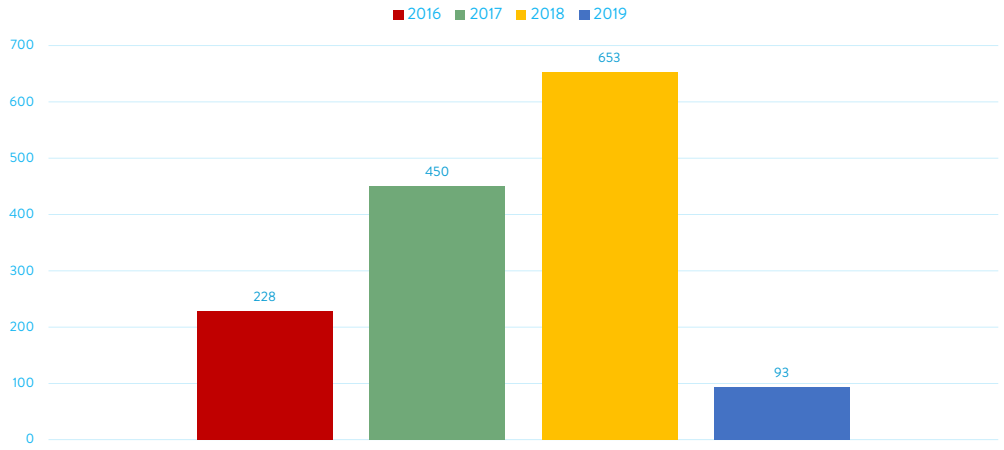
LIBRARY PROGRAMS ALL AGES

2016-2019 (Monthly)

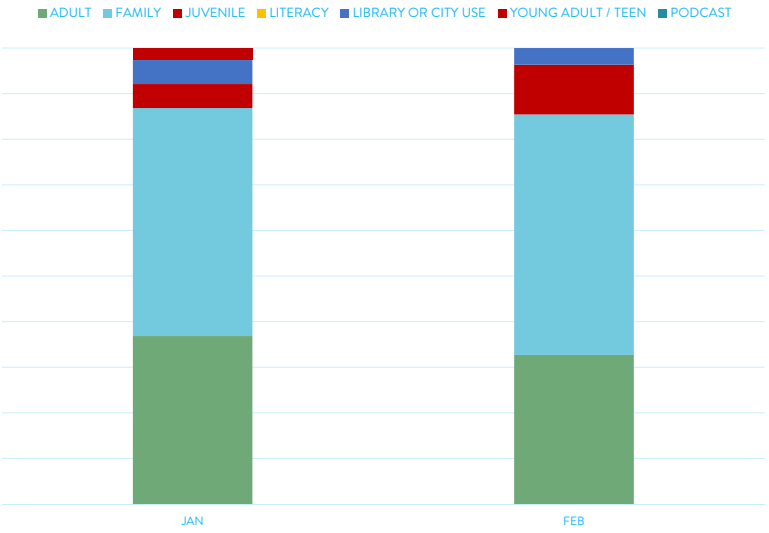


LIBRARY PROGRAMS ALL AGES

2015-2019 (Annually)



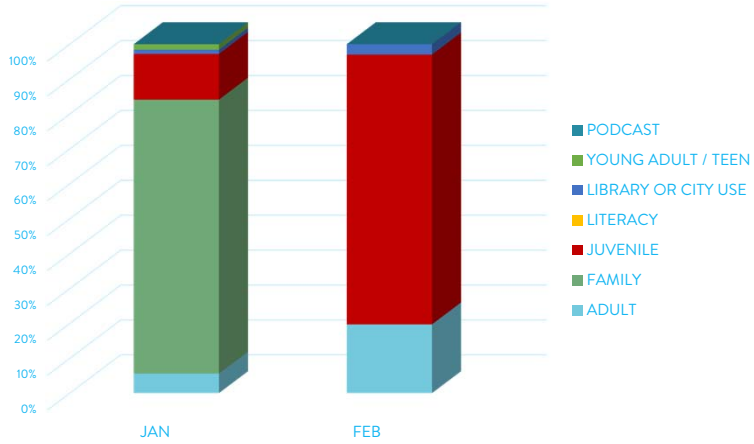
LIBRARY PROGRAMS



TOTAL PROGRAMS	
Adult	32
Young Adult	0
Juvenile	8
Family	48
Literacy	0
Library Use	4
Podcast	0
GRAND TOTAL	92

PROGRAM ATTENDANCE BASED ON AUDIENCE

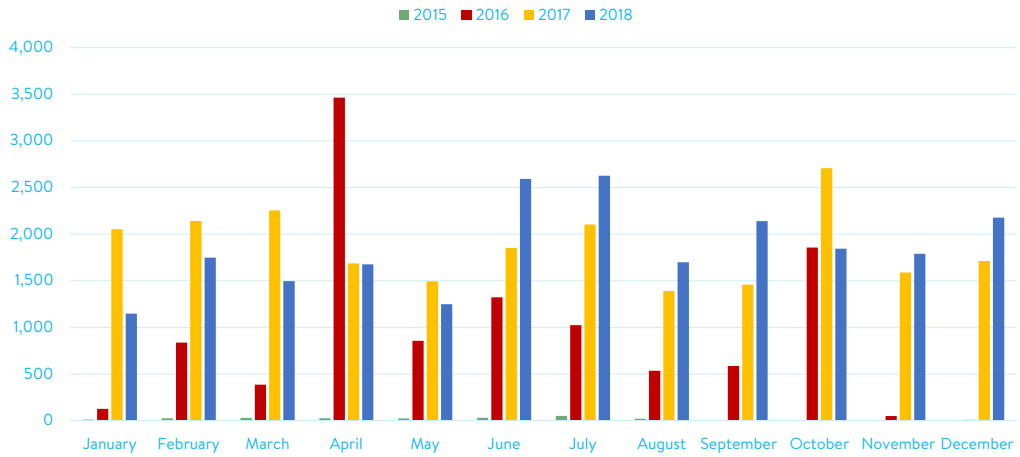
Based on 100%



TOTAL ATTENDANCE	
Adult	181
Young Adult	0
Juvenile	590
Family	2,675
Literacy	0
Library Use	32
Podcast	0
GRAND TOTAL	3,478

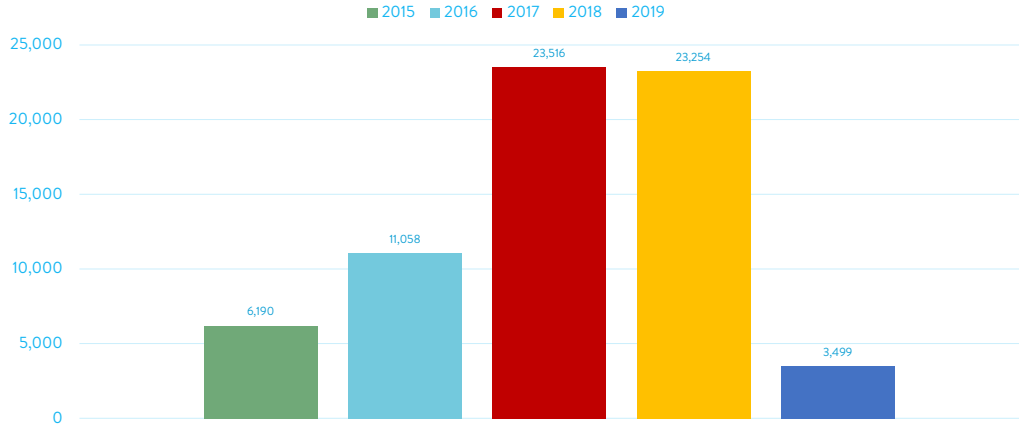
PROGRAM ATTENDANCE ALL AGES

2015-2018 (Monthly)

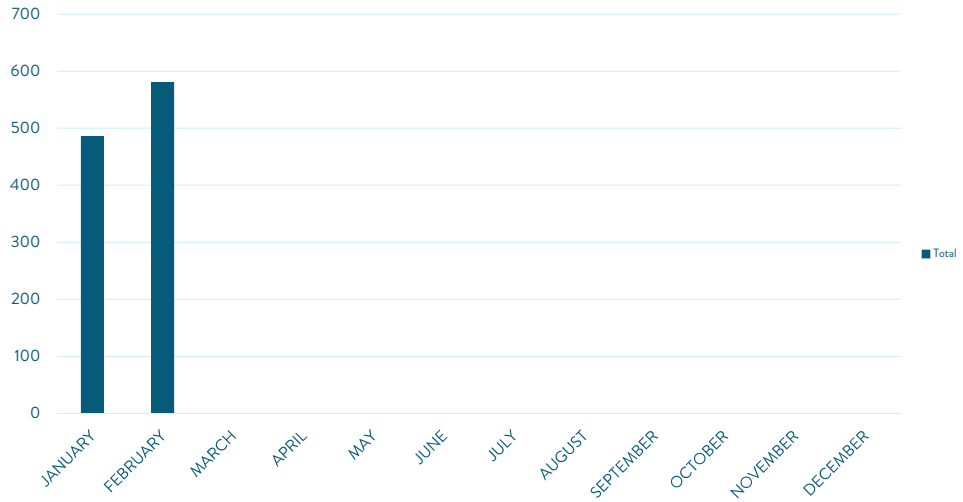


PROGRAM ATTENDANCE ALL AGES

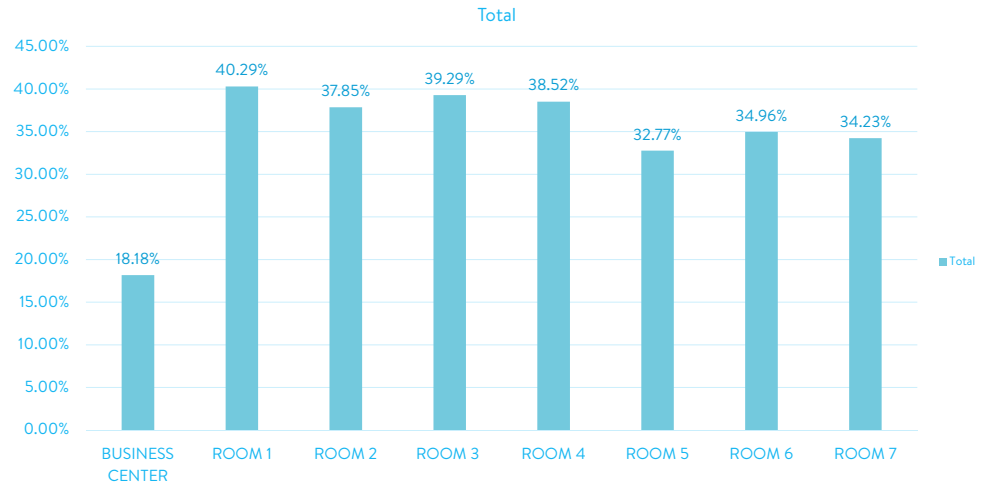
2015-2019 (Annually)



STUDY ROOM USE ALL ROOMS (monthly)

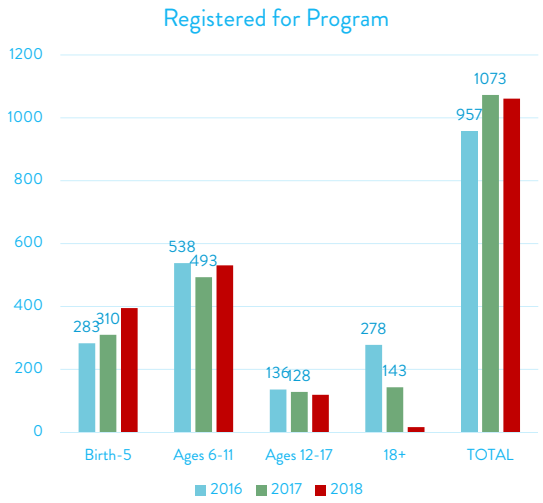


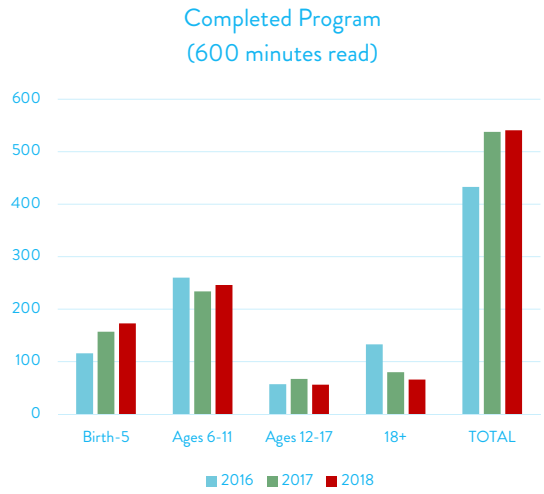
STUDY UTILIZATION RATE PER ROOM



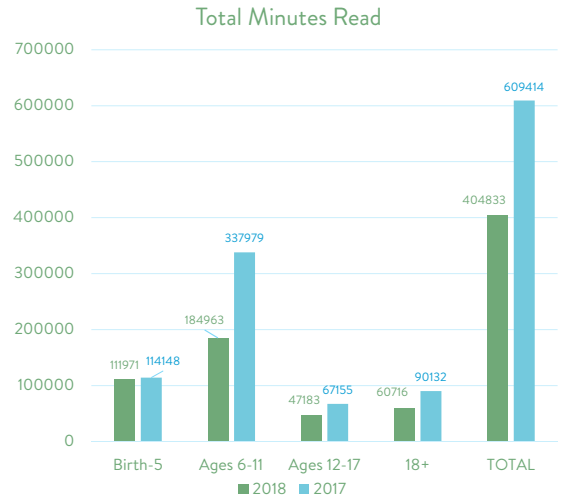
CIVIC CENTER MEETING ROOM RENTALS

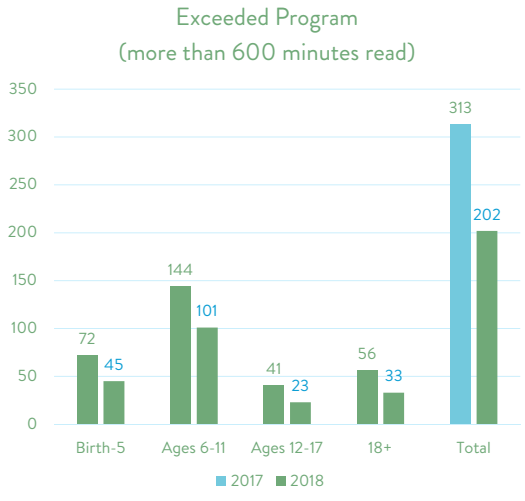
SUMMER READING PROGRAM - 2018



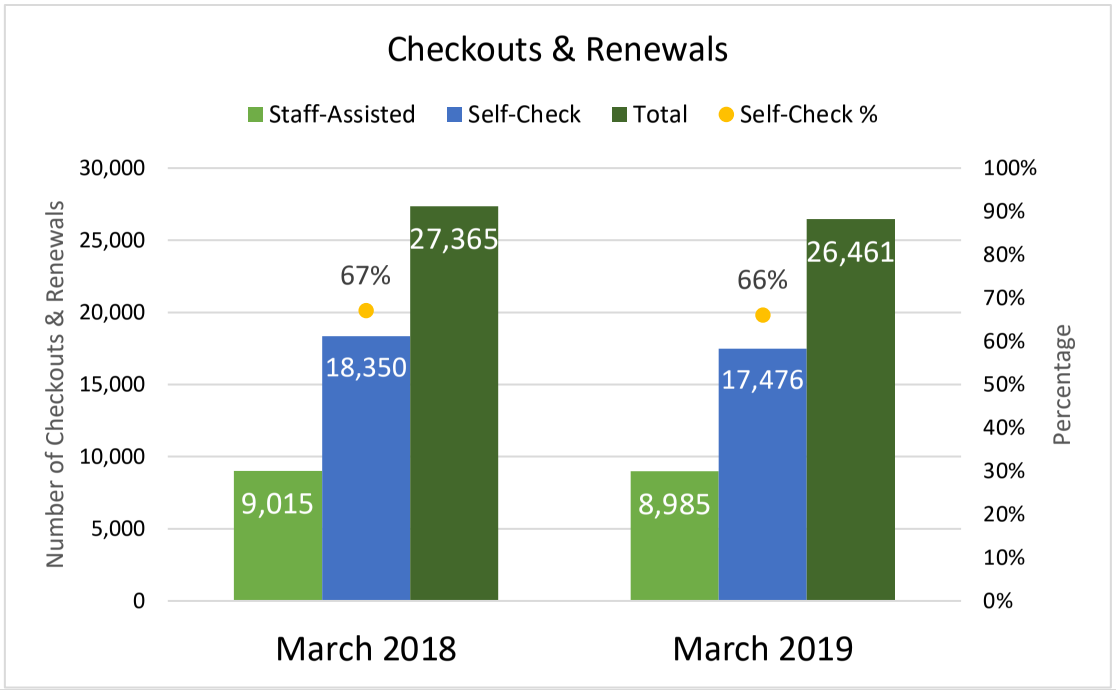


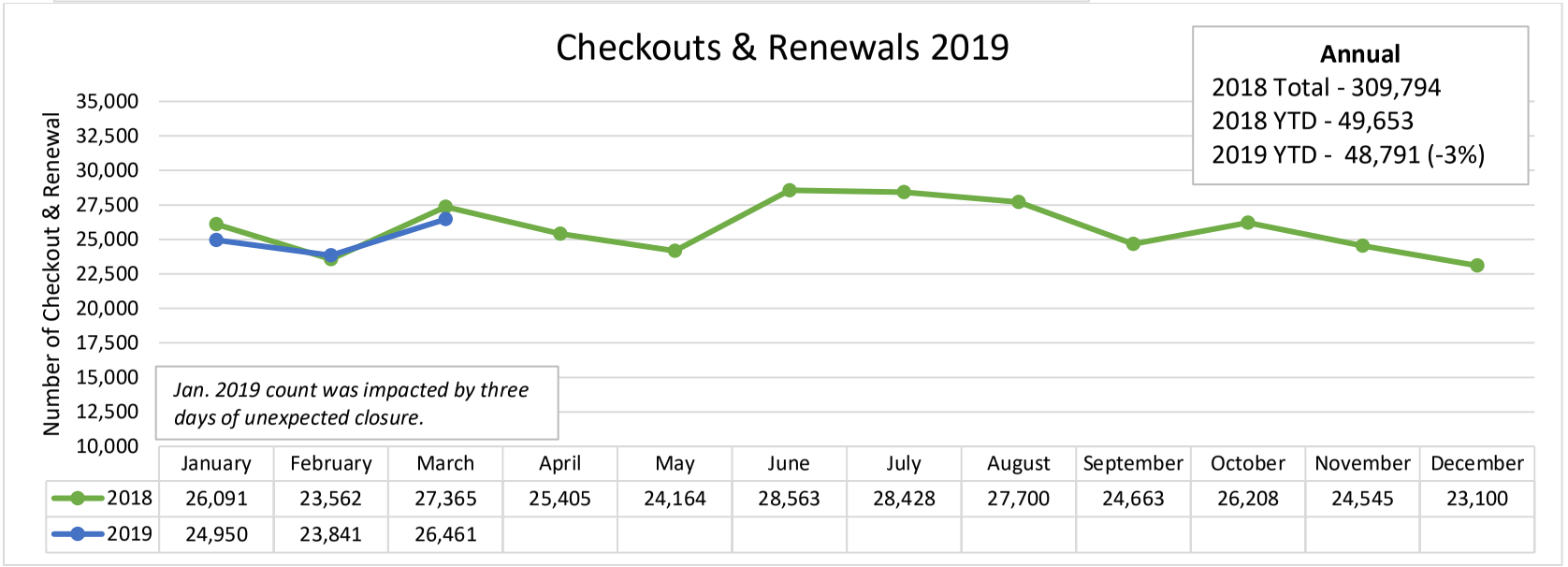
SUMMER READING PROGRAM - 2018





CHECKOUTS & RENEWALS



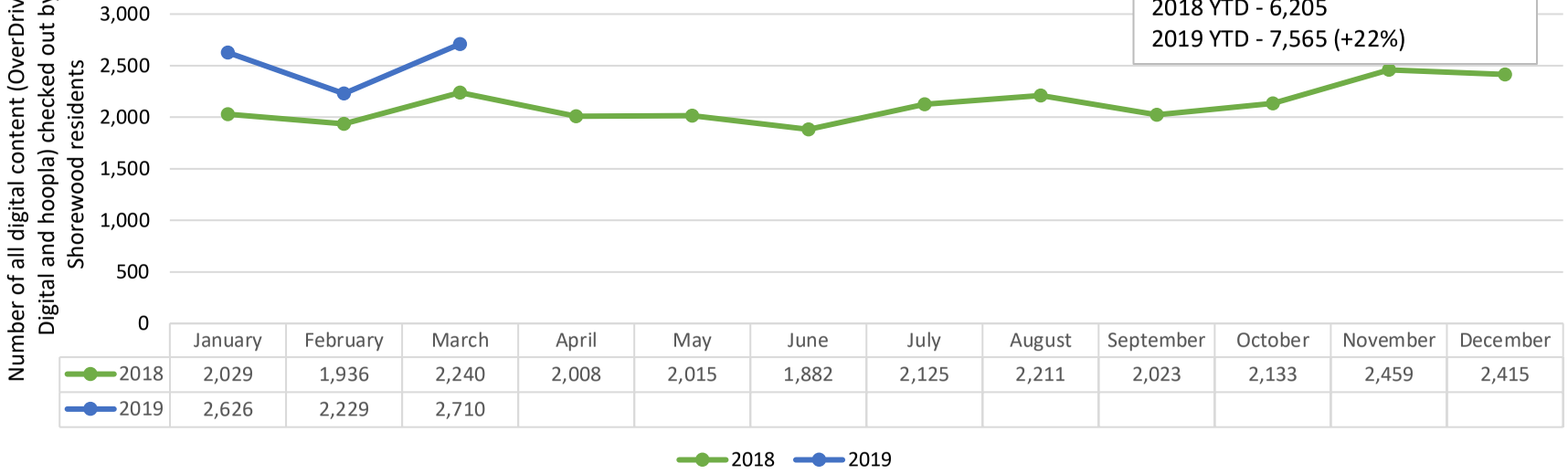


	January	February	March	April	May	June	July	August	September	October	November	December
2018	26,091	23,562	27,365	25,405	24,164	28,563	28,428	27,700	24,663	26,208	24,545	23,100
2019	24,950	23,841	26,461									

USE BY FORMAT

Total Digital Content Circulation 2019

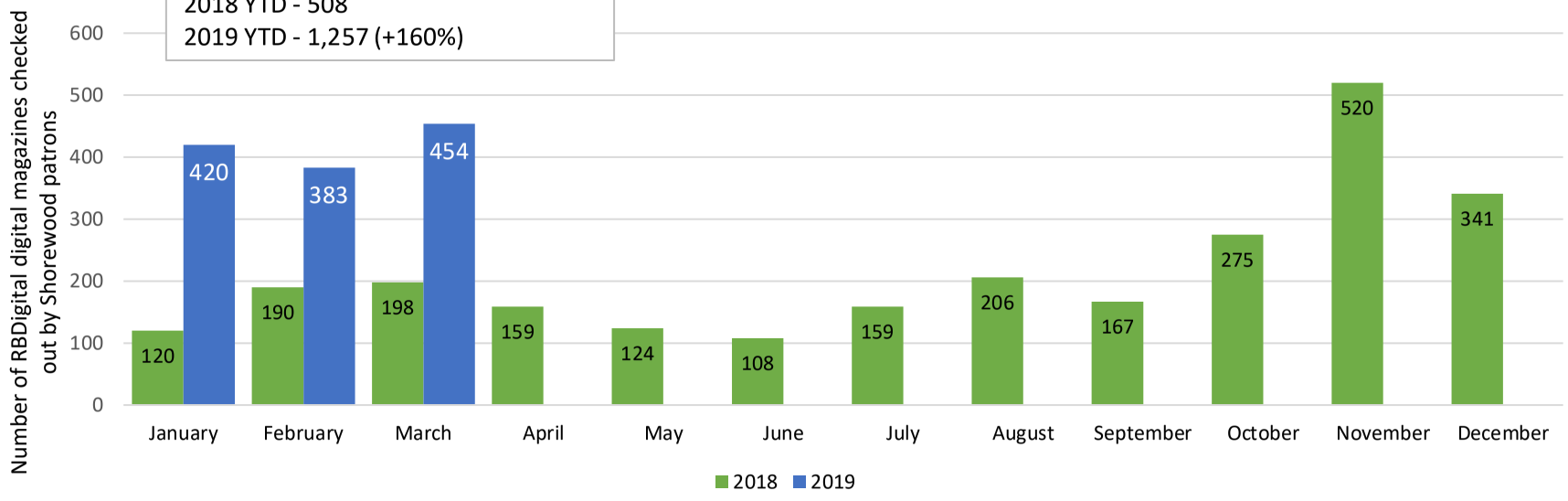
Annual
2018 Total - 25,476
2018 YTD - 6,205
2019 YTD - 7,565 (+22%)



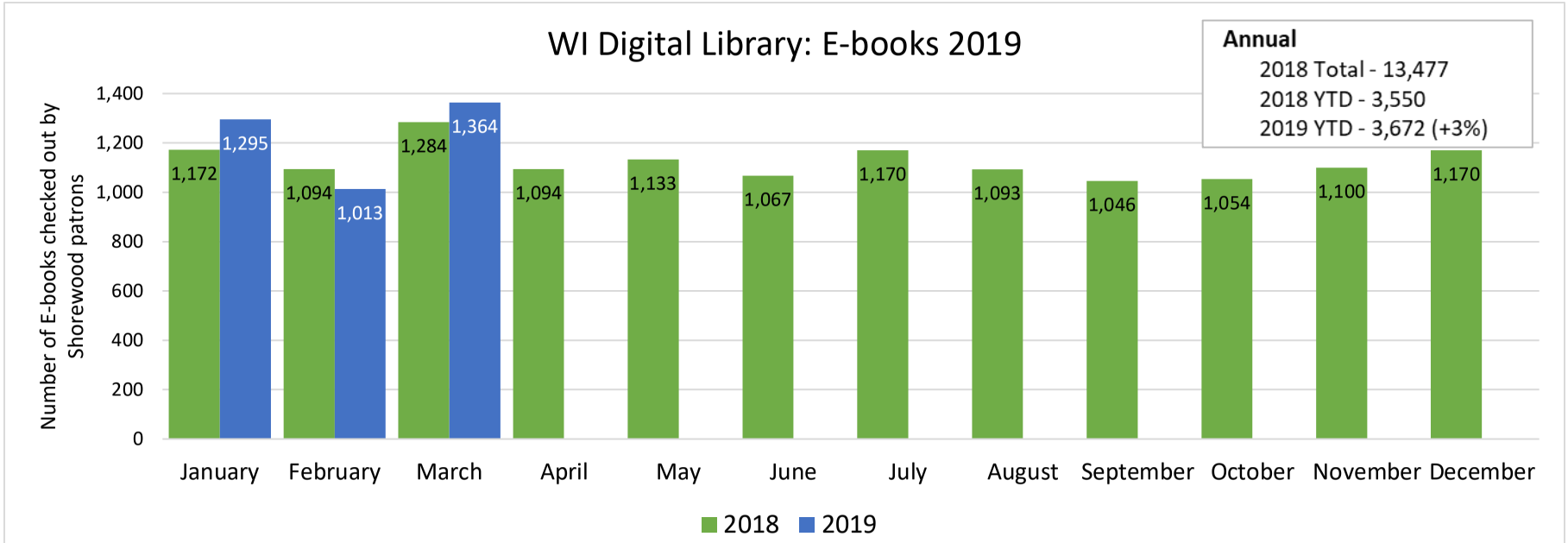
	January	February	March	April	May	June	July	August	September	October	November	December
2018	2,029	1,936	2,240	2,008	2,015	1,882	2,125	2,211	2,023	2,133	2,459	2,415
2019	2,626	2,229	2,710									

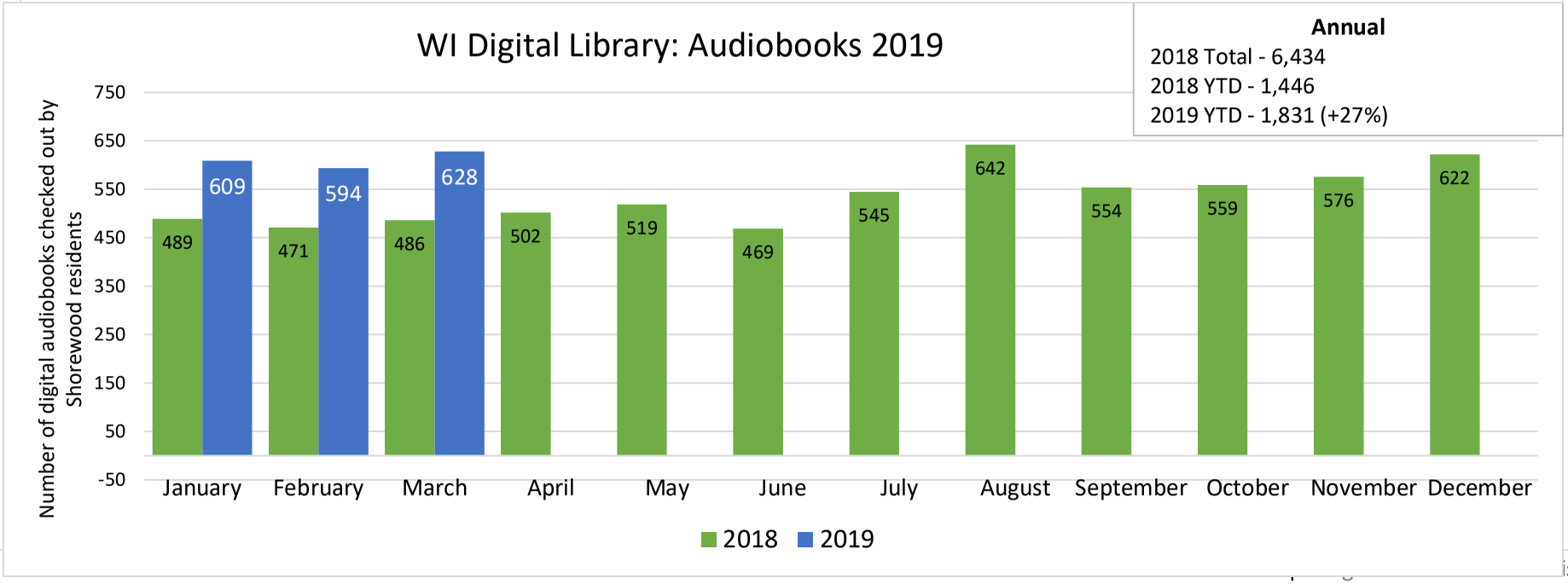
RBDigital 2019

Annual
2018 Total - 2,567
2018 YTD - 508
2019 YTD - 1,257 (+160%)

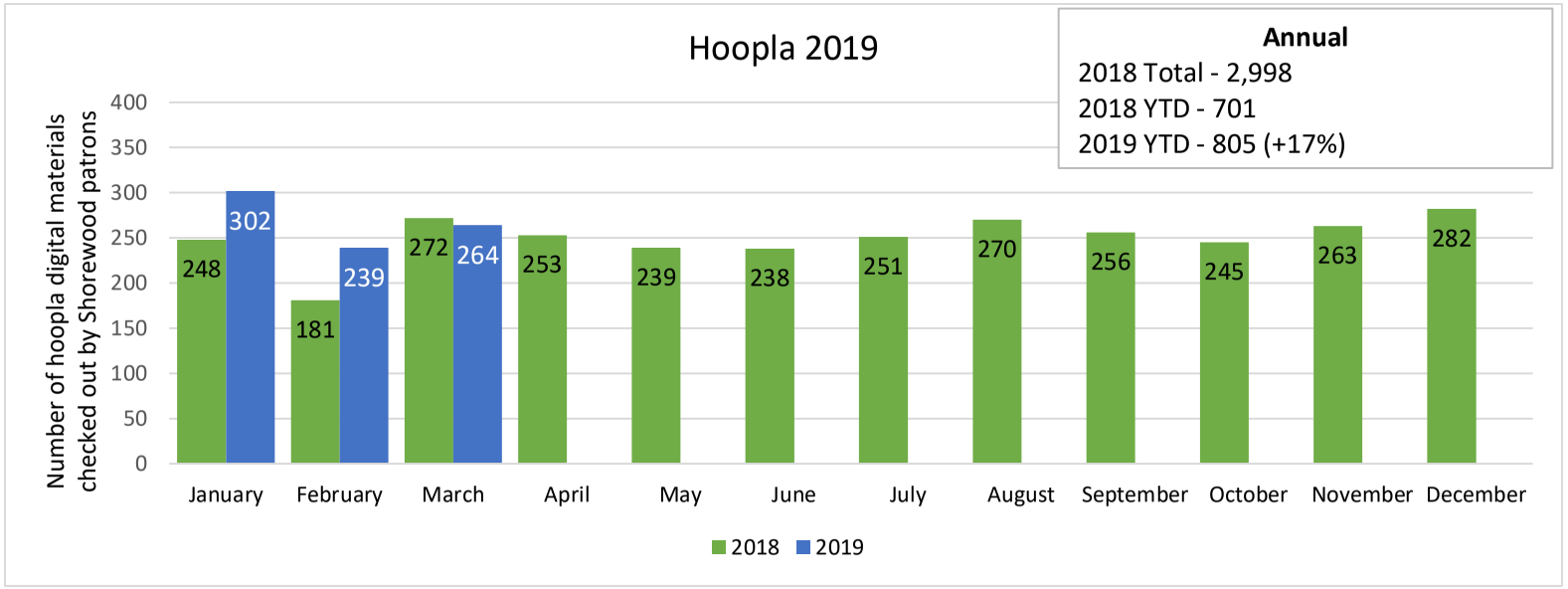


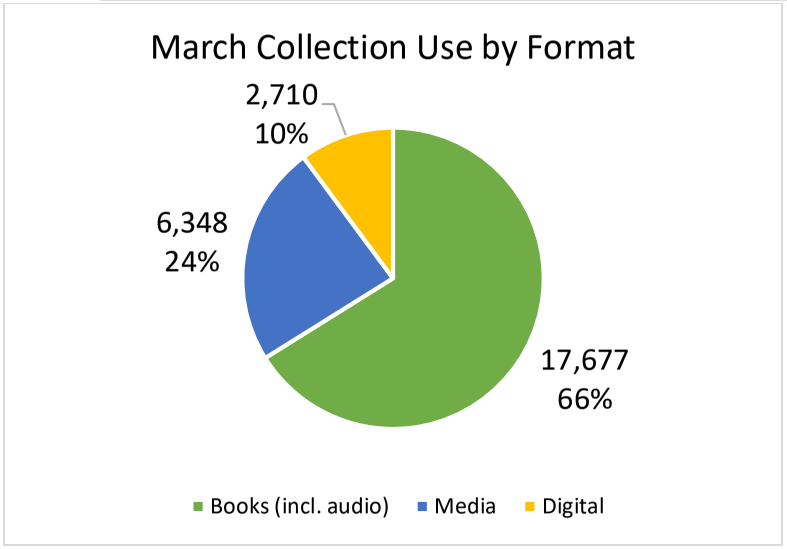
USE BY FORMAT



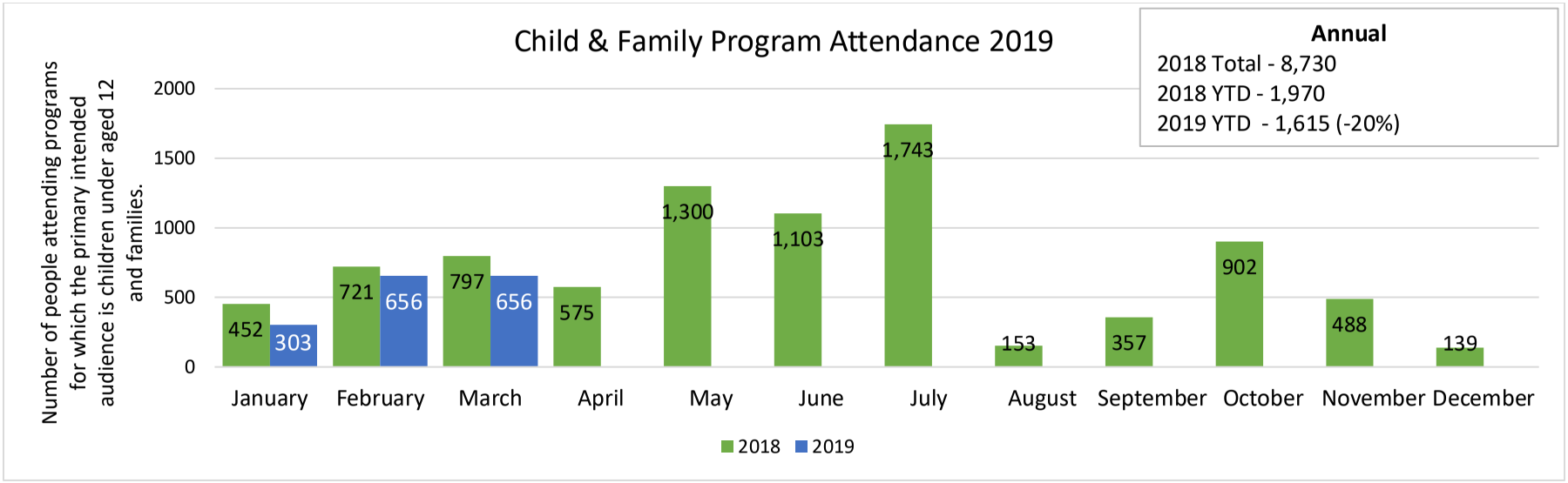


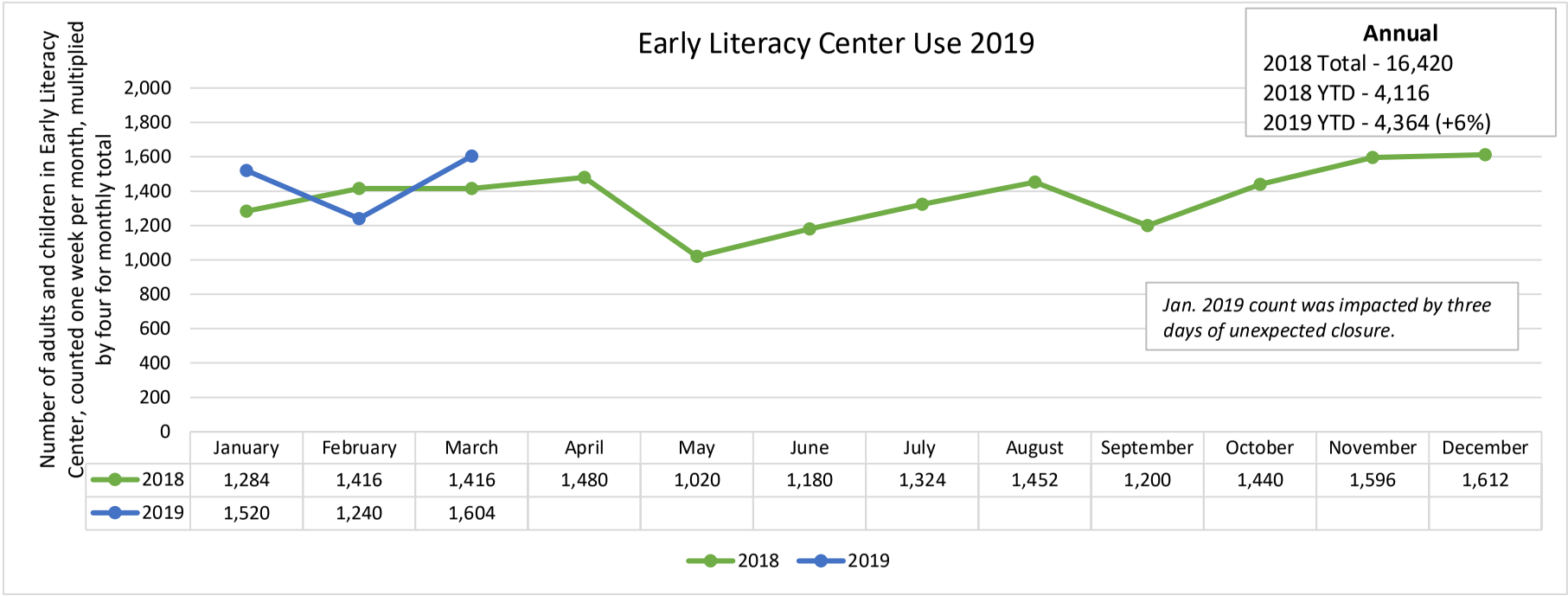
USE BY FORMAT





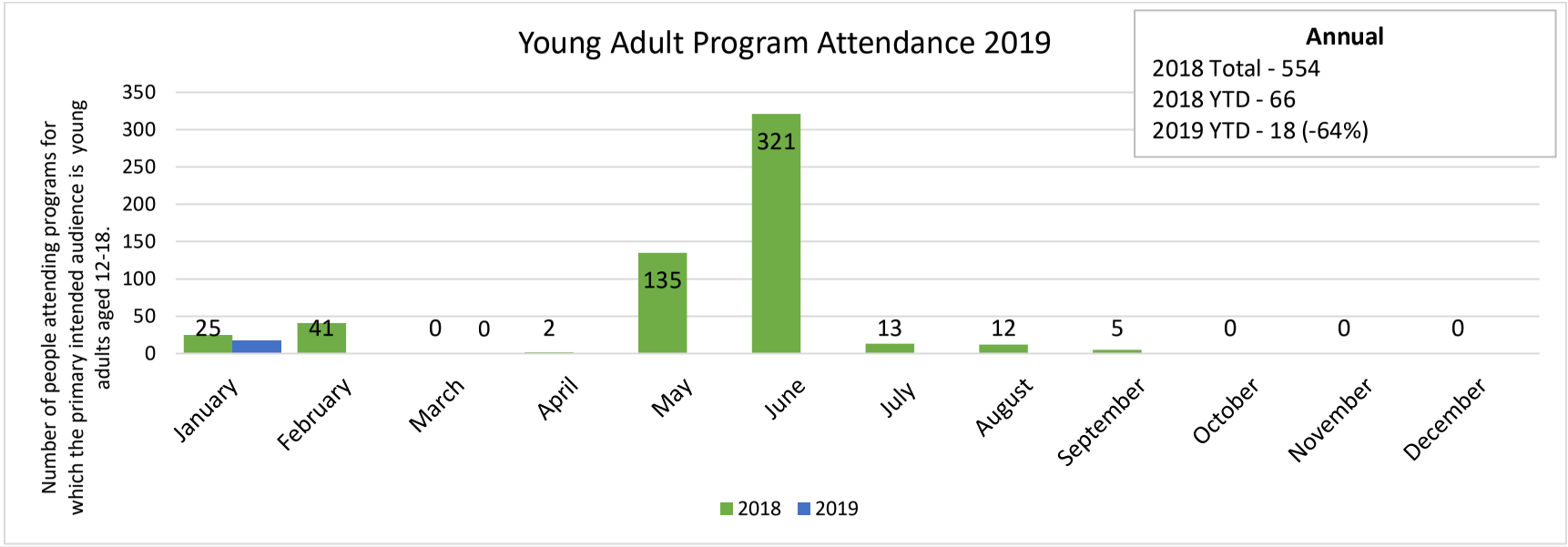
PARTICIPATION IN PROGRAMS/ ELC

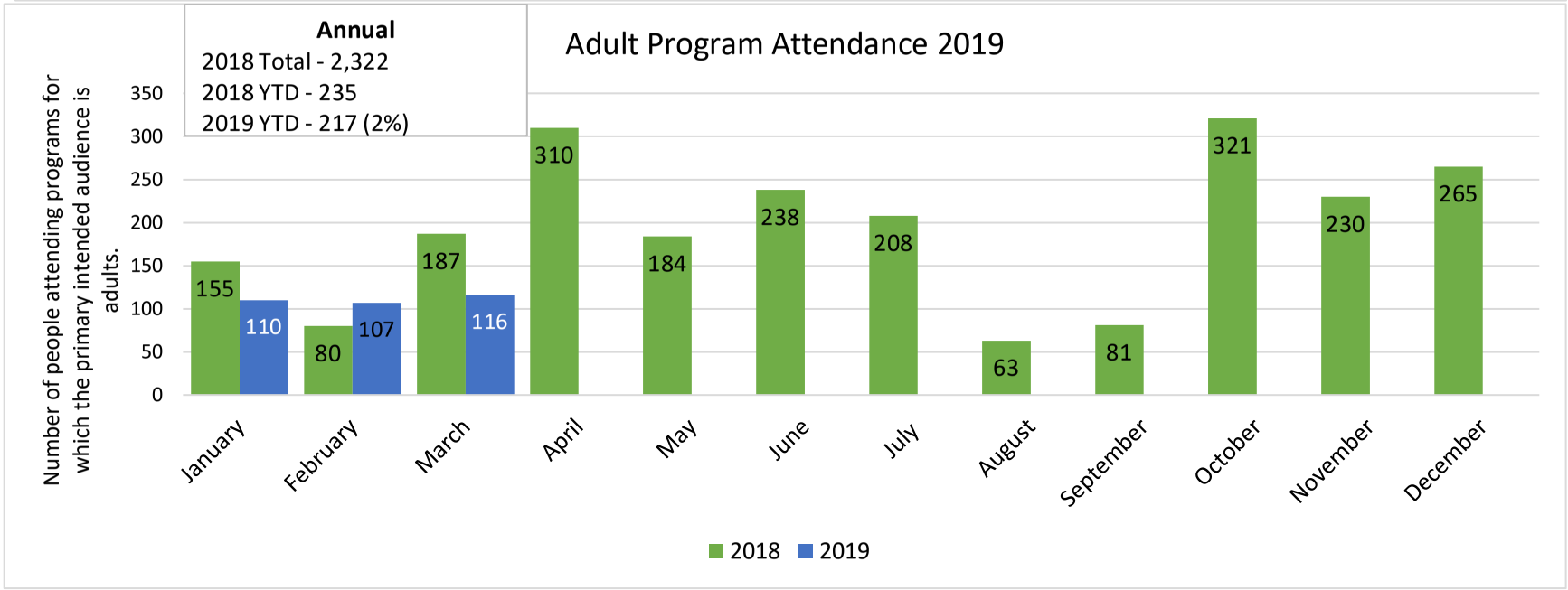




	January	February	March	April	May	June	July	August	September	October	November	December
2018	1,284	1,416	1,416	1,480	1,020	1,180	1,324	1,452	1,200	1,440	1,596	1,612
2019	1,520	1,240	1,604									

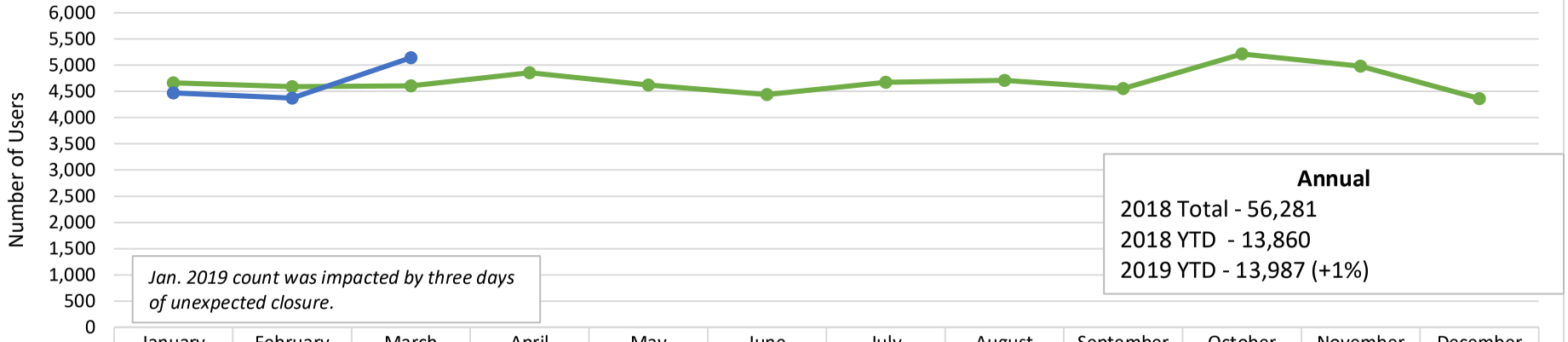
PARTICIPATION IN PROGRAMS / ELC





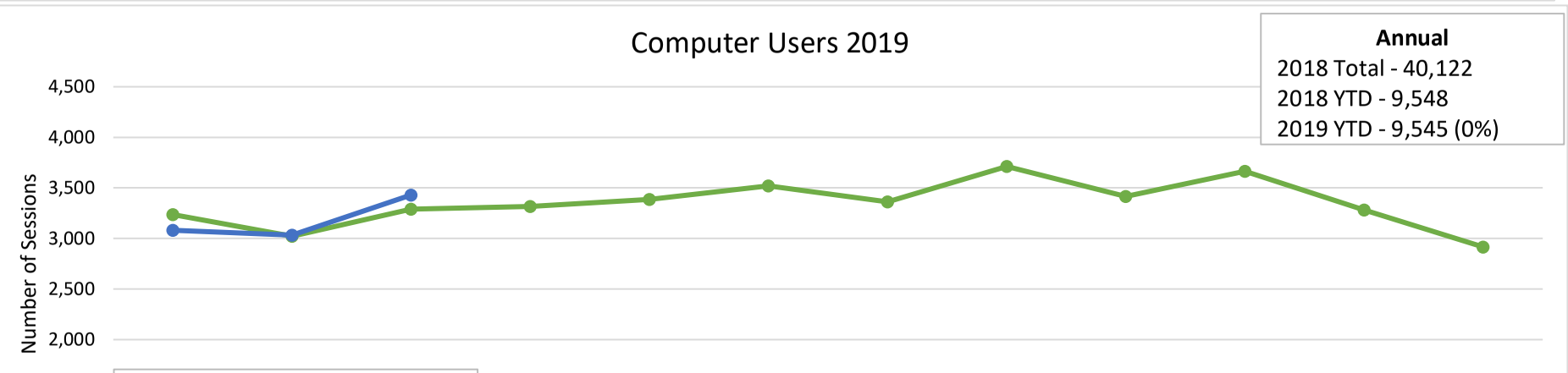
TECHNOLOGY

Wifi Users 2019



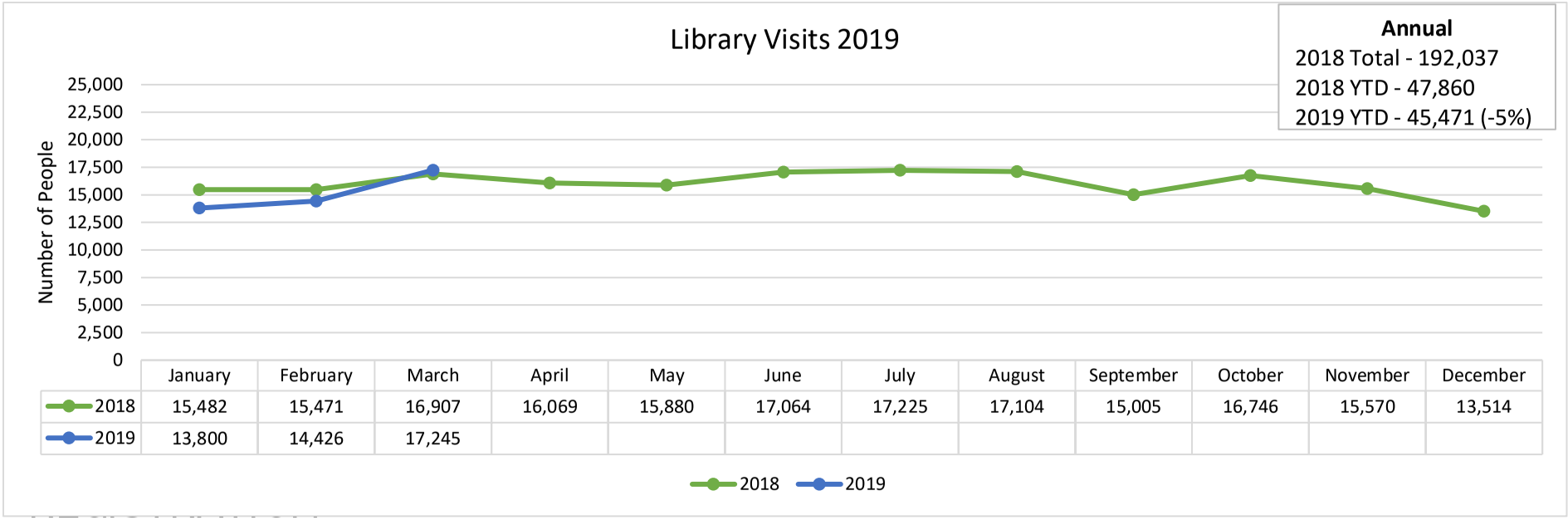
	January	February	March	April	May	June	July	August	September	October	November	December
2018	4,662	4,593	4,605	4,859	4,624	4,441	4,676	4,710	4,554	5,214	4,979	4,364
2019	4,471	4,373	5,143									

Computer Users 2019

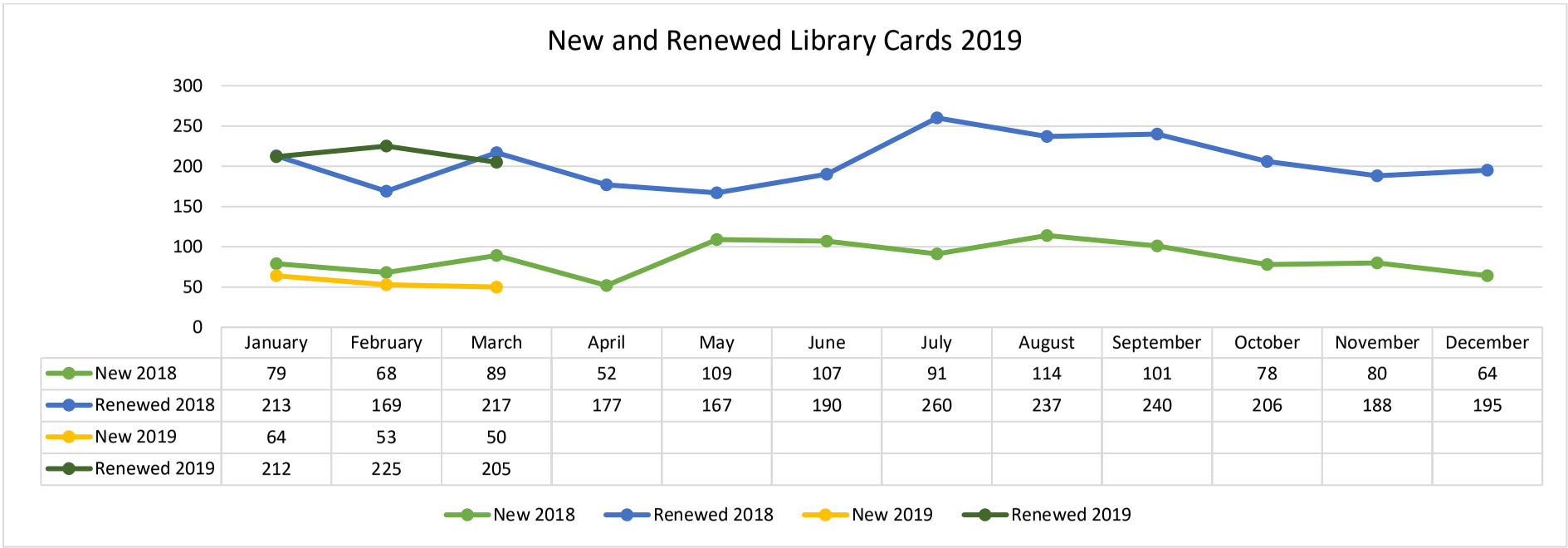


	January	February	March	April	May	June	July	August	September	October	November	December
2018	3,235	3,022	3,291	3,317	3,386	3,519	3,363	3,712	3,415	3,664	3,282	2,916
2019	3,082	3,033	3,430									

LIBRARY VISITS

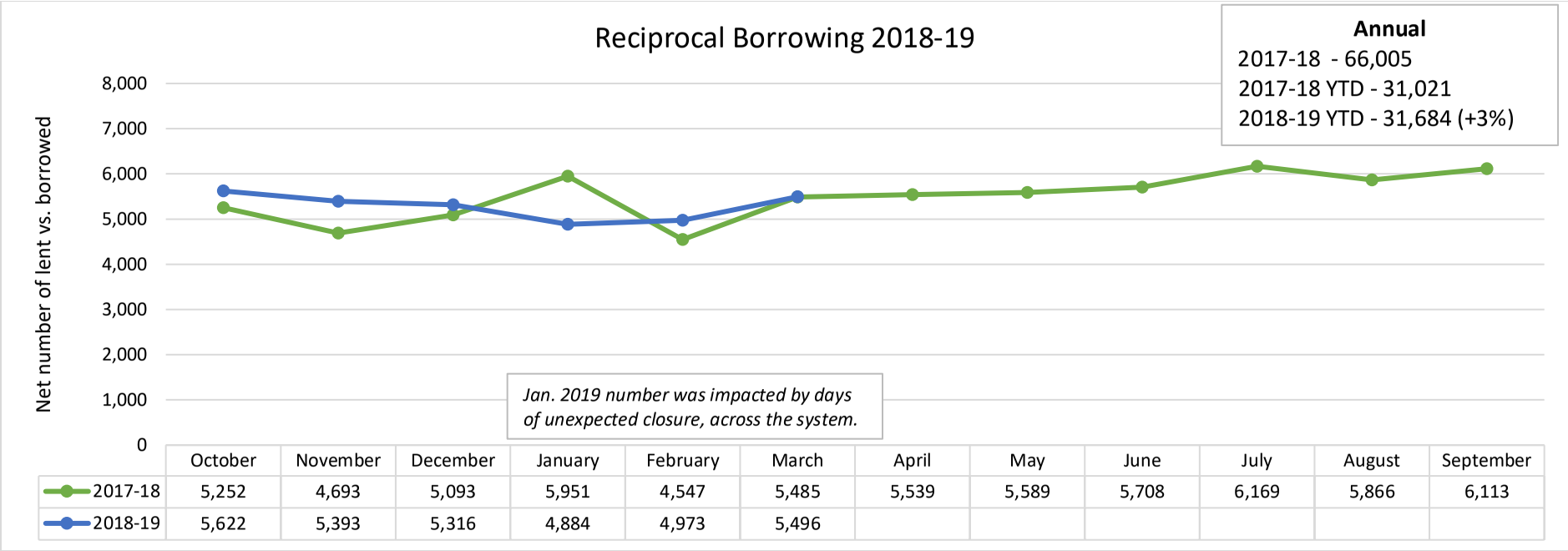


	January	February	March	April	May	June	July	August	September	October	November	December
2018	15,482	15,471	16,907	16,069	15,880	17,064	17,225	17,104	15,005	16,746	15,570	13,514
2019	13,800	14,426	17,245									



	January	February	March	April	May	June	July	August	September	October	November	December
New 2018	79	68	89	52	109	107	91	114	101	78	80	64
Renewed 2018	213	169	217	177	167	190	260	237	240	206	188	195
New 2019	64	53	50									
Renewed 2019	212	225	205									

RECIPROCAL BORROWING



	October	November	December	January	February	March	April	May	June	July	August	September
2017-18	5,252	4,693	5,093	5,951	4,547	5,485	5,539	5,589	5,708	6,169	5,866	6,113
2018-19	5,622	5,393	5,316	4,884	4,973	5,496						

St. Francis Public Library Activity Report
March 2019

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Checkouts													
2018	10,083	8,823	9,431	10,101	9,146	10,148	9,895	10,282	7,809	9,167	8,616	7,287	**28,337**
2019	8,630	8,872	9,194										**26,696**
% Change	-14.41%	0.56%	-2.51%										**-5.79%**
Hoopla Usage													
2018	89	92	109	75	79	79	105	99	111	95	84	89	**290**
2019	100	106	117										**323**
% Change	12.36%	15.22%	7.34%										**11.38%**
Overdrive Usage													
2018	584	499	691	618	640	542	669	590	509	571	555	506	**1,774**
2019	618	540	595										**1,753**
% Change	5.82%	8.22%	-13.89%										**-1.18%**
RB Digital Usage													
2018	112	128	143	113	113	135	118	179	131	182	243	162	**383**
2019	203	215	260										**678**
% Change	81.25%	67.97%	81.82%										**77.02%**
Holds Filled System-wide with St. Francis Material													
2018	2,745	2,418	2,640	2,614	2,311	2,468	2,584	2,678	2,398	2,443	2,369	1,965	**7,803**
2019	2,295	2,245	2,392										**6,932**
% Change	-16.39%	-7.15%	-9.39%										**-11.16%**
Computer Usage													
2018	1,011	929	1,145	1,091	1,033	1,198	1,087	1,384	1,101	1,333	931	1,000	**3,085**
2019	921	822	1,033										**2,776**
% Change	-8.90%	-11.52%	-9.78%										**-10.02%**
Wireless Usage													
2018	916	1,101	1,308	1,288	1,223	1,202	1,203	1,145	1,145	1,284	1,147	1,119	**3,325**
2019	1,107	1,251	1,360										**3,718**
% Change	20.85%	13.62%	3.98%										**11.82%**
Meetings													
2018	45	60	58	55	32	62	43	43	56	60	48	44	**163**
2019	43	57	61										**161**
% Change	-4.44%	-5.00%	5.17%										**-1.23%**

WHITEFISH BAY PUBLIC LIBRARY STATISTICS 2016-2018

TOTAL CIRCULATION STATISTICS : PHYSICAL + DIGITAL CIRCULATION

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	28,644	28,108	31,432	28,753	27,124	32,083	31,442	32,849	27,911	28,307	26,643	25,929	349,225	56,752	
2017	27,589	25,875	30,949	28,230	26,772	31,956	31,986	31,144	25,363	26,023	25,850	24,153	335,890	53,464	-5.8%
2018	27,103	24,602	29,063	27,286	24,755	30,592	31,020	30,288	25,239	26,292	25,941	24,726	326,907	51,705	-3.3%
2019	26,157	25,032												51,189	-1.0%
Y2Y	-3.5%	1.7%													

PHYSICAL CIRCULATION

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	26,954	26,561	29,765	27,054	25,399	30,443	29,568	31,042	25,926	26,556	25,030	24,220	328,518	53,515	
2017	25,837	24,351	29,039	26,395	24,969	29,993	30,016	29,128	23,567	24,200	23,348	22,406	313,249	50,188	-6.2%
2018	25,267	22,886	27,109	25,275	22,759	28,682	28,852	28,129	23,199	24,084	23,684	22,565	302,491	48,153	-4.1%
2019	23,788	23,055												46,843	-2.7%
	Jan 2019: Closed 3.5 days due to weather														
Y2Y	-5.9%	0.7%													

DIGITAL CIRCULATION (LIBBY+HOOPLA+RB DIGITAL) Overdrive Periodicals competing with Zinio, Jun-Sep 2016. Cancelled 10/1/16

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	1,690	1,547	1,667	1,699	1,725	1,640	1,874	1,807	1,985	1,751	1,613	1,709	20,707	3,237	
2017	1,752	1,524	1,910	1,835	1,803	1,963	1,970	2,016	1,796	1,823	2,502	1,747	22,641	3,276	1.2%
2018	1,836	1,716	1,954	2,011	1,996	1,910	2,168	2,159	2,040	2,208	2,257	2,161	24,416	3,552	8.4%
2019	2,369	1,977												4,346	22.4%
Y2Y	29.0%	15.2%													

LIBBY

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	1,438	1,243	1,389	1,389	1,464	1,438	1,691	1,567	1,448	1,289	1,258	1,346	16,960	2,681	
2017	1,443	1,188	1,536	1,527	1,409	1,385	1,337	1,320	1,252	1,257	1,999	1,263	16,916	2,631	-1.9%
2018	1,414	1,304	1,468	1,508	1,584	1,504	1,685	1,682	1,590	1,593	1,535	1,604	18,471	2,718	3.3%
2019	1,666	1,371												3,037	11.7%
Y2Y	17.8%	5.1%													

HOOPLA

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016															
2017						91	297	354	210	229	243	222	1,646		
2018	243	208	258	275	239	287	298	279	271	289	243	229	3,119	451	
2019	293	228												521	15.5%
Y2Y	20.6%	9.6%													

RB DIGITAL

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	252	304	278	310	261	202	183	240	537	462	355	363	3,747	556	
2017	309	336	374	308	394	487	336	342	334	337	260	262	4,079	645	16.0%
2018	179	204	228	228	173	119	185	198	179	326	479	328	2,826	383	-40.6%
2019	410	378												788	105.7%
Y2Y	129.1%	85.3%													
			Discovered a glitch with the RB app for Android devices; working on fixing it.							Rebounding					

SELF-CHECK CIRCULATION STATISTICS FOR WHITEFISH BAY LIBRARY

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff
2016	6,582	6,738	8,400	7,887	7,529	9,447	9,714	10,661	7,979	7,929	7,752	6,738	97,356	13,320	
2017	7,692	7,750	8,998	9,000	7,731	10,802	10,476	10,105	7,415	8,251	7,920	6,698	102,838	15,442	15.9%
2018	9,000	7,617	9,419	9,078	7,616	11,284	11,548	10,762	8,395	8,434	8,235	7,509	108,897	16,617	7.6%
2019	8,068	7,486												15,554	-6.4%
Y2Y	-10.4%	-1.7%													

WHITEFISH BAY PUBLIC LIBRARY — STATISTICS 2016-2018

SELF-CHECK AS % OF TRADITIONAL CIRCULATION

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Avg		
2016	24%	25%	28%	29%	30%	31%	33%	34%	31%	30%	31%	28%	30%	25%		
2017	30%	32%	31%	34%	31%	36%	35%	35%	31%	34%	34%	30%	33%	31%		
2018	36%	33%	35%	36%	33%	39%	40%	38%	36%	35%	35%	33%	36%	34%		
2019	34%	32%												33%		

DIGITAL CIRCULATION AS % OF TRADITIONAL CIRCULATION (OD, RB, Hoopla)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Avg	YTD % Diff	
2016	6.3%	5.8%	5.6%	6.3%	6.8%	5.4%	6.3%	5.8%	7.7%	6.6%	6.4%	7.1%	6.3%	6.0%		
2017	6.8%	6.3%	6.6%	7.0%	7.2%	6.5%	6.6%	6.9%	7.6%	7.5%	10.7%	7.8%	7.2%	6.5%	7.8%	
2018	7.3%	7.5%	7.2%	8.0%	8.8%	6.7%	7.5%	7.7%	8.8%	9.2%	9.5%	9.6%	8.1%	7.4%	13.2%	
2019	10.0%	8.6%													-100.0%	

WIRELESS (Total Count)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	2,540	2,557	2,660	2,891	2,876	2,886	2,684	2,913	3,048	3,435	3,339	2,908	34,737	5,097		
2017	3,548	3,245	2,302	2,453	2,625	2,526	2,196	2,575	2,592	2,975	3,305	2,831	33,173	6,793	33.3%	
2018b	4,178	3,409	3,855	3,939	3,917	3,911	3,648	3,904	3,748	4,628	4,165	3,852	47,154	7,587	11.7%	
	2018 recalculated per new instructions from MCFLS															
2019	4,397	4,113												8,510	12.2%	
Y2Y	5.2%	20.7%														

WIRELESS (Unique Users)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016																
2017															#DIV/0!	
2019															#DIV/0!	
2019	1,483	1,318												2,801	#DIV/0!	

DOOR COUNT

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	17,169	16,282	17,158	17,558	15,986	19,144	17,816	18,144	16,037	16,826	16,233	15,553	203,906	33,451		
2017	16,465	16,465	17,031	16,209	15,333	19,139	17,403	18,271	14,986	16,539	15,979	13,755	197,575	32,930	-1.6%	
2018	15,845	14,019	16,135	15,651	14,184	18,201	16,603	16,221	14,390	16,731	15,246	15,450	188,676	29,864	-9.3%	
2019	15,345	14,237	16,934											29,582	-0.9%	
Y2Y	-3.2%	1.6%												0		

PHYSICAL CIRC / DOOR COUNT — Estimate; Dead Batteries

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Avg	YTD % Diff	
2016	1.57	1.63	1.73	1.54	1.59	1.59	1.66	1.71	1.62	1.58	1.54	1.56	1.61	1.60		
2017	1.57	1.48	1.71	1.63	1.63	1.57	1.72	1.59	1.57	1.46	1.46	1.63	1.59	1.52	-4.8%	
2018	1.59	1.63	1.68	1.61	1.60	1.58	1.74	1.73	1.61	1.44	1.55	1.46	1.60	1.61	5.9%	
2019	1.55	1.62												1.58	-1.8%	
Y2Y	-2.8%	-0.8%														

ADULT PROGRAM ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	245	110	79	145	48	53	88	44	55	351	104	113	1,435	355		
2017	156	128	48	288	152	48	119	514	31	429	127	101	2,141	284	-20.0%	
2018	83	105	90	62	44	94	16	0	32	186	31	39	782	188	-33.8%	
2019	60	18	46											78	-58.5%	
Y2Y	-27.7%	-82.9%														

ADULT PROGRAM COUNT — 2017 Eclipse

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	5	4	4	6	4	4	5	4	5	8	6	4	59	9		39
2017	7	7	4	8	9	6	5	3	4	7	4	2	66	14	55.6%	20
2018	2	2	1	3	2	3	1	0	1	4	2	1	22	4	-71.4%	47
2019	3	2	3											5	25.0%	16
Y2Y	50.0%	0.0%														

WHITEFISH BAY PUBLIC LIBRARY — STATISTICS 2016-2018

ADULT BOOK CLUB ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	9	12	12	12	13	11	13	9	11	12	11	8	133	21		
2017	10	10	5	8	9	6	9	12	10	14	10	9	112	20	-4.8%	
2018	9	14	12	13	14	17	17	17	12	17	17	16	175	23	15.0%	
2019	9	14	14											23	0.0%	
Y2Y	0.0%	0.0%	16.7%													

ADULT BOOK CLUB COUNT

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	2	2	2	2	2	2	2	2	2	2	1	1	22	4		5
2017	1	1	1	1	1	1	1	1	1	1	1	1	12	2	-50.0%	10
2018	1	1	1	1	1	1	1	1	1	1	1	1	12	2	0.0%	12
2019	1	1	2											2	0.0%	12
Y2Y	0.0%	0.0%														

CHILDREN'S PROGRAM ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	53	40	76	204	1,688	385	436	38	116	149	77	74	3,336	93		
2017	119	147	115	82	1,557	312	409	23	65	69	27	157	3,082	266	186.0%	
2018	61	38	119	76	1,008	911	435	0	74	53	159	98	3,032	99	-62.8%	
2019	135	62												197	99.0%	
Y2Y	121.3%	63.2%														

CHILDREN'S PROGRAM COUNT — AF did some school visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	6	4	8	8	9	8	15	2	6	8	6	7	87	10		9
2017	6	7	7	7	9	8	15	3	5	6	4	6	83	13	30.0%	20
2018	5	5	8	7	12	9.0	12	0	5	4	6	6	79	10	-23.1%	10
2019	5	5												10	0.0%	20
Y2Y	0.0%	0.0%														

CHILDREN'S STORYTIME ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	318	613	442	555	0	147	451	113	617	534	606	434	4,830	931		
2017	452	584	312	604	19	212	370	43	514	450	408	475	4,443	1,036	11.3%	
2018	406	501	300	646	0	234	378	0	498	479	451	454	4,347	907	-12.5%	
2019	401	518												919	1.3%	
Y2Y	-1.2%	3.4%														

CHILDREN'S STORYTIME COUNT

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	15	25	17	19	0	3	10	2	20	20	22	14	167	40		23
2017	16	22	12	24	1	4	7	1	19	18	14	15	153	38	-5.0%	27
2018	14	18	10	20	0	6	11	0	15	15	14	15	138	32	-15.8%	28
2019	13	17												30	-6.3%	31
Y2Y	-7.1%	-5.6%														

CHILDREN'S TOTAL ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	371	653	518	759	1,688	532	887	151	733	683	683	508	8,166	1,024		
2017	571	731	427	686	1,576	524	779	66	579	519	435	632	7,525	1,302	27.1%	
2018	467	539	419	722	1,008	1,145	813	0	572	532	610	552	7,379	1,006	-22.7%	
2019	536	580												1,116	10.9%	
Y2Y	14.8%	7.6%														

CHILDREN'S TOTAL COUNT

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	21	29	25	27	9	11	25	4	26	28	28	21	254	50		20
2017	22	29	19	31	10	12	22	4	24	24	18	21	236	51	2.0%	26
2018	19	23	18	27	12	15	23	0	20	19	20	21	217	42	-17.6%	24
2019	18	22												40	-4.8%	28
Y2Y	-5.3%	-4.3%														

WHITEFISH BAY PUBLIC LIBRARY STATISTICS 2016-2018

YOUNG ADULT PROGRAM ATTENDANCE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	
2016	58	15	19	23	49	86	23	18	12	22	15	38	378	73		
2017	14	52	24	0	58	21	40	19	20	11	0	47	306	66	-9.6%	
2018	37	27	34	15	96	6	34	12	15	14	36		326	64	-3.0%	
2019	60	5												65	1.6%	
Y2Y	62.2%	-81.5%														

YOUNG ADULT PROGRAM COUNT **School Visits** KH Leaves 10/13 **AF Starts 11/27**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Yearly Total	YTD Total	YTD % Diff	YTD Attendence/ Program
2016	2	1	3	1	3	6	3	1	1	3	2	2	28	3		24
2017	1	3	3	2	3	4	3	2	2	1	0	2	26	4	33.3%	17
2018	3	2	2	1	2	2	3	1	3	3	2	2	26	5	25.0%	13
2019	1	1												2	-60.0%	33
Y2Y	-66.7%	-50.0%														

Public computer sessions-2018

Row Labels	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Sunday												
Monday	353	272	365	235	295	305	371	384	309	308	220	91
Tuesday	404	308	357	268	277	294	315	388	262	263	204	100
Wednesday	301	297	285	266	252	249	283	272	326	235	161	98
Thursday	368	303	333	273	253	272	309	304	333	272	221	115
Friday	342	260	326	247	292	272	327	355	197			
Saturday	264	219	342	291	348	277						

Public computer sessions-2017

	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Sunday						200	137	92				
Monday	456	256	313	299	262	350	370	321	326	313	182	118
Tuesday	413	299	286	298	282	262	327	289	313	283	175	128
Wednesday	353	323	309	272	291	307	308	287	293	318	188	128
Thursday	361	347	319	249	287	277	309	295	285	263	202	154
Friday	375	241	303	253	242	280	312	326	211			
Saturday	318	229	307	255	257	239	176	168	144			

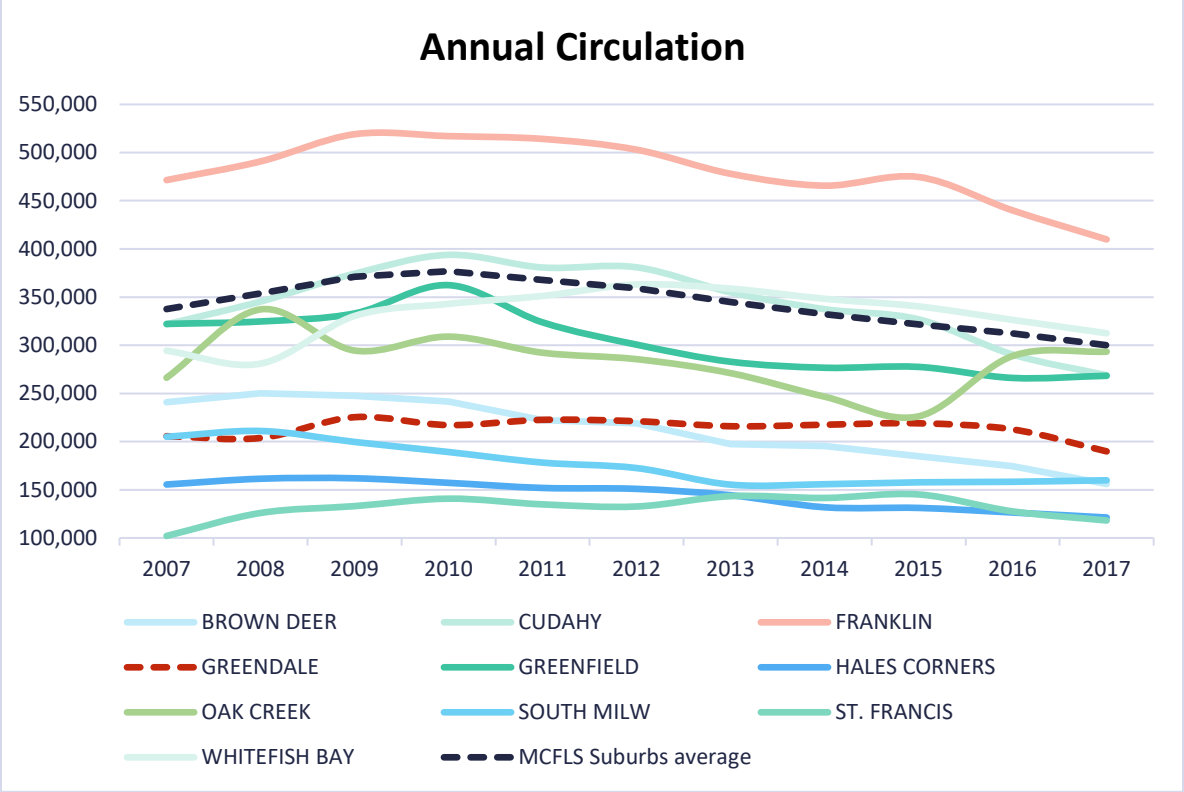
Public computer sessions-2016

	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Sunday						377	276	223				
Monday	321	341	437	416	370	415	423	385	427	418	352	197
Tuesday	344	371	428	411	300	334	384	370	350	396	263	154
Wednesday	277	337	431	403	365	350	408	351	329	341	287	152
Thursday	274	332	374	383	332	360	389	405	373	397	346	197
Friday	255	293	391	374	307	338	379	381	299			
Saturday	267	246	275	357	324	346	412	422	291			

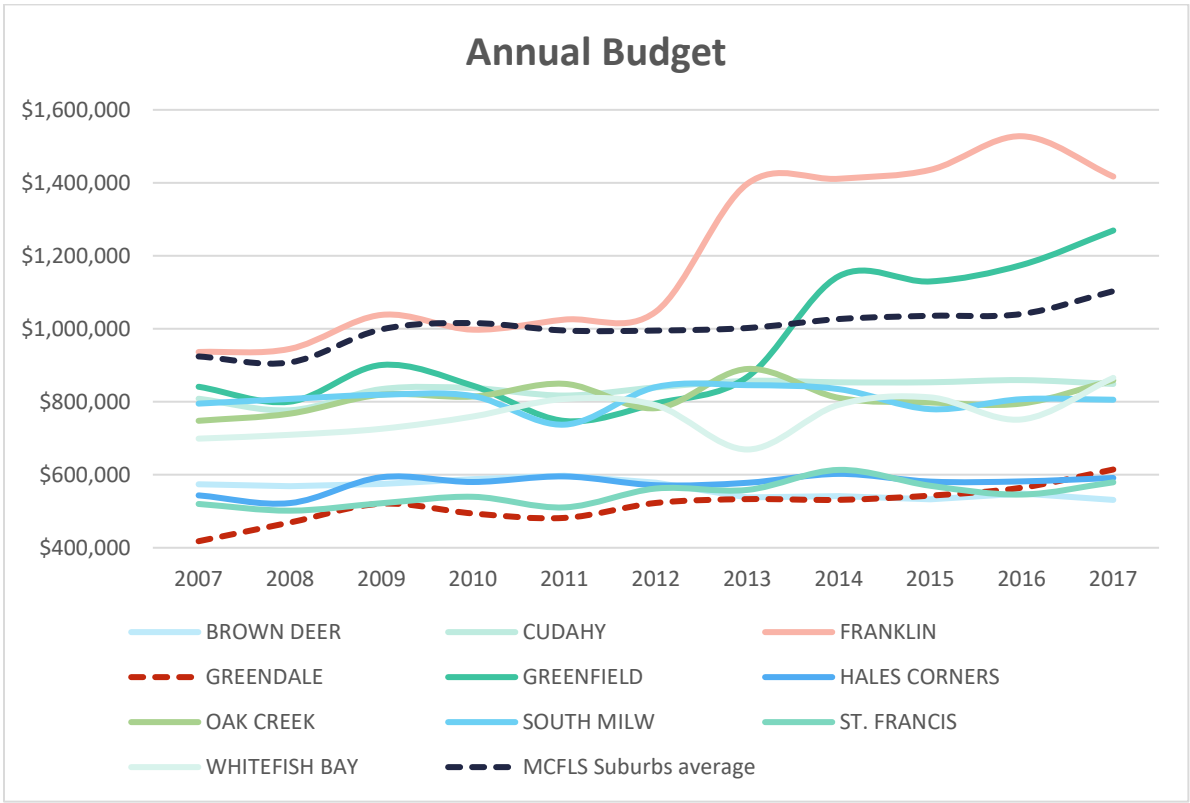
Public computer sessions-2015

	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM
Sunday						389	364	276				
Monday	380	427	602	546	502	442	503	525	504	459	364	214
Tuesday	333	440	496	497	448	431	492	491	436	434	393	256
Wednesday	309	384	514	488	464	400	422	499	474	424	388	208
Thursday	323	409	464	423	368	374	443	418	427	422	360	233
Friday	331	436	498	496	391	419	448	465	337			
Saturday	297	344	343	384	410	442	490	412	302			

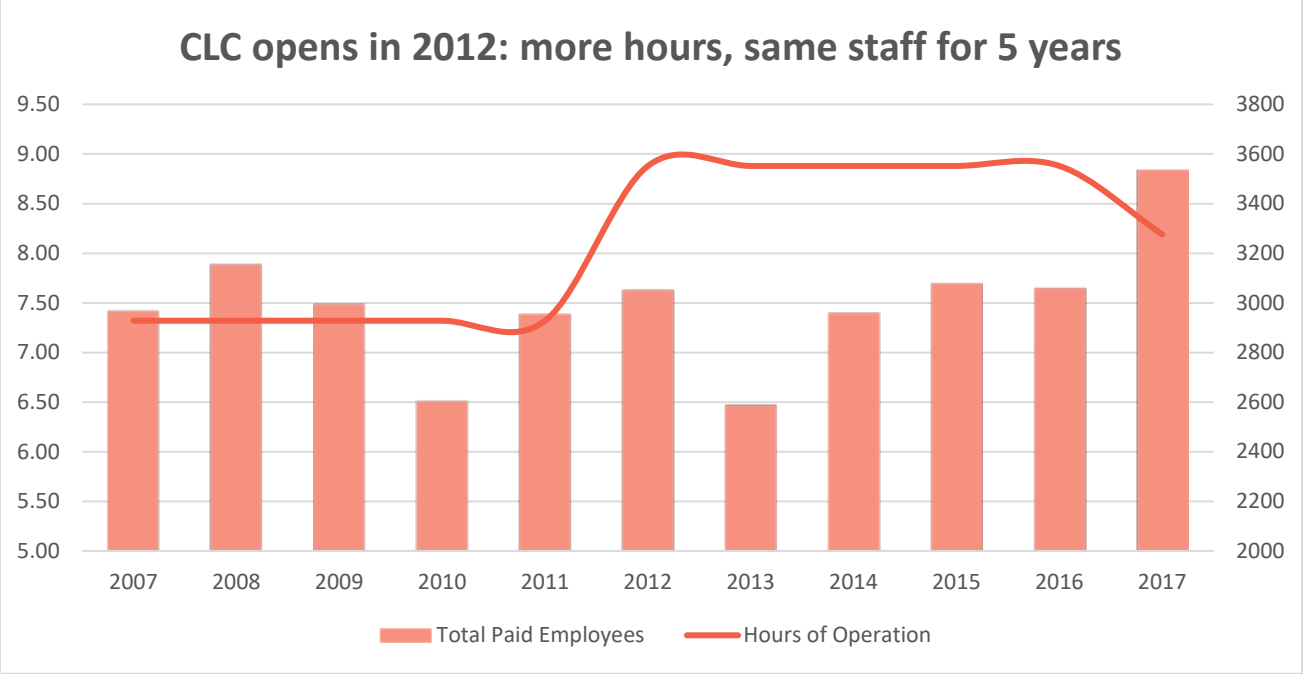
S:\Shared_Data\Statistics\Computer. AKA Electronic Resource Use\Public computer sessions Charts 2015-2018.docx



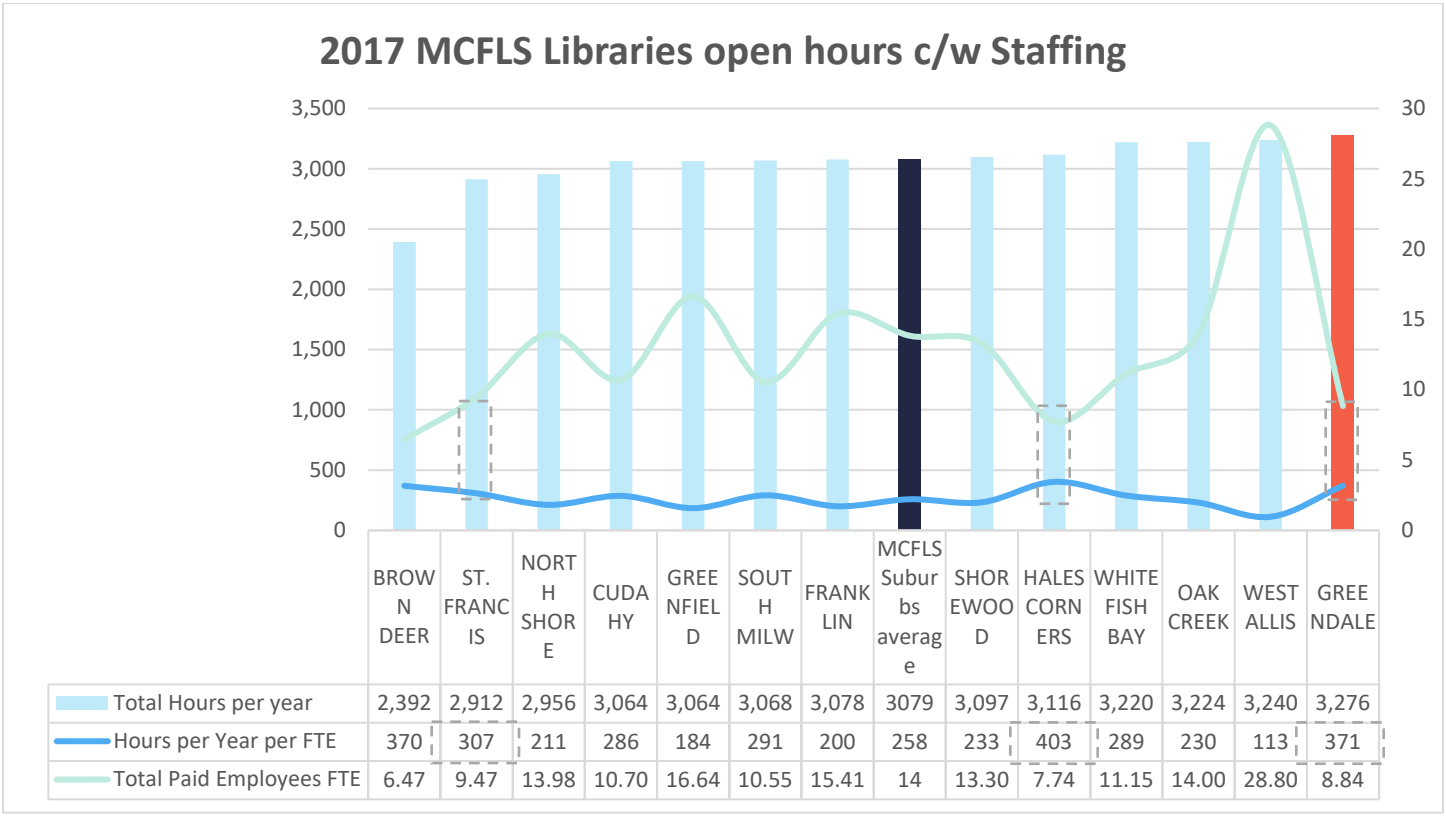
Traditional use of library materials (circulation/checkout, including ebooks) is in decline for public libraries around the country. A snapshot of our most similar libraries and the County average shows this. Oak Creek saw a spike in use in 2016 when they built a new library.



Budgets fluctuate slightly but generally stay stable. Increases at Franklin and Greenfield are difficult to explain.

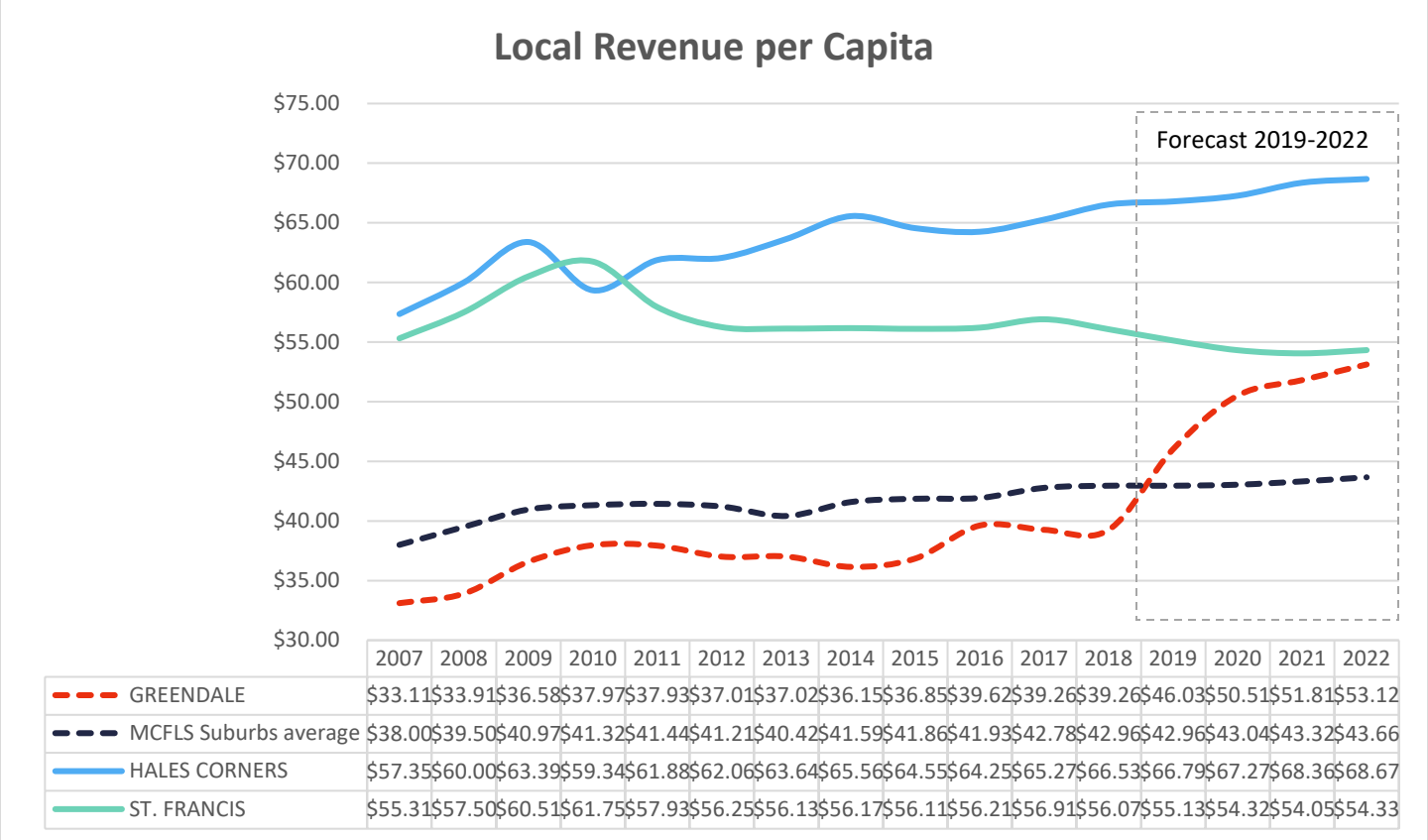


Greendale increased service by 12 hours per week when the CLC opened in 2012. But FTEs did not increase. Critical questions to answer include: What was different from 2012-2016 that made it possible to cover more hours without increasing staff? How is service different in 2017 and forward that necessitates more staff? What does the public receive in exchange for more staff covering fewer open hours than the previous 5 years? Is this what the public wants?



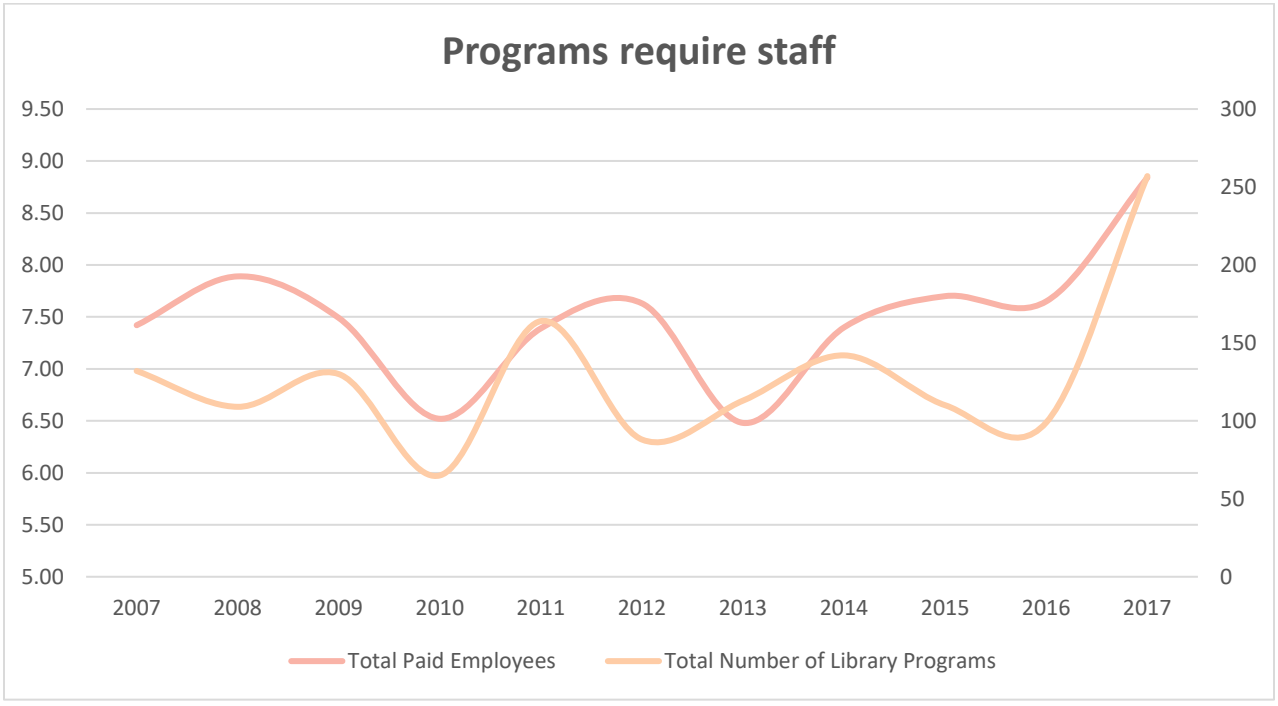
	BROWN DEER	ST. FRANCIS	NORTH SHORE	CUDAHY	GREENFIELD	SOUTH MILW	FRANKLIN	MCFLS Suburbs average	SHOREWOOD	HALES CORNERS	WHITEFISH BAY	OAK CREEK	WEST ALLIS	GREENDALE
Total Hours per year	2,392	2,912	2,956	3,064	3,064	3,068	3,078	3079	3,097	3,116	3,220	3,224	3,240	3,276
Hours per Year per FTE	370	307	211	286	184	291	200	258	233	403	289	230	113	371
Total Paid Employees FTE	6.47	9.47	13.98	10.70	16.64	10.55	15.41	14	13.30	7.74	11.15	14.00	28.80	8.84

Greendale provides the highest number of service hours of any MCFLS library, with the third lowest quantity of paid employees. Each Greendale FTE covers 371 hours of service per year. Compare that to Oak Creek, which has nearly as many service hours but with each FTE covering many fewer of those hours. Conversely, Hales Corners offers slightly fewer service hours, but with fewer staff working more service hours than Greendale.
Brown Deer has fewer employees covering many fewer service hours.



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
GREENDALE	$33.11	$33.91	$36.58	$37.97	$37.93	$37.01	$37.02	$36.15	$36.85	$39.62	$39.26	$39.26	$46.03	$50.51	$51.81	$53.12
MCFLS Suburbs average	$38.00	$39.50	$40.97	$41.32	$41.44	$41.21	$40.42	$41.59	$41.86	$41.93	$42.78	$42.96	$42.96	$43.04	$43.32	$43.66
HALES CORNERS	$57.35	$60.00	$63.39	$59.34	$61.88	$62.06	$63.64	$65.56	$64.55	$64.25	$65.27	$66.53	$66.79	$67.27	$68.36	$68.67
ST. FRANCIS	$55.31	$57.50	$60.51	$61.75	$57.93	$56.25	$56.13	$56.17	$56.11	$56.21	$56.91	$56.07	$55.13	$54.32	$54.05	$54.33

Small suburban libraries with higher numbers of service hours per employee tend to cost more than average.



Programs require sufficient staff, but basic public service in the form of long hours can be run lean.

So, what are our priorities?

Checkouts by Time of Day and Day of Week (no renewals)

2018

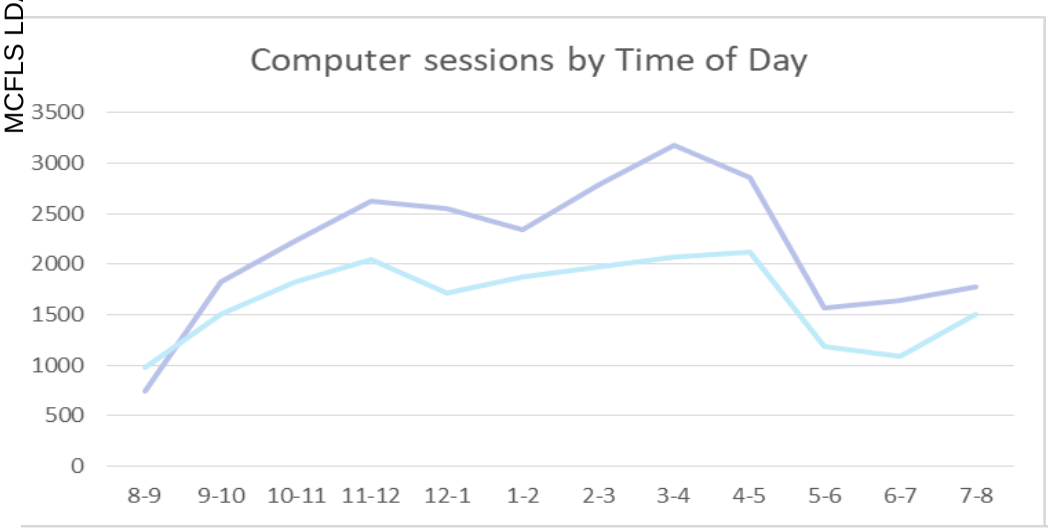
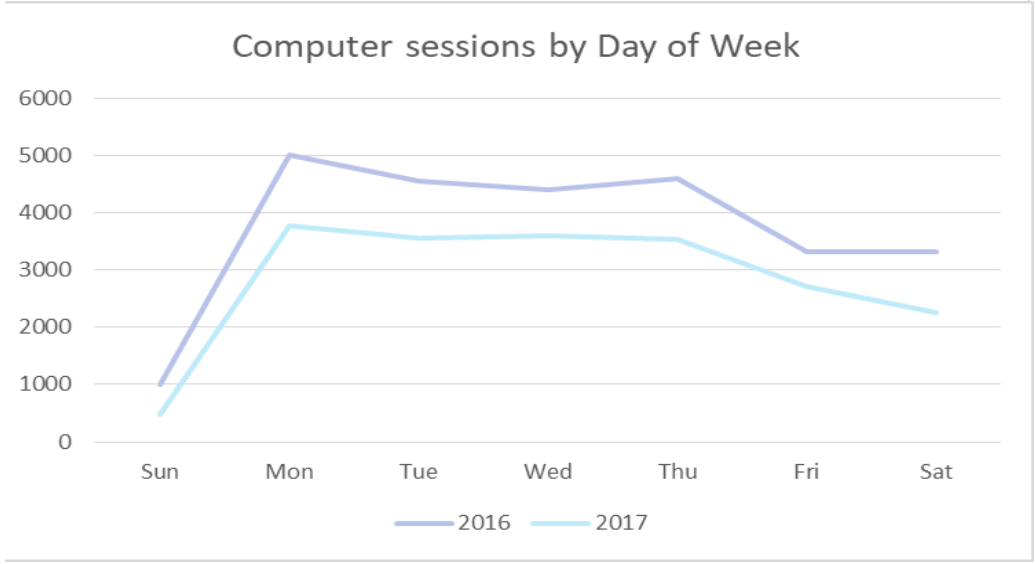
	8a-9a	9a-10a	10a-11a	11a-12p	12p-1p	1p-2p	2p-3p	3p-4p	4p-5p	5p-6p	6p-7p	7p-8p
Sunday												
Monday	749	1581	2493	2607	2771	2290	2517	2802	3619	3004	2295	1854
Tuesday	846	1754	2667	3104	2342	1928	2373	3013	3174	2338	1970	1907
Wednesday	933	1490	2337	2327	2169	1959	2133	3269	3093	2363	1834	1377
Thursday	796	1477	2090	2372	2143	2081	2159	2817	3057	2343	2260	2014
Friday	659	1396	2420	2718	2433	2392	2329	2848	3257			
Saturday	700	1586	3040	3755	3097	3594						

2017

	8a-9a	9a-10a	10a-11a	11a-12p	12p-1p	1p-2p	2p-3p	3p-4p	4p-5p	5p-6p	6p-7p	7p-8p
Sunday						1289	1293	1215				
Monday	981	1546	2742	2546	2537	2218	2472	2865	3702	3571	2472	2183
Tuesday	923	1634	2245	2557	2074	2204	2237	2814	3410	2630	2260	1787
Wednesday	685	1302	2003	1950	2111	2110	2329	3048	3220	2444	1938	1730
Thursday	846	1541	2248	2627	2116	2068	2337	2820	3700	2886	1951	1671
Friday	734	1730	2421	2486	2467	2247	2224	2638	3957			
Saturday	629	1598	2739	3446	2686	3088	1932	1844	2088			

2016

	8a-9a	9a-10a	10a-11a	11a-12p	12p-1p	1p-2p	2p-3p	3p-4p	4p-5p	5p-6p	6p-7p	7p-8p
Sunday						2385	1913	2138				
Monday	845	1462	2514	3470	2819	2232	2673	2836				
Tuesday	873	1620	2484	3225	2448	2482	2516	3273	3848	2564	2359	2216
Wednesday	697	1593	1954	2384	2345	2142	2479	2859	3635	2595	2370	2087
Thursday	827	1641	2255	2636	2424	2608	2653	3116	3692	2959	2104	2129
Friday	832	1929	2791	3423	3085	2445	2595	3174	4184			
Saturday	800	1659	3070	3794	3290	3138	3128	2874	3406			

Beginning September: closed Saturdays 2-5, and Sundays all day

Checkouts by Time of Day and Day of Week (no renewals)