



WAUPACA AREA
PUBLIC LIBRARY
IMAGINE LEARN CONNECT



**Presented to the
Waupaca Library Board
Library Director
Eric Bailey**

2022 Annual Report

Waupaca Area Public Library

Tagline –

Imagine...Learn...Connect



Values

Waupaca Area Public Library strives to be:

Inclusive - opening doors for increasing engagement

Responsive - collaborating with partners to meet community needs

Respectful - a welcoming environment, open yet private

Accessible - by offering up-to-date technology and resources

Connected – Starting conversations and creating community

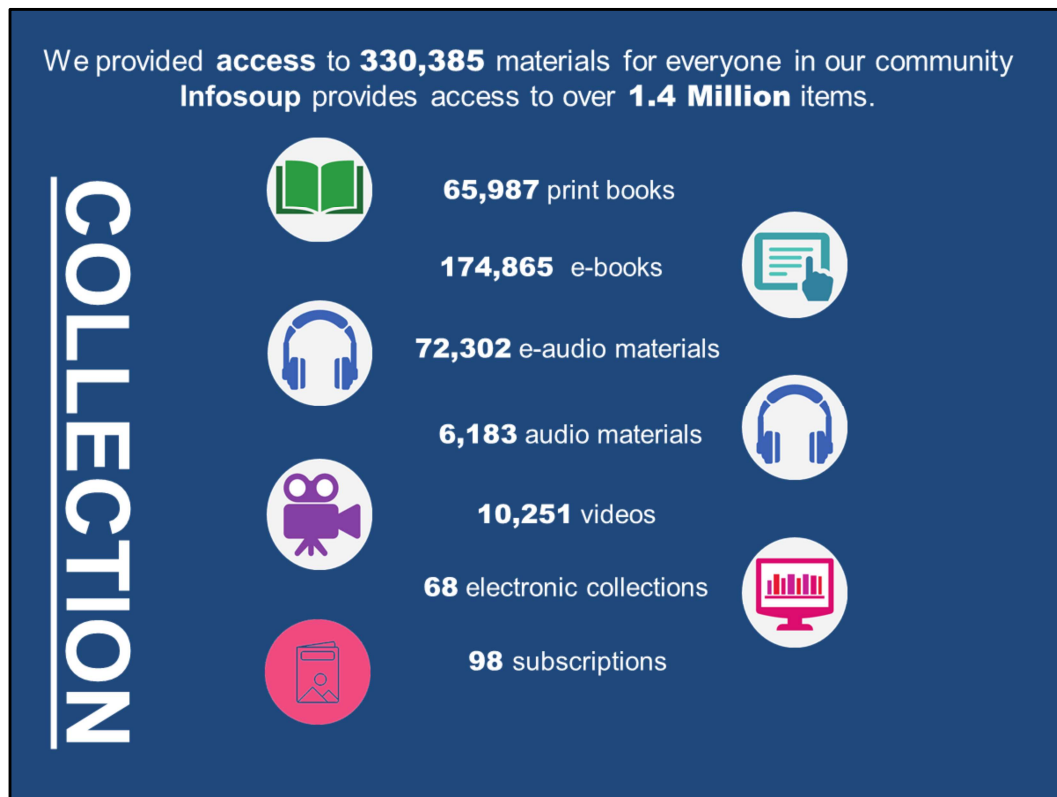
Vision

The Waupaca Area Public Library will be known as a community resource that promotes innovation, technology, collaboration, connectedness and all forms of literacy.

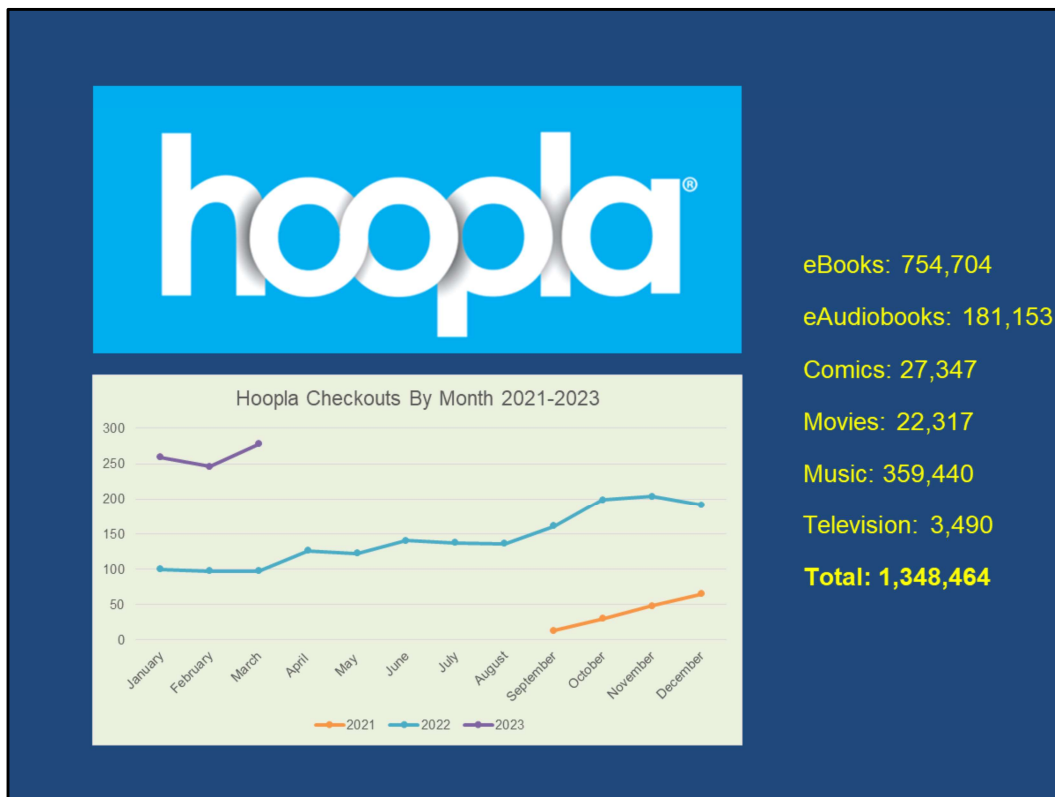
Mission

The Waupaca Area Public Library is committed to offering opportunities for connection, innovation and engaged learning.

The values, vision and mission of the Waupaca Area Public Library are central to everything we do. When we evaluate our current services and new opportunities, this is the rubric we use. The You Belong lighted sign was a gift from former Director Peg Burington to the Library.



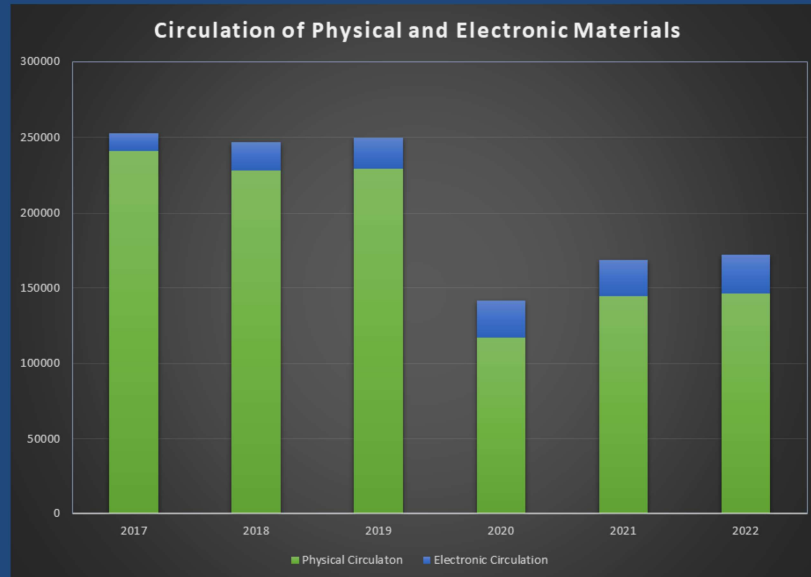
COLLECTION: We provide access to a total of 330,385 materials as of the end of 2022. This is just over 18,000 more than we reported in 2021, with the increase primarily with e-books and e-audiobooks. The Children's Department circulates STEM toys, games and puzzles. There is a collection of puzzles available in the Adult Department, and we circulate laptops and wifi hotspots.



Hoopla is one of our newest databases, added in September 2021. It allows Waupaca card holders who live in Waushara or Waupaca Counties access to a whopping additional 1.3M items. This stood at just under 900K last year so this is a growing collection. E-books, e-audiobooks and music in particular all so substantial increases in available titles. And usage is picking up, as the chart above shows. Usage of other databases has not diminished.

Circulation of physical items increased from **144,788** to **146,290** in 2022.
Circulation of electronic materials increased from **23,649** to **25,560** in 2022.

Circulation

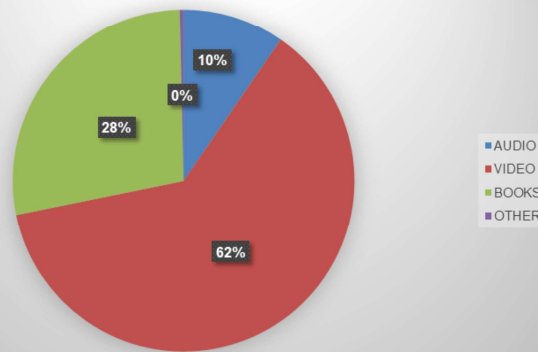


The circulation of physical and digital items saw an increase from 2021 to 2022, as noted above. We are still a very substantial 80K behind where we were in 2019. This is a decrease in usage of 36.2%.

Behind the numbers, there are some interesting stories to see in circulation for 2019 versus 2022.

Circulation

Usage Change by Format 2019-2022



Much of the decreased usage, a total of 72%, is reduced checkouts of CDs and DVDs.

The first item that I want to highlight here, is that we are not atypical. We are down 36.2% versus 2019, and OWLS and NFLS libraries as a group are down 27.16% in that time. Similarly situated libraries in that group have seen a similar shift. Shawano is down 29.6%, Marinette is down 38.4%, New London is at 34.5%, Clintonville at 40.6% and Sturgeon Bay is down 33.1%. We know Waupaca is special, but these numbers do not! The only exception for our near peers are Kimberly and Little Chute, as they siphoned off usage from Appleton this year with work underway moving out of the old building and into a temporary location.

A total of 72% of the lost circulation is either audiobooks or videorecordings. Some of that is pandemic but this is a case where the pandemic put existing trends on steroids. Like working from home as an option. These formats were on the decline due to streaming before the pandemic hit. We will recapture some of that as our rebound continues, but probably not as high a percentage as for other formats.

Sharing Library Materials

32,788

Items loaned to
other libraries



35,358

Items loaned to our
patrons from other
libraries



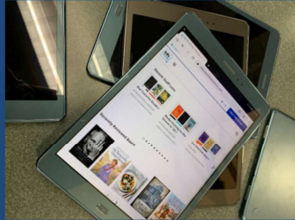
In January 2022 OWLS Libraries increased the number of holds allowed per patron from 25 to 50. We've slipped gradually from a 1:1 ratio in recent years.

We are essential for bridging the 'Digital Divide' for many community members. We do this through technology in-house and for checkout.

Digital Access

2 Laptops – 35 Circulations

11 Wi-Fi Hot Spots – 174 checkouts



**64 Public Use
Computers – 5,750
Sessions**

7,956 Uses of Wi-Fi

41,829 Website Visits

**1,223 Electronic
Collection Uses**



We don't just circulate books, movies, audio books and video games. The Children's Department circulated STEM toys, games and puzzles. There is a collection of puzzles available in the Adult Department. Wonderbooks is a new AV format that replaces the book with CD by reading the book to the child. The audio portion is included in the book. Many families do not have a way to play a CD.

Users and Visits



7,411 people have Waupaca Area Public Library cards. 2,958 of them live in the City of Waupaca. This is a 20.9% decrease from 2021.

Our information professionals used trustworthy resources to answer 8,266 questions



User visits increased by 38.6% to 68,972 in 2022. We are still well behind the 117,140 of 2019, however more patrons than ever are using the library without coming inside.

We saw a noteworthy decrease in cards in the system. Cards are retained for 3 years after expiring, so we are now seeing the numbers for patrons whose cards expired 2019-2020 and who have not been back. With an estimated service population of 19K, 39.1% of community members have cards. Total valid cards for the 2019 report was 9,981. We saw a slight decrease in reference questions in 2022, but a significant increase in user visits. We aren't back to 2019 levels, but we're on our way!

In 2022 programming returned in a big way, though we are still working on returning to pre-pandemic levels. In our first year of returned programming we provided:

Programming



190 programs for youth with attendance of 8,681.

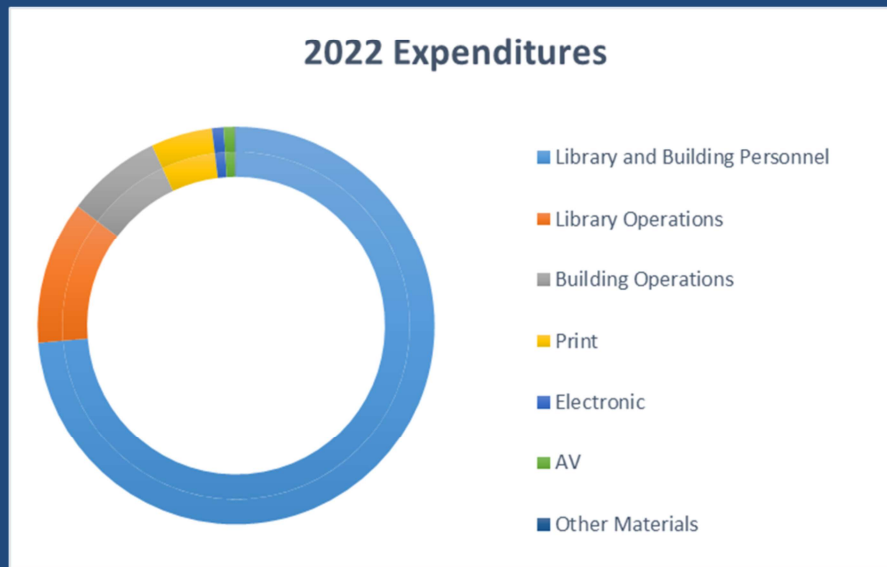
36 programs for teens with attendance of 539.

28 programs for adults with attendance of 390.

It isn't possible to say enough about our programming rebound. Despite being short handed for much of the year, the Library team did an amazing job. This included the return of lunch and learn, regular movie showings, a Car Show, Monopoly Day, and joint efforts on many occasions with our non profit partners out and around the community.

Library and building personnel remain the highest expense category. Materials (print, AV, electronic, AV, etc.) continue to decrease in total and as percentage of the budget.

Expenditures



In updating on the finances for the Waupaca Area Public Library today, I want to be transparent as to the current financial situation at the Library. Our revenue and expenditure breakout charts should look very familiar. Percentage wise, they are very similar to what you've seen in previous years. Given budget constraints the portion going to materials has continued to contract.

The Library faced in 2022 significant financial challenges that continue to grow. These include:

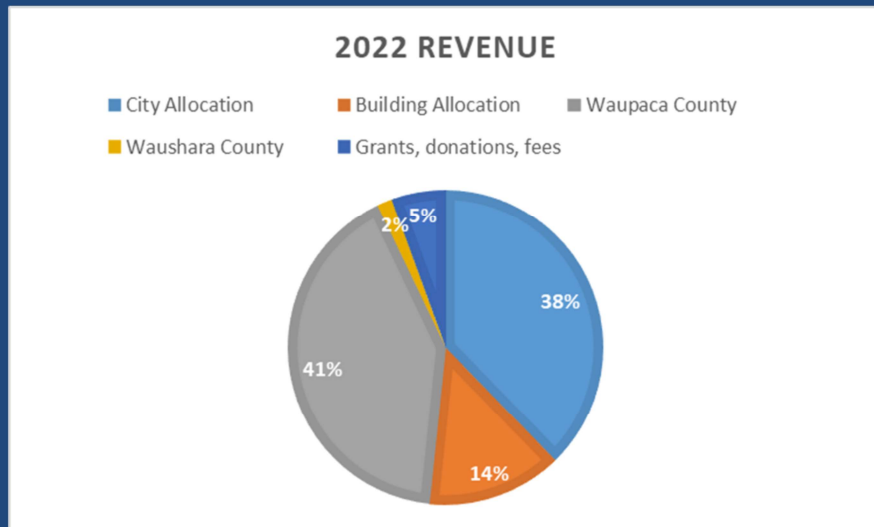
- Increased demand for the same materials in multiple formats.
- Demand for an ever more diverse set of services.
- An outdated salary scale contributing to an inability to hire new staff members.
- Cuts to collection budgets have resulted in fewer items borrowed by other libraries versus what we bring in (a problem not exclusive to us), which has been identified as a problem by our library consortium, one that requires discussion and resolution.
- We have several long tenured staff who will be retiring in the next couple years, with substantial retirement payouts being needed. We need to be saving now for those payouts.

Library operating revenue in 2016 was \$829,517. The projected final operating revenue for 2022 was \$824,116. Beyond the small decrease, inflation from January 1, 2016 to February 2023 stands at 26.98% per the Bureau of Labor Statistics. In terms of purchasing power, this means the \$829,517 in revenue from 2016 has a value of about

\$653,000 in March 2023. The bulk of the Library's revenue comes from tax revenue provided through Waupaca County and the City of Waupaca. The county provides funding based off a formula that determines per-circulation cost. It's complicated, but through OWLS we've negotiated that to be as high as it can go. Because it is a formula based on library usage, it always fluctuates. And the projected revenue from the county for 2024 is 21K lower than for 2023. That will continue to be a projected number pending county discussion, but the way that the formula works the county contribution can only potentially decrease rather than increase. The Library enters budget planning for 2024 with a substantial gap that will need to be closed. The Library is seeking any opportunity to increase revenue for 2024 and will be working to review operations from top to bottom in 2023 to be more efficient with existing dollars wherever possible. However, we have a big projected gap that needs to be closed. Realistically, without additional support from the City for 2024 we will need to cut some combination of hours, staff, and services for 2024. I look forward to further discussions and working with the Library Board and City Council to solve this challenge.

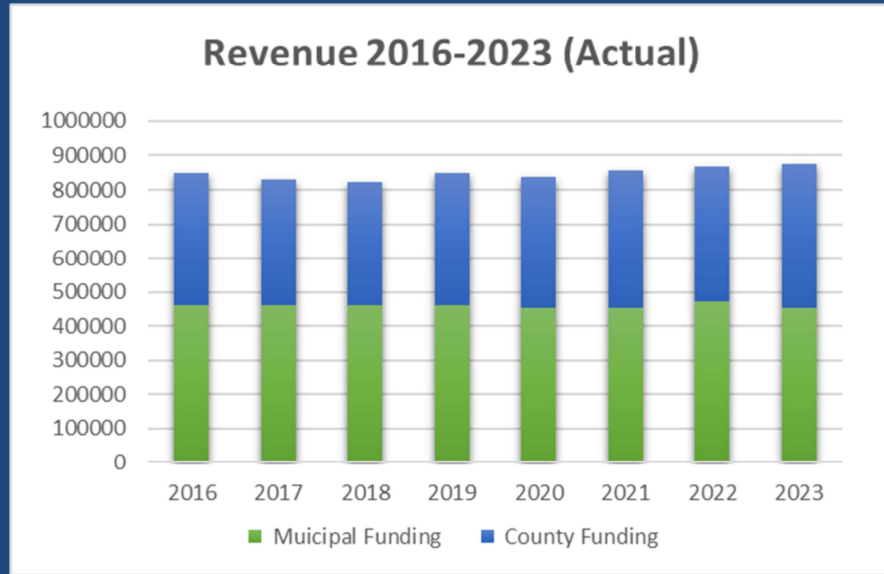
Of 2022 operating revenue, 41% was provided by the County. A total of 38% was provided by the City for general expenses and 14% for building maintenance.

Revenues



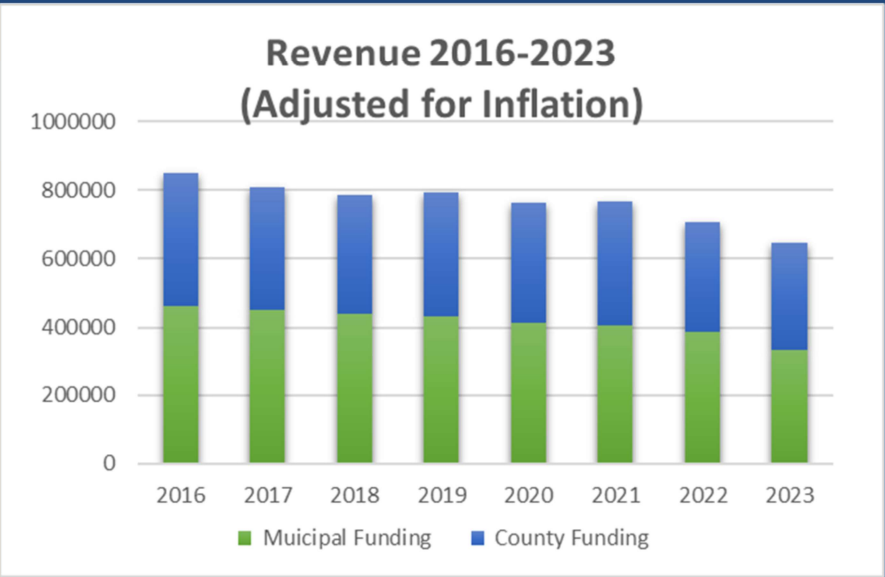
Revenues

Actual County and Municipal funding from 2016-2023.



Municipal and County funding adjusted for inflation, 2016-2023.

Revenues



Beyond the #s

2022 Highlights:

- Downtown Car Show
- Live Action Monopoly
- Creation of Little Free Pantry
- Donation for renovation of Exhibit Room
- Management transition for Library
- Increased partnerships with Historical Society and Parks and Rec
- Participation in Yuletide Trail, Arts on the Square and Halloween on Main



Some highlights from 2022. It was the first year without any health related closings since 2019, and saw the Library working hard to get 'back to normal.'

Beyond the #s

Trends in evidence at WAPL:

- Increased need for study and meeting rooms.
- Changed collection usage patterns, partly due to pandemic.
- Increased social support needs.
- Increased benefit and need for outreach.
- Greater gap between services and awareness.
- Support versus need.
- Need for same resources in multiple formats.



Some trends in evidence at WAPL. The Library is busy and continues to have a bright future ahead of it as an essential community service. The way that the library is used by patrons has changed, with shifts in priorities, but the need for what we do is on the rise. In an Information Age of overwhelming facts and access, a community Information Center is critical infrastructure.

Improve outreach and engagement with community, including with new non-English speaking residents and beyond our building.

Working smarter, using technology and outside the box thinking to find new efficiencies.

Advocacy to the community, using numbers and stories to tell the tale of the successes and needs of the Waupaca Area Public Library.

Identify and pursue new revenue sources.



Change continues to be the primary constant at the Library. The pressure of the pandemic has shown that libraries are as adaptable as it gets. Usage of the library continues to diversify and grow, and we will continue to meet the needs of the community through responsible use of the funds entrusted to us by the tax payers.