

## Off Year Reporting

### 2022 - 2022 Off Year Reporting

**Application Status:** Completed / Ready to Submit

## Appleton Public Library

### Agency Overview

#### General Information

<b>Agency Name</b>	Appleton Public Library
<b>Primary Address</b>	225 N Oneida St, Appleton, WI, 54911, US
<b>Telephone Number</b>	(920) 832-6170
<b>Executive Director</b>	Colleen Rortvedt, phone: (920) 832-6170, email: crortvedt@apl.org
<b>Website</b>	<a href="https://www.apl.org/">https://www.apl.org/</a>
<b>Board President Name</b>	Nancy Scheuerman
<b>Date Board President's Term Expires</b>	8/16/2022

#### Mission Statement

##### Agency Mission Statement

The Appleton Public Library's mission/vision statement is "Learn, know, gather, grow – your center of community life. Where potential is transformed into reality." This mission statement embraces the role of APL beyond serving as a warehouse for books, looking deeply into our relationship with our community and how best we can serve them with programs, events, collections and as a hub for learning and literacy.

#### Agency Description

##### Provide an overall description of your programming.

Our program offerings are wide ranging and serve a variety of populations. We offer access to resources including books, media and technology as well as an extensive array of outreach and programming. APL serves anyone who walks through our doors, calls on our phone lines, chats with us online, or mails us requests for documents.

##### Provide an overview of the clients you serve.

APL is one of the busiest locations in downtown Appleton. COVID impacted our ability to provide in-house service but we created new services, developed virtual programming, offered curbside pick up and in house usage by appointment as feasible focusing on services that will help individuals impacted by the pandemic. We have nearly 80,000 cardholders including city residents and area non-residents.

We have a legal obligation to serve all residents of our Outagamie Waupaca Library System area, as well as a moral obligation to serve all who need our services within the State of Wisconsin. Our users are as diverse as the community itself with many patrons that have greater needs using our services in greater volumes.

##### What is your geographic service area?

APL is part of the City of Appleton and we also serve people outside of the city. Anyone in the state of Wisconsin can access our collections and get a library card. Our usage primarily comes from the City of Appleton, Outagamie County and Winnebago and Calumet Counties.

**With the ongoing nature of the COVID-19 pandemic, please comment on the impacts to your organization's operations, methods of service delivery, finances, etc. What are your key concerns, if any, for 2022?**

Because we are moving to a temporary library for 18 months many of the key concerns we would have had are not relevant. If we were operating at a normal capacity, concerns would be about safety around public events and meetings as well as continuing to enforce the evolving PPE guidance. The temporary space will not have public meeting space but we will be offering programming out in the community so we are prepared to continue to pivot when needed. Staffing capacity with Omicron was a slight concern but we have been able to maintain services and allow staff that are able to work from home to do so. The largest impact will be pandemic-induced inflation that will impact the overall costs of the library building project, however we have a path to keep the project moving.

# Appleton Public Library

## Organization Budget

### Revenue

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>United Way Fox Cities</b>	43,394.00	44,261.88	42,356.00	-4.31	53,109.00	25.39
<b>Other United Ways</b>	0.00	0.00	81.00	0.00	0.00	-100.00
<b>Contracts</b>	30,000.00	30,000.00	30,000.00	0.00	0.00	-100.00
<b>Grants</b>	287,694.72	49,500.00	112,396.00	127.06	49,500.00	-55.96
<b>Client and Program Service Fees</b>				0.00		0.00
<b>Government Revenue</b>	4,463,629.08	4,705,535.00	4,545,686.90	-3.40	4,545,686.00	0.00
<b>Contributions</b>	85,930.30	74,168.00	71,188.99	-4.02	48,138.20	-32.38
<b>In-Kind Support</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Other</b>	0.00	0.00	0	0.00	0.00	0.00
<b>Endowments</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Revenue</b>	4,910,648.10	4,903,464.88	4,801,708.89	-2.08	4,696,433.20	-2.19

### Expenses

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Salaries</b>	2,507,718.00	2,506,791.00	2,467,883.00	-1.55	2,643,873.01	7.13
<b>Benefits/Taxes</b>	801,546.01	865,594.00	1,044,520.78	20.67	891,561.82	-14.64
<b>Professional Fees</b>	3,999.24	3,600.00	2,202.22	-38.83	3,708.00	68.38
<b>Office Expenses</b>	49,544.55	52,416.00	58,712.80	12.01	53,988.48	-8.05
<b>Advertising, Marketing, Outreach and Printing</b>	5,697.63	11,388.00	7,403.12	-34.99	11,729.64	58.44
<b>Travel</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Occupancy</b>	301,534.03	346,738.00	268,702.93	-22.51	357,140.14	32.91
<b>Professional Development and Training</b>	20,596.61	27,784.00	10,453.91	-62.37	28,617.52	173.75
<b>Payment to Affiliates</b>	128,440.75	164,393.00	169,026.42	2.82	169,324.79	0.18
<b>Major Property and Equipment Acquisition</b>	153,679.50	158,059.00	111,833.33	-29.25	162,800.77	45.57
<b>In-Kind Expenses</b>	0.00	0.00	0.00	0.00	0.00	0.00

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Other</b>	623,914.00	597,644.00	623,739.00	4.37	523,138.20	-16.13
<b>Books</b>	623,914.00	597,644.00	623,739.00		523,138.20	
<b>Total Expenses</b>	4,596,670.32	4,734,407.00	4,764,477.51	0.64	4,845,882.37	1.71

**Excess (Deficit)**

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Excess (Deficit)</b>	313,977.78	169,057.88	37,231.38	-77.98	-149,449.17	-501.41

**In Kind Excess/Deficit**

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>In Kind Excess/Deficit</b>	0.00	0.00	0.00	0.00	0.00	0.00

## Program Overview

**In the past two years, has the program delivery changed significantly?** Yes

**If Yes, please explain.**

ROR National:

- introduced training modules about current research in early relational health as well as program delivery for the 0-5 month (Beginning @ Birth) well child visits.

ROR-WI:

- announced state 2022 rollout of Beginning @ Birth and book support for clinics.
- moved, as of 1/1/22, under the organizational and financial structure of the National Center, ROR, Inc., Inc. All aspects of work with clinics will stay the same, but a yearly service fee will be assessed to RORP-FC beginning in 2024.

RORP-FC:

- Received information about Beginning @Birth
- continued to conduct site visits virtually due to the pandemic.
- The RORP-FC Fidelity Survey questions were incorporated into the Site Visit evaluation discussion.

## Program Delivery

**What are the program's services and activities? In what timeframe are the services and activities delivered**

Reach Out and Read (ROR) is an evidence-based nonprofit organization of medical providers who promote early literacy, school readiness and early relational health in pediatric exam rooms nationwide.

Throughout the year during regular pediatric checkups, ROR medical providers give new, developmentally appropriate books to children, ages six months to five years, and advise parents about the importance of reading aloud to children.

In 2015, Reach Out and Read Partners – FoxCities (RORP-FC) was established through a collaborative effort, funded by UWFC, between the medical community, the public libraries of the Fox Cities and Reach Out and Read Wisconsin.

The Library-Physician Liaison (LPL) , housed out of the Appleton Public Library (APL), provides ongoing support to the Fox Cities clinics to ensure sustainability and high-quality program implementation.

Throughout the year the LPL:

- orders books for participating clinics every month,
- facilitates community book drives to support clinic literacy rich environments,
- provides support and training to new providers and coordinators throughout the year,
- orders acknowledgement book stickers and other marketing supplies clinics need,
- schedules site visits with every ROR clinic annually to discuss with clinic staff how they are following the ROR model and to determine if they need support with their goals.

January:

- Clinics sign Memorandums of Understanding (MOU)s with APL.
- Upon receipt of MOU, a clinic's invoice for the year's book budget is sent.

January-February:

- LPL assists clinics with their January Progress Report which includes data from well child visits July 1 through December 31 of the previous year.
- Clinic book checks start arriving.

July –August:

- LPL assists clinics with their July Progress Report which includes data from well child visits January 1 through June 30 of the previous year.

September-October:

- Information cards about the Parent Survey are distributed to clinics.

November:

- Survey data is compiled and a report is created.
- Forecasting for book budgets is completed in November, followed by MOU for the following year.
- APL hosts a ROR book drive from early Nov through early December for clinics' sibling book supplies.

December:

- Upon clinic approval of book budget projection for the next year, a MOU is created and sent to clinic.

**Does the agency charge a fee for this program?** No

**Has the program ever turned clients away due to an inability to pay?** No

**Does the program utilize volunteers?** Yes

**If yes, please explain how the program uses volunteers**

Volunteers have supported RORP-FC by sorting and labeling donated high-quality books for clinic waiting rooms and to give to siblings of the well child visit attendee. Literacy-rich environments in clinics are key to children feeling comfortable around reading material. In 2021, volunteers assisted with deliveries of sibling books and supplies to clinics.

# Appleton Public Library - Reach Out and Read Partners - Fox Cities

## Program Budget

### Revenue

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 actual/ 2021 budget	2022 Budget	% change 2021 actual/ 2022 budget
<b>United Way Fox Cities</b>	43,394.00	40,356.00	40,356.00	0.00	53,119.44	31.63
<b>Other United Ways</b>	0.00	0.00	81.00	0.00	0.00	-100.00
<b>Contracts</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Grants</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Client and Program Service Fees</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Government Revenue</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Contributions</b>	85,930.30	72,040.00	71,188.99	-1.18	48,138.20	-32.38
<b>In-Kind Support</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Other</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Revenue</b>	129,324.30	112,396.00	111,625.99	-0.69	101,257.64	-9.29

### Expenses

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Salaries (Direct Program Staff)</b>	24,212.56	25,250.00	24,884.52	-1.45	25,881.00	4.00
<b>Salaries (Administration)</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Benefits/Taxes</b>	11,864.00	13,798.00	13,943.00	1.05	13,890.00	-0.38
<b>Professional Fees</b>	3,999.24	3,600.00	3,600.00	0.00	3,600.00	0.00
<b>Office Expenses</b>	653.96	3,950.00	1,281.09	-67.57	3,500.00	173.20
<b>Advertising, Marketing, Outreach and Printing</b>	1,885.00	10,000.00	1,015.00	-89.85	3,000.00	195.57
<b>Travel</b>	48.72	0.00	0.00	0.00	0.00	0.00
<b>Occupancy</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Professional Development and Training</b>	0.00	2,350.00	10.00	-99.57	2,350.00	23,400.00
<b>Payment to Affiliates</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Major Property and Equipment Acquisition</b>	0.00	0.00	0.00	0.00	0.00	0.00

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>In-Kind Expenses</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Other</b>	51,766.00	74,190.00	49,797.57	-32.88	87,459.80	75.63
<b>Books</b>	51,766.00	74,190.00	49,797.57		87,459.80	
<b>Total Expenses</b>	94,429.48	133,138.00	94,531.18	-29.00	139,680.80	47.76

**Excess (Deficit)**

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Excess (Deficit)</b>	34,894.82	-20,742.00	17,094.81	-182.42	-38,423.16	-324.77

**In Kind Excess/Deficit**

	2020 Actual	2021 Budget	2021 Actual (estimated)	%change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>In Kind Excess/Deficit</b>	0.00	0.00	0.00	0.00	0.00	0.00

**Direct Staff Hours**

	2020 Actual	2021 Budget	2021 Actual (estimated)	% change 2021 budget/ 2021 actual	2022 Budget	% change 2021 actual/ 2022 budget
<b>Number of direct staff hours included in 'Salaries (Direct Program Staff)'</b>	1,040.00	1,040.00	1,040.00	-1.45	1,040.00	4.00



## Appleton Public Library - Reach Out and Read Partners - Fox Cities

### Budget Narratives

#### Program Budget Narrative Questions-Line Item Description

**If the program budget shows a significant surplus or deficit, actual or budgeted, please explain.**

The program had excess funds at the end of 2021 that have been carried over into 2022.

#### Revenue - United Way Fox Cities

**United Way Fox Cities** Yes

**What is included in this line item?**

The United Way Fox Cities program funding

**How were the budget numbers calculated?**

Figures are budgeted based on the written correspondence from United Ways for each year.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

Multiple situations have impacted how we have calculated our United Way Funding request that extend to earlier years than appear.

The 2019 revenue was reduced to allow one year of carryover funds to cover the costs for the program except the marketing expenses.

In 2020 the program revenue was to cover program costs primarily for the Physician Liaison.

2021 the revenue was reduced due to the pandemic but carryover allowed us to proceed with no overall impact.

2022 funding is increased and now reflect more closely the actual costs as remaining carryover is reserved for contingency funding book costs for first year clinics or for clinic funding shortfalls.

#### Revenue - Other United Ways

**Other United Ways** Yes

**What is included in this line item?**

Funding received from unanticipated contributions through other United Ways sent to the library. These started in 2021.

**How were the budget numbers calculated?**

A report was run to total the individual contributions received in 2021. We are not projecting these funds for 2022 as we are unsure if they will continue and will report them as 2022 actual expenses on future reports.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

#### Revenue - Contracts

**Contracts** No

#### Revenue - Grants

**Grants** No

#### Revenue - Client and Program Service Fees

**Client and Program Service Fees** No

**Revenue -Government Revenue**

**Government Revenue** No

**Revenue - Contributions**

**Contributions** Yes

**What is included in this line item?**

The participating clinics are invoiced at the beginning of each program year for annual book supplies cost.

**How were the budget numbers calculated?**

Projections are made for each year by calculating book costs, number of participating clinics, number of well child visits and surplus or deficit from the prior year.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

The decrease is due to select clinics utilizing carryover to offset current year's expenditures.

**Revenue - In-Kind Support**

**In-Kind Support** No

**Revenue - Other**

**Other Revenue** Yes

**What is included in this line item?**

Carryover is recorded in this line as it is not revenue for the current year but is calculated as part of the entire budget. Carryover is reserved for contingency funding book costs for first year clinics or for clinic funding shortfalls.

**How were the budget numbers calculated?**

Carryover is not budgeted as it is not a revenue or an expense.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

n/a

**Expense - Salaries (Direct Program Staff)**

**Salaries (Direct Program Staff)** Yes

**What is included in this line item?**

This expense is the salary of the Regional Coordinator.

**How were the budget numbers calculated?**

This figure is the half time salary of our Regional Coordinator.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

There is not a significant variance.

#### Expense -Salaries (Administration)

**Salaries (Administration)** No

#### Expense - Benefits/Taxes

**Benefits/Taxes** Yes

**What is included in this line item?**

This expense is the fringe and taxes of the Regional Coordinator.

**How were the budget numbers calculated?**

This figure is the half time fringe expenses of our Regional Coordinator.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

There is not a significant variance.

#### Expense - Professional Fees

**Professional Fees** Yes

**What is included in this line item?**

This expense covers the cost of the strategic consultant.

**How were the budget numbers calculated?**

The budget is based off billable time from past years.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

There is no significant variance.

#### Expense - Office Expenses

**Office Expenses** Yes

**What is included in this line item?**

Office expenses include book stickers, covers, display items and other small supplies.

**How were the budget numbers calculated?**

Typically, each year we estimate our office supplies based on the year prior and add additional capacity for new clinics who have joined the program.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

The variance is because actual expenses in 2021 were disproportionately low due to pandemic models of operations so we are budgeting in 2022 based on the 2021 original budget.

## Expense - Advertising, Marketing, Outreach and Printing

**Advertising, Marketing,  
Outreach and Printing** Yes

### What is included in this line item?

These are the marketing and promotional expenses used for the program. This includes the addition of a parent survey.

### How were the budget numbers calculated?

The budget is an estimate of projected expenses based on the projects assigned to our Marketing Coordinator and the survey expenses.

### Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").

The projected expenses of the projects and surveys has decreased.

## Expense - Travel

**Travel** No

## Expense - Professional Development and Training

**Professional Development  
and Training** Yes

### What is included in this line item?

This expense is for the general travel of our Regional Coordinator to deliver books and meet with clinics. It also covers all training and conferences attended.

### How were the budget numbers calculated?

This budget is based on travel amounts from past years and costs to attend annual conferences.

## Expense - Occupancy

**Occupancy** No

## Expense - Payment to Affiliates

**Payment to Affiliates** No

## Expense - Major Property and Equipment Acquisition

**Major Property and  
Equipment Acquisition** No

## In-Kind Expense

**In-Kind Expenses** No

## Expense - Other

**Other Expense** Yes

**What is included in this line item?**

This line item is for program books purchased for clinics of the program.

**How were the budget numbers calculated?**

Projections are made for each year by calculating book costs, number of participating clinics, number of well child visits and surplus or deficit from the prior year for each clinic.

**Explain any significant variances between years (as a rule of thumb, consider > 10% change AND > \$ 500 as "significant").**

Projections are made in fall of previous year based on clinic projections. Funding for books is calculated off those projections, which are sometimes higher than well visits held at each clinic.

## Success Story

**Please provide additional program information in the form of a 2021 success story. The story should also include a description of how United Way support was important in the client achieving success. The length of the story should be at least one paragraph and should be as detailed as possible. If you have a photo or video to include, please do so in the Program Attachments section.**

United Way funding maintains the Library Physician Liaison (LPL) position. The LPL selects age-appropriate books for the clinics and provides ongoing training, encouragement and support to ensure fidelity to the ROR model, resulting in high-quality Reach Out and Read clinics.

The 2021 Reach out and Read Partners Fox Cities Caregiver survey asked parents for comments about their child's response to the free book either at the clinic or afterward:

- "My daughter can be shy, when doctor opens the door and smiles with a book in hand it eases my daughter to see a familiar object. The books given are also a great distraction while immunizations are given. We appreciate that the books always seem to be hand picked and at the perfect stage for our children."
- "We love that the staff at Mosaic always pick books with our children in mind. One of our kiddos has a visual impairment and they always pick high contrast or tactile books for him. That extra touch makes all the difference."
- A Ellos les encantan los libros que les an dado con textura porque de esa manera se abre mas so imaginacion. They love books that have been given texture because that way their imagination opens up more.

Victor Barrientos, the Site Coordinator at Partnership Community Health Center shared "Reach Out and Read allows us to provide books to children who may otherwise not get the books they need to learn and grow. Also, it lights up the faces of our support staff when they pick a book for a patient. Our support staff can see the importance even for their own children. During the pandemic the support from ROR was consistent."

Dr. Wendy Hill, Ascension Medical Group at Deerwood Avenue in Neenah noted that during well child visits "our providers routinely ask developmental questions, and we encourage parents to engage with the books with their children at home. Starting around 2 years, perhaps younger if appropriate, I ask the child to name the letters or colors they know. If a parent of a toddler tells me it seems like their child doesn't like reading because the child runs around and plays instead of paying attention, I tell parents they can still read aloud and show them the page. The child will come back from time to time to look at the page. We also discuss other times for reading as well such as during meals or bath time. Although some parents and children have been getting the books for a while, they still get very excited when they receive the book during the exam. "

Alyssa Elrick, Site Coordinator at Kaukauna clinic said, "Staff love picking out the books to give to patients. It gives providers the opportunity to evaluate the child using the book given. Not all of our kids have nice books like these at home. It's nice to be able to provide them with several books."

## Appleton Public Library - Reach Out and Read Partners - Fox Cities

### All Program Clients

#### All Program Clients

	2020 All Clients	2021 All Clients	2022 Projected Clients
<b>Total Clients</b>	15,766	16,186	16,500
<b>Total</b>	15,766	16,186	16,500

#### WITHIN and OUTSIDE UWFC Service Area

	2020 Clients	2021 Clients	2022 Projection
<b>Unknown</b>	15,766	16,186	16,500
<b>Total</b>	15,766	16,186	16,500

# Appleton Public Library - Reach Out and Read Partners - Fox Cities

## Program Demographics

### Total Clients - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
<b>Total Clients</b>	14,526	16,444	15,766	16,186
<b>Total</b>	14,526	16,444	15,766	16,186

### Age - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	Put total in "Unknown" Only for 2021
<b>Children 0-3</b>	0	0	0	0
<b>Children 4-5</b>	0	0	0	0
<b>Youth 6-12</b>	0	0	0	0
<b>Teens 13-18</b>	0	0	0	0
<b>Young Adults 19-21</b>	0	0	0	0
<b>Adults 22-39</b>	0	0	0	0
<b>Adults 40-59</b>	0	0	0	0
<b>Adults 60-79</b>	0	0	0	0
<b>Adults 80 and older</b>	0	0	0	0
<b>Unknown</b>	14,526	16,444	15,766	16,186
<b>Total</b>	14,526	16,444	15,766	16,186

### Age - UWFC Service Area Clients ONLY- Modified Age Ranges Effective 2021

	Put total clients in "Unknown" Only 2018	Put total clients in "Unknown" Only 2019	Put total clients in "Unknown" Only 2020	2021 Actual
<b>Children 0-5</b>				16,186
<b>Unknown</b>	14,526	16,444	15,766	
<b>Total</b>	14,526	16,444	15,766	16,186

### Gender - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
<b>Males</b>	0	0	0	0
<b>Females</b>	0	0	0	0
<b>Non-binary/Gender non-conforming</b>				0
<b>Other</b>				0



	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Unknown	14,526	16,444	15,766	16,186
<b>Total</b>	14,526	16,444	15,766	16,186

#### Race - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
White / Caucasian	13,525	15,041	14,228	14,153
Black / African American	221	232	307	374
Asian	538	572	600	793
American Indian/Alaskan Native	18	38	27	27
Native Hawaiian/Pacific Islander	3	9	19	22
Multiple Races	26	10	3	310
Unknown	195	542	582	507
<b>Total</b>	14,526	16,444	15,766	16,186

#### Ethnicity - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Hispanic / Latino	776	961	725	637
Hmong	0	0	0	0
Unknown	13,750	15,483	15,041	15,549
<b>Total</b>	14,526	16,444	15,766	16,186

#### Household Income - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Extremely Low	0	0	0	0
Very Low	0	0	0	0
Low	0	0	0	0
Other	0	0	0	0
Unknown	14,526	16,444	15,766	16,186
<b>Total</b>	14,526	16,444	15,766	16,186

#### Geographic Location - UWFC Service Area Clients ONLY

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Appleton - 54911	0	0	0	0
Appleton - 54912	0	0	0	0
Appleton - 54913	0	0	0	0

	2018 Actual	2019 Actual	2020 Actual	2021 Actual
Appleton - 54914	0	0	0	0
Appleton - 54915	0	0	0	0
Bear Creek - 54922	0	0	0	0
Black Creek - 54106	0	0	0	0
Brillion - 54110	0	0	0	0
Combined Locks - 54113	0	0	0	0
Dale - 54931	0	0	0	0
Forest Junction - 54123	0	0	0	0
Freedom - 54131	0	0	0	0
Greenville - 54942	0	0	0	0
Hortonville & Medina - 54944	0	0	0	0
Kaukauna - 54130	0	0	0	0
Kimberly - 54136	0	0	0	0
Larson - 54947	0	0	0	0
Little Chute - 54140	0	0	0	0
Menasha - 54952	0	0	0	0
Neenah - 54956	0	0	0	0
Nichols - 54152	0	0	0	0
Seymour - 54165	0	0	0	0
Sherwood - 54169	0	0	0	0
Shiocton - 54170	0	0	0	0
Winchester - 54557	0	0	0	0
Unknown	14,526	16,444	15,766	16,186
<b>Total</b>	<b>14,526</b>	<b>16,444</b>	<b>15,766</b>	<b>16,186</b>

# Appleton Public Library - Reach Out and Read Partners - Fox Cities

## RBA Grid

### Common Measure

#### Ranked Issue:

Ensure children enter Kindergarten developmentally on track in the areas of literacy, social, emotional and cognitive skills.

### How much did we do?

#### How much measure: Activities

#### How much did we do's

	How much did we do?	2018	2019	2020	2021
<b>Well Child Visits occurring at ROR Clinics</b>	<b>Number</b>	26,328	28,222	27,122	28,438
<b>Books and Literacy Advice Prescribed</b>	<b>Number</b>	25,462	27,406	26,276	26,976
<b>Libraries visited their local ROR clinics</b>	<b>Number</b>	8	8	4	6
<b>Healthcare Organizations who submitted a signed Memorandum of Understanding (MOU) or yearly addendum as part of the sustainability plan</b>	<b>Number</b>	3	11	11	11
<b>Book drives run by local organizations</b>	<b>Number</b>	4	2	1	4
<b>Books donated through book drives run by local organizations</b>	<b>Number</b>	575	511	53	1,790
<b>Clinics who opted to utilize RORP-FC website and print marketing materials</b>	<b>Number</b>	16	24	24	24
<b>Clinics participating in patient survey. (In 2019 the survey was piloted at 4 clinics)</b>	<b>Number</b>	0	4	22	23

#### How much measure: Direct Customers

#### How much did we do's

	How much did we do?	2018	2019	2020	2021
<b>Participating Clinics</b>	<b>Number</b>	16	24	24	23
<b>Trained providers (non-residents) prescribing books and literacy advice</b>	<b>Number</b>	111	142	167	156

How much measure: Indirect Customers

How much did we do's

	How much did we do?	2018	2019	2020	2021
Estimated individual children who had a well child visit at a ROR clinic (60% of total WCV at ROR clinics)	Number	15,796	16,933	16,273	17,063
Estimated individual children who received books & literacy advice at ROR clinics (60% of total books distributed)	Number	15,277	16,444	15,766	16,186
Of those individual children served low income: (derived from individual children served estimate and clinic reported insurance information)	Number	4,218	4,578	4,628	4,257
Of those individual children served minority: (derived from individual children served estimate and clinic reported demographic information)	Number	1,582	1,822	1,681	2,163
Of those individual children served didn't answer (derived from individual children served estimate and clinic reported demographic information)	Number	195	542	582	507

How well did we do it?

How well measure: Direct Customers

How well did we do it's

	How well did we do it?	2018	2019	2020	2021
Percent of participating clinics (percent of clinics who have joined RORP-FC in the UW service area out of 32 possible)	How well did we do it?	50	75	75	75
Percent of trained providers (non-residents) prescribing books and literacy advice (percent of providers trained in ROR in the UW service area out of total providers possible) 2021 Total Providers 201 2020 Total Providers 211 2019 Total Providers 237	How well did we do it?	47	60	79	78

How well measure: Indirect Customers

## How well did we do it's

	How well did we do it?	2018	2019	2020	2021
Estimated individual children who had a well child visit at a ROR clinic (percent based on children ages 0-5 in the UWFC Service Area - number of total children calculated from ESRI data) 2021 - Total Children ages 0-5 in the UWFC Service Area 21, 276 2020 - Total Children ages 0-5 in the UWFC Service Area 21,570 2019 - Total Children ages 0-5 in the UWFC Service Area 21,583	How well did we do it?	73	78	75	80
Percent of estimated individual children who received books and literacy advice at ROR clinics	How well did we do it?	71	76	73	76
Of those individual children served low-income	How well did we do it?	28	28	29	26
Of those individual children served minority	How well did we do it?	10	11	11	13
Of those individual children served didn't answer	How well did we do it?	1	3	4	3

## How well measure: Activities

### How well did we do it's

	How well did we do it?	2018	2019	2020	2021
Percent of Well Child Visits occurring at ROR clinics 2021 - approx 35,460 WCV annually for children 0-5 2020 - approx. 35,950 WCV annually for children 0-5 2019 - approx. 35,972 WCV annually for children 0-5  (We discovered a slight math error in our total WCV approximation for 2019 - 2020. Those numbers have been corrected above and the percentages updated as well. Below are the old, incorrect numbers for comparison) 2020 - approx. 34512 WCV annually for children 0-5 (75%) 2019 - approx. 34533 WCV annually for children 0-5 (82%)	How well did we do it?	76	78	75	80
Books and Literacy advice prescribed Percent of Well Child Visits occurring at ROR clinics where patients received a book & literacy advice (Book Distribution Rate(BDR) - ROR-WI's goal is 90% BDR)	How well did we do it?	97	97	97	95

Percent of local libraries who supported their local ROR clinics	How well did we do it?	100	100	50	75
2021 - Fidelity Survey Discussion worked into Annual Site Visit. Beginning in 2021, this category tracks the Site Visit 2018-2020 Percent of Fidelity Surveys Returned	How well did we do it?	100	100	96	100
Percent of Healthcare Organizations who submitted a signed Memorandum of Understanding (MOU) or yearly addendum as part of the sustainability plan	How well did we do it?	30	100	100	100
Percent of books donated given to clinics for literacy rich environments	How well did we do it?	100	100	100	100
Percent of clinics who opted to utilize RORP-FC website and print marketing materials	How well did we do it?	100	100	100	100
Number of caregiver responses Patient Survey 2021 (goal was 150 survey responses) 2020 Survey (goal was 150 survey responses) 2019 pilot Survey (goal between 40-50 responses)	How well did we do it?	0	43	214	201

## Is anyone better off?

Better off measure: Responses of Caregivers to Parent/Guardian Survey  
 2021 - Full Survey (one clinic not conducting well-child visits due to COVID-19)  
 2020 - Full Survey  
 2019 - Pilot Survey

### Is anyone better off's

	Is anyone better off?	2018	2019	2020	2021
Caregivers reported receiving a book at well child visit	Actual Participating #	0	43	214	201
	Actual Achieving #	0	43	212	200
	Actual Percent Achieving	0	100	99.07	99.50
Caregivers reported this child has already received 4 or more books at their well-child appointments.	Actual Participating #	0	43	214	201
	Actual Achieving #	0	43	91	106
	Actual Percent Achieving	0	100	42.52	52.74
Caregivers who weren't already prepared to use books at home reported feeling a little or a lot more prepared to use books at home with their child after this WCV.	Actual Participating #	0	0	54	53
	Actual Achieving #	0	0	48	48
	Actual Percent Achieving	0	0	88.89	90.57

Caregivers who didn't already have an understanding about developmentally appropriate ways to use books reported feeling a better understanding of developmentally appropriate ways their child would use books after their WCV.	<b>Actual Participating #</b>	0	0	98	79
	<b>Actual Achieving #</b>	0	0	92	75
	<b>Actual Percent Achieving</b>	0	0	93.88	94.94

Caregivers reported they would or might try reading to their child for at least 30 minutes a day after their well child visit	<b>Actual Participating #</b>	0	43	214	201
	<b>Actual Achieving #</b>	0	21	111	115
	<b>Actual Percent Achieving</b>	0	48.84	51.87	57.21

Caregivers who didn't already read at least 30 minutes a day to their child reported they would or might try reading to their child for at least 30 minutes a day after their WCV.	<b>Actual Participating #</b>	0	0	114	118
	<b>Actual Achieving #</b>	0	0	111	115
	<b>Actual Percent Achieving</b>	0	0	97.37	97.46

**Better off measure: Clinics eligible for the National Quality Classification Ratings based on Fidelity to the ROR Model (clinics must have been operating their ROR program at least 6 full months)**

**Is anyone better off's**

	<b>Is anyone better off?</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Clinics with Exceptional Rating ( Purple)	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	12	12	11	10
	<b>Actual Percent Achieving</b>	85.71	57.14	45.83	43.48
Clinics with Strong Rating (Green)	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	1	4	6	7
	<b>Actual Percent Achieving</b>	7.14	19.05	25	30.43
Clinics with "needs support" rating (Yellow) (common for newer clinics working on program implementation and provider training)	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	1	5	7	6
	<b>Actual Percent Achieving</b>	7.14	23.81	29.17	26.09
Number of clinics who reported that the ROR program has enhanced the provider/patient relationship	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	12	19	18	23
	<b>Actual Percent Achieving</b>	85.71	90.48	75	100
Number of clinics unsure if the ROR program enhanced the provider/patient relationship	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	2	2	5	0
	<b>Actual Percent Achieving</b>	14.29	9.52	20.83	0
Number of clinics who didn't answer whether or not the ROR program enhanced the provider/patient relationship	<b>Actual Participating #</b>	14	21	24	23
	<b>Actual Achieving #</b>	0	0	1	0

**Actual Percent Achieving**

0

0

4.17

0



RBA Program Performance Dashboard

Measure for Improvement

**Please describe the performance measure you have chosen and why it is important for the continuous improvement of the program.**

The research-based success of the ROR program requires the providers to properly implement the ROR method. This method is shared through provider trainings and is continually updated with the latest pediatric & literary research. The performance measure we have chosen to track is the number of high-quality RORP-FC clinics in the UW service area. A high-quality clinic is one that has obtained a GREEN rating in the National Quality Classification (NQC) Ratings designed by ROR National or an exemplary PURPLE RATING, designed by Reach Out and Read Wisconsin (ROR-WI).

**Is this the same continuous improvement measure that was used on last year's Dashboard?** Yes

Story Behind the Curve

**In the space provided, please describe the factors that influence the achievement of this performance measures (e.g., challenges and barriers, other related factors)**

While clinics were hearing about ROR and beginning to join independently, RORP-FC greatly accelerated this growth. The LPL position ensures the growth and quality of the program by working personally with each clinic on their individual questions and needs.

To achieve a GREEN rating a clinic must meet all 14 of the ROR National Center's quality metrics, which include the following:

- 75% or more of the clinic's medical providers are trained.
- A lead medical provider actively promotes ROR and keeps the providers and staff engaged with the program and on track.
- The clinic's book distribution rate is at 85% or more.
- The clinic maintains a literacy-rich environment.
- The clinic administration and site coordinator are engaged and supportive.

To achieve a PURPLE rating, the clinic must meet all 14 of ROR National Center's quality metrics plus 4 additional ROR-WI metrics. These are:

- 100% of the clinic's medical providers are trained.
- The clinic's book distribution rate is at least 90%.
- The clinic engages in a collaboration (a project or event) with a community partner.
- The site coordinator has completed the training.

Challenges & Barriers to these high-quality rankings include:

- Clinic turnover impacts the number of trained providers and staff. New staff must complete training in the ROR model and maintain existing high quality ROR standards.
- Newer clinics or clinics with newer staff often have yet to add ROR to provider meeting agendas, establish a means of regular communication among providers to check that ROR standards are fulfilled at each well check visit, and create/maintain a literacy rich environment in their waiting area.
- Pandemic era challenges include virtual well check visits, varying clinic policies about literacy rich environments and a reduction in community partnerships.

At clinic evaluation meetings, the LPL reviews with the clinic's Medical Champion the high-quality standards and the individual situation of that particular clinic. The LPL shares the importance of encouraging the other clinic providers to include the following activities in their exams:

- Giving literacy guidance and advice, starting at Birth.
- Use of the book that's given to the child as a developmental surveillance tool.
- Sharing with parents how talking and reading to babies stimulates brain development.
- Telling parents that babies and toddlers must hear words and experience conversational turns to develop language skills.
- Explaining to parents that cuddling while reading stories strengthens a child's sense of safety and resiliency.
- Suggesting to parents how to engage their child with the book (pointing at pictures and asking open-ended questions).
- Opportunities to reinforce positive parenting skills (providing positive feedback to the child).

The LPL continues to work closely with new and continuing clinics to provide the necessary support and encouragement to ensure that the high-quality standards are met and maintained.

## What works to turn the curve?

### Idea

Provider training encouragement / incentives to help clinics move from yellow to green and green to purple.

### Idea

Increased community involvement / awareness

### Idea

Volunteers taking a more active role in community book drives

### Idea

RORP-FC signs on buses or in parking lots

**Do you have an Off the Wall** No

**Idea?**

**Who are your partners?**

**How many partners do you work with?** 5

- Partner** Reach Out and Read Wisconsin
- Partner** United Way Fox Cities
- Partner** Participating clinics
- Partner** Libraries
- Partner** Local Community Organizations ( book drives etc.)

**Results Narrative**

**In the space provided, please describe what results you have achieved since you began working on the continuous improvement of this specific performance measure.**

Since 2018, we have tracked the number of high-quality ROR clinics active in the United Way Fox Cities Service Area. To be eligible for the NQC ratings, a clinic must be active for more than 6 mos.

In 2018, 3 new clinics joined RORP-FC raising the total to 16 with 14 active for over 6 months and eligible for the NQC Ratings. Of these 14, 13 were considered high quality and 1 needed support.

In 2019, there were 24 active ROR clinics in the UW Fox Cities Service Area. Of these clinics, 21 had been active for longer than 6 months and were eligible for the NQC Ratings. Of these 21, 16 were considered high quality and 5 needed support.

In 2020, all 24 active clinics were eligible to be rated. Of these 24, 17 achieved a high-quality rating with 7 needing support.

In 2021, 23 of the 24 clinics were eligible to be rated. One clinic was closed due to the pandemic from March 2020 through February 2022. Of these 23, 17 achieved a high-quality rating and 6 needed support. While the overall number of high-quality clinics in 2020 & 2021 remained the same, there was fluctuation within the categories. The reasons for these changes are varied and are listed below.

#### YELLOW Clinics

In 2021, there were 6 YELLOW clinics. While all 6 of these clinics are operating the ROR program, the pandemic has slowed down their staff trainings and hindered their attempts to create literacy rich environments. One clinic reported that they started virtual well child visits in 2021, but they couldn't implement mailing the books at the same time.

- 5 of the YELLOW clinics have remained in the YELLOW category during 2021
- 1 of the 2020 GREEN clinics became YELLOW due to staff turnover.

The LPL supports the clinics in their efforts to move from YELLOW to GREEN:

- Orientation and guidance are given to site coordinators and clinic leadership as they encourage medical providers to complete the ROR online training.
- Recommendations are provided to create a literacy rich environment at each clinic. Before the pandemic this included suggestions about furniture and shelving for a children's reading area in the waiting room. During the pandemic the LPL provides clinics with access to posters and wall decals that feature and encourage family reading.
- Best practices for efficient well check visit book distribution and tracking are shared with clinic coordinators. Guidance for mailing books to patients is provided.
- Connections between the clinics and local libraries are initiated.
- Clinics are encouraged to provide information about local early literacy and, whenever appropriate, adult literacy services in the community.

#### GREEN Clinics

In 2021 there were 7 GREEN clinics.

- 5 out of the 7 clinics rated GREEN in 2020 remained green in 2021.
- 1 of the 2020 YELLOW clinics increased their book distribution and the medical champion improved the other providers' Reach Out and Read engagement. This clinic became GREEN in 2021.
- 1 of the 2020 PURPLE clinics became GREEN in 2021 as they lost their connection with local community partners due to the pandemic.

#### GREEN to PURPLE support:

The LPL encourages clinics to explore collaborations with organizations to expand early literacy promotion in their community. The LPL encourages and supports the clinic in forming a lasting connection with a local library that results in them working together on a project or event. Possibilities include:

- Promotion of the library's summer library program.
- The library hosting a book drive for sibling or waiting room books for the clinic.
- Organizing an event together that encourages family reading.

#### PURPLE Clinics

10 of the 2020 PURPLE clinics remained PURPLE during 2021.