



WAUPACA AREA
PUBLIC LIBRARY
IMAGINE LEARN CONNECT



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

2023 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.

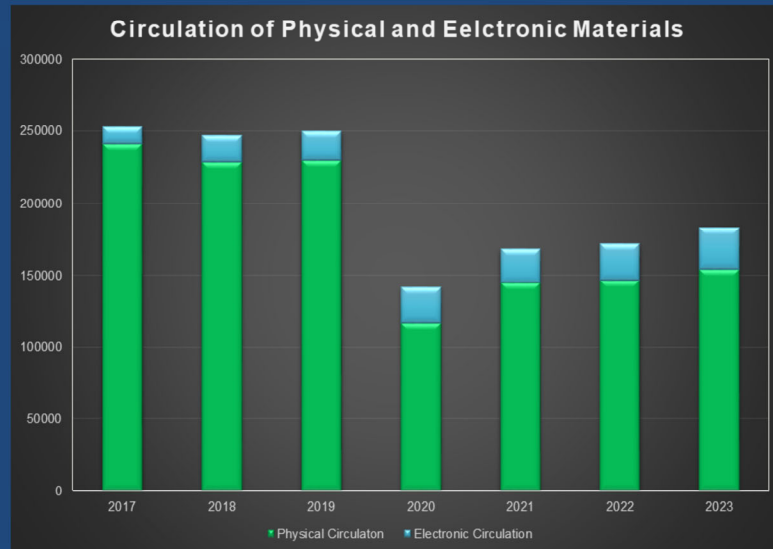
Mission

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

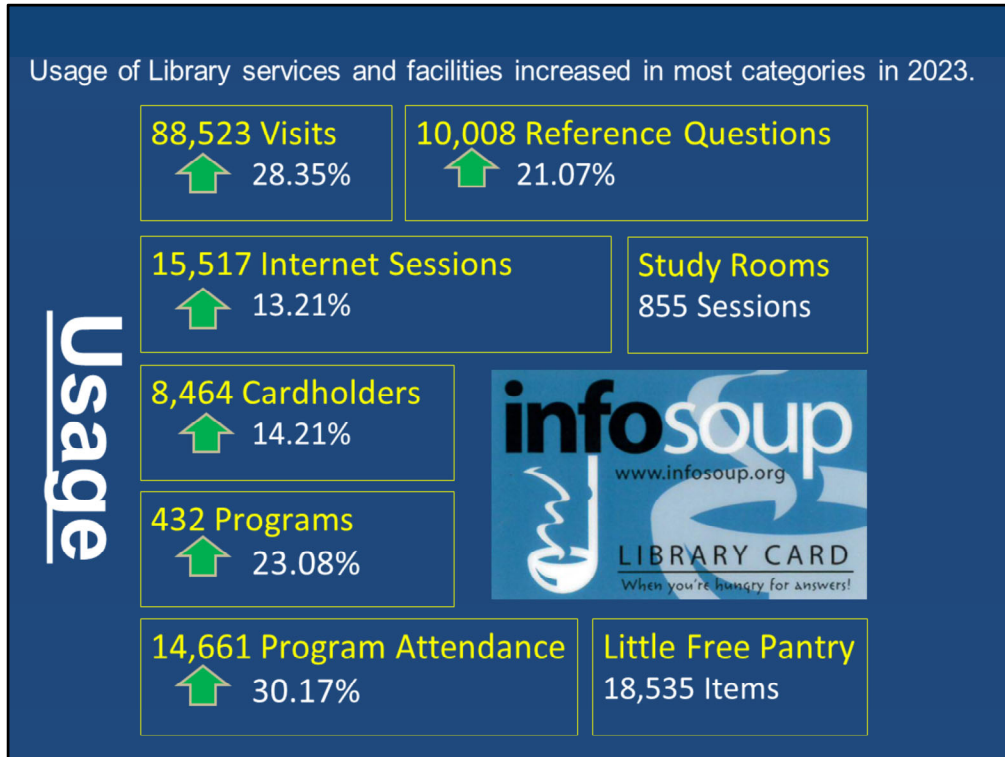
The values, vision and mission of the Waupaca Area Public Library are central to everything we do. When we evaluate our current services and new opportunities, this is the rubric we use. My presentation will be a little different this year. In the first half of the presentation, I will focus on numbers and measurable outcomes. These are important and I don't want to ignore them, however, I'm also aware that virtually all of these have been included in your packets throughout the year. So in my presentation to you today I will highlight some of the overall trends and takeaways, and then spend more time talking about new additions at the Library.

Circulation of physical items increased by 5.28% to 154,012.
Circulation of electronic materials increased by 15.04% to 29,404.

Circulation



To start, a breakdown of the end of year circulation numbers for 2023. The numbers and trends are pretty good, showing a year over year increase. Librarians like to say that Libraries are not just buildings full of stuff and that is certainly true. However, we do have a lot of great stuff that we make available to the community and how much it gets used and by whom determines our annual reimbursement from the County. As you can see, we improved from 2022 by 5.28% in circulation of physical materials and 15.04% in circulation of electronic materials. We have not yet rebounded to 2019 levels, but the margin continues to shrink.



Usage of library services was up in most categories. Two biggest numbers I want to draw attention to, are the 28.35% increase in visits to the Library and the 14.21% increase in number of Waupaca Library cardholders. Usage and checkout numbers have continued to increase in 2024, making this a continuing trend.

The Library provides access to a tremendous amount of resources.

Books

66,855 Owned

Audiobooks and Music

6,175 Owned

Videos

10,150 Owned

Periodicals

96 Subscriptions

eBooks

Access to 170,074

Digital Collections

66 Databases

eAudiobooks

Access to 76,140

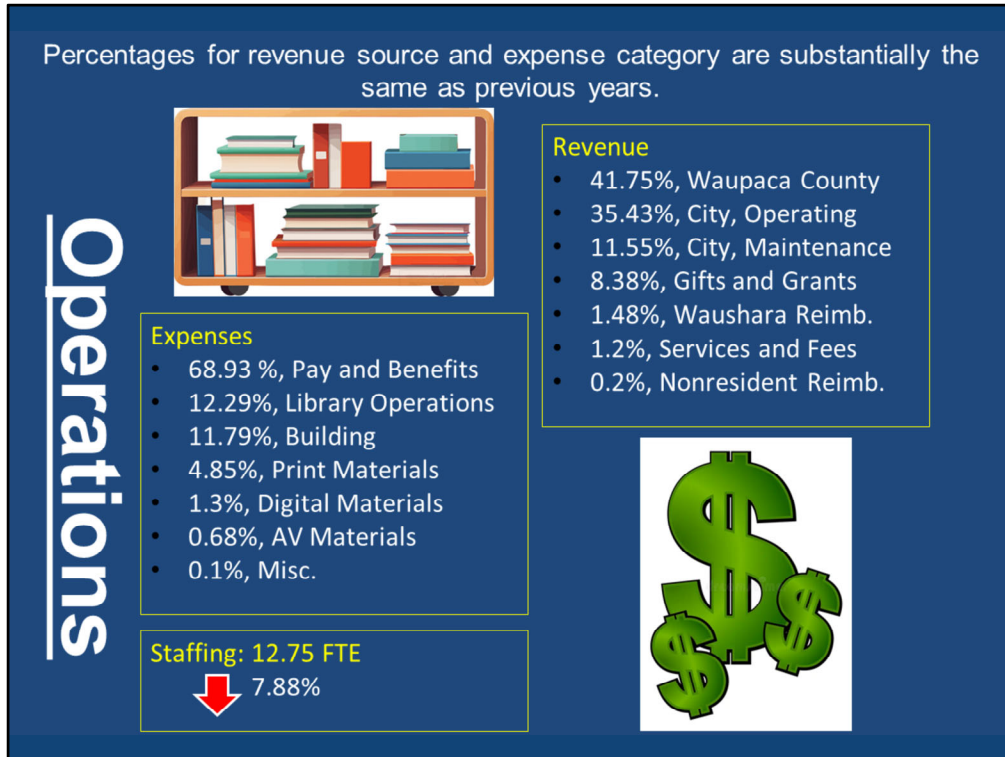
(Also video games, hotspots, toys, equipment, games and VR goggles.)

Quick Access to 1.6M Items through the Library System and **1.5M audiobooks, books, music and movies** through Hoopla!

Collection



In 2023 we provided access to 330,288 items from our local holdings. The Outagamie Waupaca Library System (OWLS) provides additional access to 1.6M physical items, most of which we can have here within 1-2 days and Hoopla provides access to an additional 1.5M digital items. We provide access through many different formats, which is an ongoing budgeting challenge.



The percentages for sources of revenue and expense categories are substantially the same as in 2022. In revenue, 90.5% of our revenue is public funds. 9.5% coming from non-tax sources is actually really, really good comparatively. Most libraries don't have a number that high, and it speaks to how fortunate we are to have the Foundation and Friends.

Last year, pay and benefits accounted for 73.61% of our expenses, and our total FTE was 13.84. In reporting for 2023 we have decreased by 7.88%. Half of this is just in how the report is completed; in working with OWLS staff on filing our annual report, we were encouraged not to include any of the hours for the Facilities Supervisor or Janitorial staff. The other half is working to be more efficient recognizing the challenges currently facing public finance. We have reached out to other libraries seeking suggestions on efficiencies, used statistics to compare staffing levels, and carefully analyzed need and workflow before filling all hours of an open position.

County Revenue

Understanding how County reimbursements are calculated, using Pie!



Basic Formula

$(\text{Public Funding} / \text{Total Circulation}) * \text{County Nonresident Circulation} = \text{Reimbursement (2 Years in Future)}$

In talking about revenue and expenses, I want to take a minute to talk about how our County reimbursement is calculated as I've run into a lot of misconceptions in my time as Director. We are also in our final year under the 5 year agreement with the County, and what the reimbursement will look like going forward is currently uncertain.

To simplify this WAY down, and potentially make everyone hungry, think of the total number of checkouts in a year as a pie. Each year of checkouts is a new pie, and money needs to be provided in a fair and proportionate manner to create each pie. To ensure an appropriate contribution from a County to a Municipal Library, the State provides a formula that asks 2 questions. What was the cost per slice of pie for last years pie, and how many slices did County residents eat? While multiplying would, you would think, give you a final answer, the reality is that the County is only legally required to pay for 70% of the pie eaten by County residents. We've been fortunate that Waupaca County has opted to pay 100% of cost in the last 5 years and also been willing to pay for their portion of the whip cream and cherry on top by compensating for County resident usage of Libby as well. Reimbursement for digital materials is not required by the State.

County Revenue

How do you change the reimbursement amount?

Scenario 1: Public Funds = \$100, 6 resident checkouts and 4 nonresident checkouts

- $\$100/10 = \10 Per Checkout $\$10 * 4 =$ **\$40 Reimbursement**

Scenario 2: Public Funds = \$100, 60 resident checkouts and 40 nonresident checkouts

- $\$100/100 = \1 Per Checkout $\$1 * 40 =$ **\$40 Reimbursement**

Scenario 3: Public Funds = \$100, 50 resident checkouts and 50 nonresident checkouts

- $\$100/100 = \1 Per Checkout, $\$1 * 50 =$ **\$50 Reimbursement**

Scenario 4: Public Funds=\$200, 60 resident checkouts and 40 nonresident checkouts

- $\$200/100 = \2 Per Checkout, $\$2 * 40 =$ **\$80 Reimbursement**

I know, that's a lot of math! This is a LIBRARY, we are not supposed to be here for math! However, in explaining this a few times I've found that having a bit of math available at hand is helpful. Stay with me, we will get through this! What the math says is basically this: There are two variables that change the County reimbursement. The ratio of pie eaten by County and City residents and public funds used to make that pie. The size of the pie doesn't actually matter. This is why our funding from the County stayed the same despite total usage falling off a cliff during the pandemic. The ratio of usage is driven mainly by demographics and while that shifts subtly year to year it will only bend so far and change so fast. Other than the City, all contributors to public funds are using that State provided formula. The Waupaca City Council is the one entity that gets to deliberate and set a number rather than using a formula. Moving the City's contribution down will move the range of likely reimbursement by the County down and increased support will have the opposite effect. Looking to future publicity efforts, the City Council is our most important audience!

New at the Library!

Job Center



The next few slides will highlight some exciting new developments at the Waupaca Area Public Library in 2023. The first is our Job Center. Like most job centers in the State, the Waupaca Job Center has been permanently closed. Appleton no longer has a job center; the number of physical locations continues to shrink. Resources provided through job centers are now online, and for those who struggle to access those the State sends residents to their local library. Most other stakeholders follow suit and send local job seekers needing help to their library. We have continued to see an increase in the number of individuals coming to us for job services. We identified under utilized space in the building and repurposed an existing workstation and furniture to create a Job Center at the Library. Laura Jandacek has taken a leading role in working with job seekers and creating this space. She has done a fantastic job. There are folks employed right now in Waupaca because of our help. This is also a service that pulls in users from all over, as most other libraries in our area do not have the time and resources to provide much assistance.

Passport Services

A new service, and a new source of revenue for the Library.



The State Department requires new applicants for a passport and those with long expired passports to have their application processed at a designated Acceptance Agency. To make this worthwhile, the State Department provides for Acceptance Agencies to collect and keep a standardized fee for each application processed. This \$35 charge adds up surprisingly quickly, and we are on course at present for \$8K of new revenue in 2024. This is also a great outreach opportunity. As a Library we have more and different hours than existing Acceptance Agencies like the County Clerk. As a result, we have a unique niche that brings in folks from a wide area. In our first 50 applicants, we have had people from Point, Neenah, Appleton and a whole bunch from New London in addition to Waupaca residents. Many had never been to our library before! One family that came in back in January had moved to Waupaca during the pandemic and had never been inside before. They were over the moon to learn what a nice Library Waupaca has, and ended up signing up for Library cards and checking some materials out!

Little Free Pantry

Partnering with nonprofits to address community challenges.



The Little Free Pantry is a great example of the Library partnering to meet a community need. After having seen the idea implemented at Kaukauna Public Library, Patsy Servey and Sue Abrahamson met with local nonprofit leaders working to address hunger issues in our community. We did not want to jump in and create problems and Library resources are limited. However, the verdict when we reached out was that there was a tremendous need for another food pantry space in the community with broad hours for easy access and an ability to share perishable donations such as vegetables and fruits. Working as part of this team has allowed us to recruit more volunteers, get far more donations of food and also additional financial support. We have regularly heard from patrons how meaningful the pantry is to them, and approaching the project as a partner has allowed us to do this with far less dedicated time and resources than we had imagined possible.

Trends in evidence at WAPL:

Beyond the #s

- Increased usage by remote workers and entrepreneurs.
- Changed collection usage patterns, partly due to pandemic.
- Increasing use of Job Services.
- Significant ongoing need for technical support.
- Continuing gap between offered services and awareness.
- Format creep.



Some ongoing trends at WAPL through 2023, unsurprisingly similar to those listed last year.

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

- *Como se Dice? Program*
- *Spanish Language collections*
- *Improved staff Spanish Language skills*

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

- *Changed staffing levels in afternoon and morning to reflect current levels of activity.*
- *Rearranging existing self check machines.*
- *Careful assessment of staffing levels when turnover occurs.*

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

- *Increased outreach to Council and Town Boards.*
- *Portal created to gather stories from patrons and staff.*

Identify and pursue new revenue sources.

- *Passport services*
- *Sale of paintings*
- *Podcast Patreon*

A quick summary of goals set by the Library in 2023 and some of the most significant efforts made in accomplishing them.



In summary, 2023 was another busy and successful year for the Waupaca Area Public Library. As Waupaca's information center at the heart of the City, we continue to work hard to provide excellent service to the community.