

## **CITY OF APPLETON 2016 BUDGET**

### **LIBRARY**

**Library Director: Colleen T. Rortvedt**

**Assistant Library Director: Tasha M. Saecker**

# CITY OF APPLETON 2016 BUDGET LIBRARY

## MISSION STATEMENT

Learn, know, gather and grow in your center of community life.

## DISCUSSION OF SIGNIFICANT 2015 EVENTS

### Maintain high quality library services

Implemented 2015 Public User Survey achieving over 700 responses, the highest response rate in history of survey due to marketing via e-blasts, on library and city websites and social media.

The library had 524,918 visits in 2014.

In 2014 had 4,270 meeting room uses. This was a 3% increase over previous year.

\*5,619 children and teens participated in 2014 summer library program. 2015 program was revamped to focus on learning. 2015 numbers pending (As of June 2015)

2014 program attendance was up 15% over previous year.

\*On track to circulate approximately 1.2 million physical items in 2015. Self-checkout averages 77%.

Participating in joint planning process with the Outagamie Waupaca and Winnefox Library Systems.

### Increase marketing and advocacy, fund development, technology for efficiency, staffing levels & training, library environment and neighborhood

Published online and in print quarterly "Fine Print" newsletter with information and articles about library services as well as bi-monthly "Classes and Events" publication consolidating all our programming into one publication.

\*Marketing e-blasts go to approximately 9,000 e-mail addresses.

Friends of the Appleton Public Library hosted fundraiser dinner, completed two successful used book sales, two fundraising letter campaigns. Friends provided \$66,000 in grants directly from Friends funds and served as fiscal agent for grants awarded from outside funding agencies.

Hosted staff retreat in February 2015 focusing on the building project including the Director of Public Works, Mayor and the Madison Public Library Director. Hosted monthly staff trainings on continuing education and safety topics.

Participated in State-wide study utilizing lean practices for increased library system effectiveness.

Continued working with Washington Square group and security guard to improve neighborhood environment.

Implemented recommendations from CPTED (Crime Prevention Through Environmental Design) evaluation by APD.

Developed Active Threat procedures in conjunction with the APD.

### Continue to explore facility needs and options

Worked with city departments on library site selection process.

\*Participated in downtown parking analysis. Participation in mobility study pending site determination (as of June 2015).

Partially replaced staff workstations in workrooms replacing outdated furniture original to the 1981 facility.

Replaced oldest part of roof, front entry doors and children's moveable partition wall.

### Continue cooperation with schools and other community organizations

Participated in programs with local educational institutions, businesses, non-profits and civic groups. The table of organization changes from 2011 have been successful. In 2011, we had 21 collaborations with educational institutions. In 2014 we had 108.

Secured grant funding from the United Way Fox Cities to hire a Physician Liaison.

Offered a continuum of programs for children of all ages, as well as their parents, collaborating with local educational and social service organizations.

Participated as a major sponsor, coordinator and event site for the Fox Cities Community Read and Book Festival.

APL had 943 attendees at our 19 programs.

Hosted Hmong American Day Celebration attended by 270 people honoring the anniversary of the Hmong migration to the United States.

\*Collaborating with local organizations on a Celebration of Hispanic Heritage for fall 2015.

### Utilize volunteers more effectively

In 2014 we had 7,408 volunteer hours. In the Materials Management section alone, volunteers accomplished \$30,896 worth of work calculated at a Library Page wage rate.

Increased coverage of our volunteer greeter station established in 2014. In 2014 this desk was covered 217 hours.

\*As of May 2015 it has been covered 197 hours. This desk provides friendly welcome and provides simple assistance as patrons enter the building.

### Continuously work to improve website and online service delivery

Expanded remote digital content by offering e-courses through Gale Courses, expanded titles available through Overdrive in conjunction with OWLSnet (e-books and audiobooks), Zinio (popular magazine online service) and IndieFlix (online streaming video service).

All data from APL building process was made available via apl150.org website and in house.

\*E-book use is up 31% from previous year.

\*APL's Facebook page has established over 3,600 followers.

# CITY OF APPLETON 2016 BUDGET LIBRARY

## MAJOR 2016 OBJECTIVES

Apply APL 150 strategies focusing on 21st century library service, serving as a community partner and participating in solving community problems utilizing the following strategic priorities and activities:

**Hub of Learning and Literacy** - We connect members of our community with opportunities for growth, self-instruction and inquiry. We recognize reading as the heart of the library's mission and also expand beyond it to offer our community additional ways to improve and develop.

**Collaborative Environment** - We celebrate our diverse community, serving as a place where understanding can grow. We work with many partners, allowing our entire community to benefit from shared knowledge and information.

**The Future: Children and Teens** - We provide youth in our community with programs and services that are age-appropriate, dynamic and inspiring. We ensure that children from all backgrounds find a supportive place at the library for their futures.

**Creation and Innovation** - We honor imagination, invention and inspiration. We implement spaces, collections and programs to encourage discovery, development and originality.

**Diversion and Leisure** - We embrace the important role of entertainment in the lives of our community members and its ability to enrich our lives. We maintain a collection that covers the breadth of changing interests, technologies and formats.

**Specialized Services and Programs** - We support and sustain learning for all ages. We address the varied needs within our community by offering targeted assistance and programs for different populations.

**Engaged and Sustainable Organization** - We maintain a knowledgeable and creative staff that represents and aids our community. We work closely with many organizations and partners to benefit those we serve.

Continue to plan for library facility needs including:

\*Develop architectural designs and work cooperatively with property owners on site transition issues to create win-wins for library, property owners, downtown and the greater community.

Work with the Facilities Management Department to complete any building improvements required in 2016.

Refine alternative service models such as roving reference.

Ensure clean, safe, well-maintained and accessible facility with attention to library environment and neighborhood.

Work with Friends to implement capital campaign for private funding to support the building project.

Focus on playing a role in solving community problems and community engagement by:

Highlight the depth of resources within the local community and collaborate to find efficiencies. Collaborate with community experts in an ongoing effort to expand what we are able to offer our community members. In addition we are able to extend our reach into the community by offering our expertise to our community members. For ex., this is illustrated in outreach to FVTC eSeed, Chamber of Commerce Score Program, Fox Valley Senior Computers Users Group, AASD English Language Learners Book Clubs, Artist in Residence Programs.

Reach out to parents in the Hmong and Hispanic communities as well as finding ways to work with incoming refugees.

Collaborate with schools and other community organizations, including book festival and community read projects.

Serve as a location for civic engagement and public meetings.

Improve library identity and remote access to library resources including:

Continue to develop online "digital branch" offering increased access to digital content such as e-courses for lifelong learning. Clean up website to make it easier to navigate.

Continue to develop collection of e-book titles expanding access for local patrons within the statewide consortium.

In 15-16 we are working with OWLS to incorporate a discovery layer in the online catalog which will allow users to search not only physical library holdings but electronic content in one search.

## DEPARTMENT BUDGET SUMMARY

Programs		Actual		Budget		% Change *
Unit	Title	2013	2014	Adopted 2015	Amended 2015	
<b>Program Revenues</b>		\$ 1,235,721	\$ 1,167,399	\$ 1,243,702	\$ 1,243,702	\$ 1,238,559 -0.41%
<b>Program Expenses</b>						
16010	Administration	447,998	470,304	480,763	492,229	496,517 3.28%
16021	Children's Services	440,795	505,915	493,728	527,252	549,708 11.34%
16023	Public Services	763,168	738,235	731,334	736,784	748,341 2.33%
16024	Community Partnerships	465,218	446,211	456,186	462,447	464,442 1.81%
16031	Building Operations	410,750	467,998	475,743	476,845	512,984 7.83%
16032	Materials Management	1,442,468	1,438,134	1,380,870	1,416,159	1,430,626 3.60%
16033	Network Services	261,022	260,239	275,784	277,053	274,808 -0.35%
<b>TOTAL</b>		<b>\$ 4,231,419</b>	<b>\$ 4,327,036</b>	<b>\$ 4,294,408</b>	<b>\$ 4,388,769</b>	<b>\$ 4,477,426 4.26%</b>
<b>Expenses Comprised Of:</b>						
Personnel		3,040,851	3,116,308	3,097,965	3,159,021	3,244,968 4.75%
Administrative Expense		105,990	111,351	104,076	111,431	106,994 2.80%
Supplies & Materials		628,530	639,054	618,845	644,795	637,065 2.94%
Purchased Services		62,635	65,850	68,729	68,729	69,817 1.58%
Utilities		144,397	147,351	146,210	146,210	147,739 1.05%
Repair & Maintenance		200,784	234,371	250,333	250,333	262,593 4.90%
Capital Expenditures		48,232	12,751	8,250	8,250	8,250 0.00%
<b>Full Time Equivalent Staff:</b>						
Personnel allocated to programs		44.50	44.50	46.00	46.50	46.50 1.09%



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Administration**

**Business Unit 16010**

### PROGRAM MISSION

To ensure delivery of library programs and services to patrons for the benefit of the community, Administration plans, organizes and develops resources, and facilitates effective and responsible staff efforts.

### PROGRAM NARRATIVE

**Link to City Goals:**

Implements Key Strategies # 2: "Proactively pursue collaborative and cooperative agreements to meet the needs of the community" ; # 4: "Develop human resources to meet changing needs" and # 6: "Continuously improve the efficiency and effectiveness of City services".

**Objectives:**

Oversee and guide the library's long range plan throughout the daily operations of the library so staff understands their role in fulfilling the library's mission, vision and services utilizing APL's strategic priorities.

\*Continue working on library facility plans. Develop architectural designs and work cooperatively with property owners on site transition issues to create win-wins for library, property owners, downtown and the greater community.

\*Participate, as appropriate, in application of parking and mobility study recommendations.

Continue efforts to provide citizen engagement and transparency in our building and strategic processes through public meetings, facilitated discussions, the APL150 website as well as through social media efforts.

Continue to communicate the role of libraries in 21st century society.

Work with Washington Square collaboration to increase coverage and communicate needs to neighbors and stakeholders with security guard collaboration.

Support the strategic plan of the Friends of Appleton Public Library. Work with Friends to implement a capital campaign for private funding to support the building project.

Ensure library operations continue to be of high quality and do not suffer during facility planning and any transitions.

**Major changes in Revenue, Expenditures, or Programs:**

Funding request includes an increase for the Washington Square collaboration for a security guard. In 2015 the presence of this unarmed security guard has prevented and identified criminal behavior within the neighborhood serving as a liaison between the Washington Square stakeholders and police.

\*Major change pending Council decisions regarding site selection

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
Library activities, programs and services are responsive to community needs					
% of surveyed patrons who rate the library as responsive or very responsive	98%	98%	98%	97%	97%
<b>Strategic Outcomes</b>					
A better educated community					
Collaborations with educational institutions	106	108	110	110	110
<b>Work Process Outputs</b>					
Grant funds awarded	\$ 95,999	\$ 92,753	\$ 85,000	\$ 130,000	\$ 130,000
State-level meetings attended	27	36	30	30	30
Surveys conducted	1	1	1	1	1
Hours worked by library volunteers	6,205	7,408	7,000	7,000	8,000
Annual door count	556,874	524,918	550,000	506,900	510,000

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

Administration

Business Unit 16010

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
<b>Revenues</b>					
4224 Misc State Aids	\$ 30,999	\$ -	\$ -	\$ -	\$ -
4232 Library Grants & Aids	931,148	902,006	1,097,902	1,097,902	1,095,759
4801 Charges for Serv.- Nontax	77,900	68,788	82,000	82,000	79,000
5015 Rental of City Property	29,712	30,000	30,000	30,000	30,000
5020 Donations & Memorials	40,983	1,452	-	-	-
5035 Other Reimbursements	48,137	83,736	-	-	-
<b>Total Revenue</b>	<b>\$ 1,158,879</b>	<b>\$ 1,085,982</b>	<b>\$ 1,209,902</b>	<b>\$ 1,209,902</b>	<b>\$ 1,204,759</b>
<b>Expenses</b>					
6101 Regular Salaries	\$ 311,114	\$ 331,337	\$ 330,263	\$ 338,229	\$ 342,648
6105 Overtime	383	551	-	-	-
6108 Part-Time	10,450	6,495	10,373	10,373	10,422
6150 Fringes	105,739	109,684	116,671	116,671	119,068
6201 Training\Conferences	5,895	6,412	4,055	7,555	4,055
6206 Parking Permits	1,716	2,084	2,124	2,124	2,124
6301 Office Supplies	4,210	3,453	4,500	4,500	4,500
6303 Memberships & Licenses	1,474	2,218	1,900	1,900	1,995
6304 Postage & Freight	-	57	-	-	-
6305 Awards & Recognition	744	645	810	810	850
6307 Food & Provisions	1,073	808	1,082	1,082	1,135
6320 Printing & Reproduction	14	-	100	100	100
6324 Medical\Lab Supplies	90	53	100	100	100
6412 Advertising	553	1,146	1,250	1,250	1,250
6413 Utilities	4,112	2,697	4,535	4,535	3,770
6418 Equip Repairs & Maint	431	164	500	500	500
6599 Other Contracts/Obligations	-	2,500	2,500	2,500	4,000
<b>Total Expense</b>	<b>\$ 447,998</b>	<b>\$ 470,304</b>	<b>\$ 480,763</b>	<b>\$ 492,229</b>	<b>\$ 496,517</b>

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

None

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Children's Services**

**Business Unit 16021**

### PROGRAM MISSION

In collaboration with the community, we educate, inspire, engage, motivate and provide access to resources for all children.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategies # 2: "Proactively pursue collaborative and cooperative agreements to meet the needs of the community"; # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

The cultivation of quality children's materials collections is managed through careful selection and maintenance practices to support both education and recreation. Quality customer service is provided to include reference, readers' advisory and directional assistance with attention to the patrons' journey through their library experience.

As a hub of learning and literacy, Children's Services develops and provides quality programs for more than 30,000 children and caregivers each year. Programs include school fieldtrips and other types of group visits, age-appropriate programs for children birth to age 12, a specialized program for children with sensory challenges, specialized programs and services to minority and low income families, as well as seasonal and year-round reading incentive programs for all ages.

As part of our efforts to provide an engaged and sustainable center for the community, we applied for and received two major grants for Appleton Ready to Read (ARTR) and the regional implantation of Reach Out and Read (ROR).

ARTR outreach specialists work directly with Hmong and Hispanic families and coordinate with AASD Birth to 5 Programs, Outagamie County Birth to 3 Early Intervention, Fox Valley Literacy Council and Head Start by using a formal referral system to link families with needed resources. Our outreach specialists provide in-home visits to families and build towards full use of the library and its services. The library strives to remove barriers to their library use from speaking to families in their preferred language to identifying learning issues early in children who may have otherwise not been identified until they started kindergarten. The library also partnered with Pfefferle Management and Lake Shore Cleaners to provide these families with free parking when they attend programs at the library.

APL has become the lead agency for local expansion of ROR, a physician initiative to encourage family reading and assess pre-literacy skill development at well child visits. We work with local medical clinics and regional libraries to bridge communication between agencies and promote library programs.

In the summer of 2015, the library will be partnering with the USDA to provide a free lunch program on Wednesdays, which is the same day that children and teens can ride the bus to the library for free using their library card. We hope that this strengthens our service to families in need and shows them how welcome they are to attend programs and our services.

#### Major changes in Revenue, Expenditures, or Programs:

In 2015 we received a \$15,000 grant continuation for ARTR from the Community Foundation of the Fox Cities. We also received over \$7,000 in a grant from Thrivent Financial. As a result of both of these grants, a total of \$22,000 was added to our revenue line for the salary of our half-time Hispanic Family Outreach Specialist.

In 2015 we also received a \$50,000 grant for ROR from United Way Fox Cities. This grant funded the addition of a half-time position. From the grant, \$21,000 was added to our revenue line for the salary for our half-time Library Physician Liaison.

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
Children have access to a wide range of quality programs					
Attendance at children's programs	30,059	33,135	35,000	32,000	35,000
Computer workstation sessions	42,664	30,045	42,000	26,000	30,000
<b>Strategic Outcomes</b>					
Children discover joy of reading & develop love of learning					
Summer Library program participants	4,184	4,666	4,500	4,700	4,700
<b>Work Process Outputs</b>					
Reference transactions	20,538	23,450	24,000	23,900	24,000
Number of children's programs	894	997	900	1,000	1,000
Avg. number of attendance per program	34	33	38	30	35



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

Children's Services

Business Unit 16021

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Revenues					
5035 Other Reimbursements	-	-	15,000	15,000	15,000
Total Revenue	\$ -	\$ -	\$ 15,000	\$ 15,000	\$ 15,000
Expenses					
6101 Regular Salaries	\$ 298,992	\$ 338,023	\$ 342,348	\$ 372,017	\$ 375,241
6108 Part-Time	47,619	38,132	30,605	30,605	30,605
6150 Fringes	83,906	111,102	110,969	110,969	133,708
6201 Training\Conferences	4,068	7,928	3,570	4,570	3,570
6206 Parking Permits	1,836	2,230	2,256	2,256	2,604
6301 Office Supplies	3,520	7,568	2,730	5,585	2,730
6320 Printing & Reproduction	26	127	-	-	-
6327 Miscellaneous Equipment	-	-	250	250	250
6599 Other Contracts/Obligations	828	805	1,000	1,000	1,000
Total Expense	\$ 440,795	\$ 505,915	\$ 493,728	\$ 527,252	\$ 549,708

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

None



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Public Services**

**Business Unit 16023**

### PROGRAM MISSION

Public Services is at the front-line, providing excellent customer service by helping the community use library resources.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategy # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

Work with patrons in support of the strategies of Hub of Learning and Literacy and Diversion and Leisure. We work with other system libraries and state libraries in a collaborative environment. The Section embraces new technologies and best library practices to continue to be an engaged and sustainable organization.

Respond to reference, readers' advisory, technological and directional questions in person, via phone, email, and online social media and work to create consistent customer service levels at all service desks in the library. In 2015 service desk staff worked to become more responsive to customer needs by flexing which desk they assist patrons from. Each year we provide quality service to the over 550,000 people.

Register new patrons and maintains a database of over 90,000 users. We process holds in conjunction with the Materials Management section : approx. 300,000 items each year. We send out overdue, billing and reserve notices and manage the collection process for long overdue items.

Promote and train the public on the use of the self-check machines by patrons at an average of 77% of library materials check out via self-check each month. Prepare and maintain displays of new and/or popular materials.

In 2015 and 2016 we are working with Materials Management and OWLS to incorporate a discovery layer in the online catalog. A discovery layer is the next generation library catalog which will allow users to search not only physical library holdings but electronic content in one search.

Oversee the inter-library loan (ILL) process. In 2015 we participated in a LEAN process to improve efficiencies in ILL. The ILL service supports the Library's Strategy of Specialized Services and Programs, Collaborative Environment by working with libraries throughout the state and country, and assists patrons with Hub of Learning and Literacy and Diversion and Leisure and will be implementing and refining the process in 2016.

#### Major changes in Revenue, Expenditures, or Programs:

No major changes.

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
Convenient and fast access to accurate information					
Reference questions answered	87,140	80,772	85,000	81,000	81,000
E-mail requests for information	2,298	2,296	3,000	2,550	2,600
<b>Strategic Outcomes</b>					
Members of the Appleton community who will use the library and encourage others to do so					
Number of registered patrons	95,039	95,392	96,000	94,000	94,000
Interloans obtained for patrons	180,671	145,601	175,000	125,000	130,000
<b>Work Process Outputs</b>					
Adult materials circulation	838,130	756,439	800,000	700,000	700,000
Children's materials circulation	537,007	517,697	540,000	460,000	460,000
Reserves filled for APL patrons	151,157	165,137	180,000	167,409	170,000

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Public Services**

**Business Unit 16023**

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Expenses					
6101 Regular Salaries	\$ 435,587	\$ 455,525	\$ 460,927	\$ 466,377	\$ 471,847
6105 Overtime	-	99	-	-	-
6108 Part-Time	118,105	109,624	82,349	82,349	86,349
6150 Fringes	155,495	163,914	174,829	174,829	177,154
6201 Training\Conferences	1,807	1,290	1,835	1,835	1,835
6206 Parking Permits	3,588	3,168	3,744	3,744	3,456
6301 Office Supplies	3,371	3,021	3,950	3,950	3,950
6327 Miscellaneous Equipment	-	-	500	500	500
6418 Equip Repairs & Maint	5,721	1,594	3,200	3,200	3,250
6804 Machinery & Equipment	39,494	-	-	-	-
Total Expense	\$ 763,168	\$ 738,235	\$ 731,334	\$ 736,784	\$ 748,341

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

None

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Community Partnerships**

**Business Unit 16024**

### PROGRAM MISSION

Community Partnerships: Engage, Educate, Entertain, Elevate.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategies # 2: "Proactively pursue collaborative and cooperative agreements to meet the needs of the community"; # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

Community Partnerships advances the library's role as a hub of learning and literacy by connecting members of the Appleton community with opportunities for growth, self-instruction, and inquiry in the library and throughout the Appleton area. We provide diversion and leisure opportunities for community members by maintaining a broad range of materials and programs. In the upcoming year, adults will continue their engagement with the library through year-round library programming and an interactive adult summer library program. Community members of all ages and partner organizations will continue to have access to local history materials, services, and programs at the library and via the library website.

Community Partnerships helps build Appleton's future, by collaborating with partner agencies and providing distinct teen services and programs. Since March 2014, young adult program attendance has increased by 793% as a result of strategic outreach and dynamic programming. In 2016, teens will continue their engagement with the library through meaningful year-round programming and an interactive teen summer library program.

Community Partnerships supports a collaborative environment by fostering partnerships and celebrating our diverse community. We foster lifelong learning opportunities through specialized services and programs. This year, library services and programs will be enhanced via staff maintenance and development of collaborative services, collection offerings, and programs specific to diverse cultural groups in our community.

Community Partnerships facilitates creation and innovation through the presentation of spaces, collections, and programs. This upcoming year, community members and organizations will utilize our up-to-date hardware and software via our digital creation lab. APL will remain on the forefront of information technology awareness and offerings. The Appleton community will have efficient access to the library's traditional and digital collection through the library's websites and social media sites.

Community Partnerships maintains an engaged and sustainable organization through programs, partnerships, and services that support and reflect our diverse community. This year, APL will develop a plan to incorporate Fox Cities Online (FOCOL) more fully into Library services, while observing the agreement made with the former FOCOL board upon dissolution of FOCOL, Inc. Our staff will be embedded in the community through service on local boards and participation in various organizations. This will increase collaboration with community experts to build shared capacity to serve the growing Appleton community.

#### Major changes in Revenue, Expenditures, or Programs:

No changes.

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
Members of the Appleton community find high quality programs at the library					
% of attendees evaluating programs "good" to "excellent" (survey done on even years)					
Adult programs	98%	99%	98%	98%	98%
Young adult programs	100%	100%	98%	98%	99%
<b>Strategic Outcomes</b>					
Members of the Appleton community engage with the library as a hub of learning and literacy					
Young adult program attendance	5,499	8,794	7,000	12,000	10,000
Adult program attendance	6,753	6,709	6,000	5,800	6,000
<b>Work Process Outputs</b>					
Web page "hits" (page accesses)	1,200,492	1,173,889	1,250,000	1,191,843	1,200,000
Number of locally produced databases or digital collections available via web	10	10	10	10	10

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Community Partnerships**

**Business Unit 16024**

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Revenues					
5035 Other Reimbursements	\$ 5,096	\$ 4,878	\$ 300	\$ 300	\$ 300
Total Revenue	<u>\$ 5,096</u>	<u>\$ 4,878</u>	<u>\$ 300</u>	<u>\$ 300</u>	<u>\$ 300</u>
Expenses					
6101 Regular Salaries	\$ 336,188	\$ 329,276	\$ 334,724	\$ 340,985	\$ 341,224
6108 Part-Time	5,870	4,527	4,197	4,197	4,389
6150 Fringes	117,147	103,045	109,081	109,081	110,645
6201 Training\Conferences	2,290	2,709	3,570	3,570	3,570
6206 Parking Permits	1,400	2,076	2,364	2,364	2,364
6301 Office Supplies	2,323	4,561	2,250	2,250	2,250
6320 Printing & Reproduction	-	17	-	-	-
Total Expense	<u>\$ 465,218</u>	<u>\$ 446,211</u>	<u>\$ 456,186</u>	<u>\$ 462,447</u>	<u>\$ 464,442</u>

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

None

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

Building Operations

Business Unit 16031

### PROGRAM MISSION

Support the community and the library's role as a hub of learning and literacy by maintaining a welcoming environment that promotes and contributes to lifelong learning.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategy # 5: "Encourage sustainability" ; and Key Strategy # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

Building Operations maintains safety and security within the library through monitoring, conflict resolution and policy and procedure enforcement in collaboration with other city departments.

Ensure the needs of library meeting room users are met by conducting meeting room set-ups and providing on-site assistance for staff programs and community groups that totaled 4,270 uses in 2014. This was a 3% increase over previous year and is on track to increase an additional 3% in 2015. With the library's role in supporting children, teens, specialized services and programs and creating and innovation, we anticipate this trend will continue into the foreseeable future.

Proactively meet the needs of the community through quality customer service and by effectively incorporating sustainable and cost-effective practices in our day to day operations.

Facilitate the work done in the library by PRFMD by performing basic facility and equipment maintenance and cleaning and informing them of building needs and concerns. We will work with the cleaning service to ensure the library facility is being cleaned according to the service contract.

Continue the replacement of desks and workstations in various staff areas of the library to replace furniture that is original to the 1981 library facility with furnishings designed to work with modern technology. The furniture selected will be able to move to any future facility.

#### Major changes in Revenue, Expenditures, or Programs:

No major changes.

### PERFORMANCE INDICATORS

	Actual 2013	Actual 2014	Target 2015	Projected 2015	Target 2016
<b>Client Benefits/Impacts</b>					
The public enjoys a safe and clean facility					
% of patrons satisfied with public meeting rooms (surveyed on even years)	97%	97%	95%	98%	95%
% of patrons satisfied with cleanliness of library (surveyed on even years)	95%	95%	95%	94%	95%
% of patrons satisfied with safety in the library (surveyed on even years)	94%	94%	95%	90%	95%
<b>Strategic Outcomes</b>					
The community increasingly uses opportunities for meetings, programs and discussions					
# of meetings and programs	4,183	4,270	4,400	4,400	4,400
<b>Work Process Outputs</b>					
# of satisfactory monthly inspections completed	12	12	12	12	12
# of educational programs, training opportunities and meetings completed	9	21	20	20	20

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Building Operations**

**Business Unit 16031**

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
<b>Revenues</b>					
5001 Fees & Commissions	\$ 1,575	\$ 5,748	\$ 1,500	\$ 1,500	\$ 1,500
Total Revenue	<u>\$ 1,575</u>	<u>\$ 5,748</u>	<u>\$ 1,500</u>	<u>\$ 1,500</u>	<u>\$ 1,500</u>
<b>Expenses</b>					
6101 Regular Salaries	\$ 89,853	\$ 96,101	\$ 95,348	\$ 96,450	\$ 105,913
6105 Overtime	-	34	-	-	-
6108 Part-Time	1,362	2,029	5,773	5,773	5,952
6150 Fringes	31,877	31,815	33,300	33,300	54,173
6201 Training\Conferences	103	70	200	200	200
6206 Parking Permits	828	864	864	864	864
6301 Office Supplies	320	51	-	-	-
6306 Building Maint./Janitorial	6,979	7,910	7,200	7,200	7,344
6308 Landscape Supplies	88	13	50	50	50
6309 Shop Supplies & Tools	106	23	50	50	50
6311 Paint & Supplies	46	18	100	100	100
6323 Safety Supplies	86	92	100	100	100
6327 Miscellaneous Equipment	245	483	250	250	250
6407 Collection Services	2,721	2,281	2,200	2,200	2,420
6413 Utilities	140,285	144,654	141,675	141,675	143,969
6416 Build Repairs & Maint.	3,936	2,668	5,000	5,000	5,000
6418 Equip Repairs & Maint	433	182	400	400	400
6420 Facilities charges	131,482	178,710	183,233	183,233	186,199
Total Expense	<u>\$ 410,750</u>	<u>\$ 467,998</u>	<u>\$ 475,743</u>	<u>\$ 476,845</u>	<u>\$ 512,984</u>

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

None

# CITY OF APPLETON 2016 BUDGET

## LIBRARY

Materials Management

Business Unit 16032

### PROGRAM MISSION

To develop, organize, and maintain well-rounded collections. Collections are built in anticipation of and response to Appleton residents' informational, educational & recreational needs.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategy # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

Materials Management creates entries and database records for approximately 30,000 new titles in the online catalog. We process 39,000 items annually, including labels, RFID tags and jacket protectors. We receive 1,100 newspapers, periodicals and standing order subscriptions and process over 5,000 magazine issues for circulation and storage.

Work with Public Services on hold processes (both retrieving in-house holds for APL patrons and other system libraries, and receiving holds from other system libraries for checkout - approx. 300,000 items total).

Collect and route approximately 160,000 items to fill reserves at other OWLSnet libraries. We accurately check-in, sort and reshel materials returned using the automated materials handling system.

In 2015 we implemented a new technology to create efficiency in our ordering processes, reducing the time spent by staff in placing orders as well as a new bibliographic utility that will simplify the creation of catalog entries for new items in the collection. Both changes will result in us getting materials into patrons' hands faster.

Transition professional staff to higher level collection management duties. We expanded the roles of para-professional staff to take on more selection responsibilities. We continue to develop a methodology to increase community involvement in development of specialized collections.

Continue to evaluate new electronic collection offerings/services/platforms such as online courses, e-publications of popular magazines, streaming downloads of films, e-books and e-audio books and e-language learning.

In 2015 and 2016 we are working with Public Services and OWLS to incorporate a discovery layer in the online catalog. A discovery layer is the next generation library catalog which will allow users to search not only physical library holdings but electronic content in one search.

#### Major changes in Revenue, Expenditures, or Programs:

No major changes.

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
People can obtain the materials they need quickly					
% of holds filled within 1 week					
of being placed	51%	54%	51%	55%	58%
Improved efficiencies in delivering service					
Number of volunteer hours					
in Materials Management	3,761	3,601	4,100	3,800	3,800
<b>Strategic Outcomes</b>					
People have reading, viewing and listening materials that stimulate their thinking, enhance their knowledge of the world, and improve the quality of their leisure time					
# of unique titles owned at end of year	276,609	281,743	300,000	290,000	300,000
<b>Work Process Outputs</b>					
# of volumes processed	35,152	36,295	35,000	36,000	36,000
# of volumes weeded	41,772	33,554	25,000	25,000	25,000



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Materials Management**

**Business Unit 16032**

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Revenues					
5035 Other Reimbursements	\$ 27,207	\$ 27,422	\$ -	\$ -	\$ -
Total Revenue	<u>\$ 27,207</u>	<u>\$ 27,422</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Expenses					
6101 Regular Salaries	\$ 491,553	\$ 494,174	\$ 503,276	\$ 512,615	\$ 507,415
6108 Part-Time	116,086	94,311	65,314	65,314	66,274
6150 Fringes	146,089	139,666	144,310	144,310	171,509
6201 Training\Conferences	2,992	1,949	2,550	2,550	2,550
6206 Parking Permits	4,232	4,828	4,896	4,896	4,896
6301 Office Supplies	38,565	33,821	37,400	37,400	37,400
6315 Books & Library Materials	579,093	605,914	561,345	587,295	578,185
6327 Miscellaneous Equipment	5,325	4,353	-	-	-
6599 Other Contracts/Obligations	58,533	59,118	61,779	61,779	62,397
Total Expense	<u>\$ 1,442,468</u>	<u>\$ 1,438,134</u>	<u>\$ 1,380,870</u>	<u>\$ 1,416,159</u>	<u>\$ 1,430,626</u>

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

#### Office Supplies

General office supplies	\$ 3,749
Material processing supplies (book jackets, barcodes, cassette cases, book labels, CD cases, etc.)	18,695
RFID supplies	14,956
	<u>\$ 37,400</u>

#### Books & Library Materials

Children's materials	\$ 137,335
Adult materials	412,005
Digital Content Consortia	28,845
	<u>\$ 578,185</u>

#### Other Contracts/Obligations

OWLSnet contract	\$ 62,397
	<u>\$ 62,397</u>



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Network Services**

**Business Unit 16033**

### PROGRAM MISSION

Providing high-quality technology, in the most cost-effective manner, to best serve our community.

### PROGRAM NARRATIVE

#### Link to City Goals:

Implements Key Strategies # 2: "Proactively pursue collaborative and cooperative agreements to meet the needs of the community" and # 6: "Continuously improve the efficiency and effectiveness of City services".

#### Objectives:

Replace 20% of staff and public computers annually to maintain reasonable levels of usability and maintain and update the network servers and software to insure responsiveness to patron and staff needs.

Maintain and upgrade online public access catalogs, public workstations, AV equipment, digital signage, RFID and AMH equipment. We filter and protect public connections to keep library and public technology reasonably safe.

Provide network and software support for the video security system. We maintain reliable data communication between the library's and OWLS' networks.

Assist staff in technical aspects of providing electronic services to the public and support staff computer users. We seek out and evaluate technologies that can be used to provide increased efficiencies for staff and operations.

Partner with OWLS to reduce costs and increase efficiencies when providing services to both the public and staff.

Work with Community Partnerships to develop FOCOL, which was transitioned from a database owned by a 501(c)(3) to a library-owned local search engine.

#### Major changes in Revenue, Expenditures, or Programs:

Wireless Upgrade: \$10,000. Our current configuration is out of warranty. The model of access point we use has been discontinued and would be difficult to find replacements for if we stay with our current setup. We have out grown our current solution which is fantastic, but does require us to move to a solution that best fits the growing needs of patrons and staff.

### PERFORMANCE INDICATORS

	<u>Actual 2013</u>	<u>Actual 2014</u>	<u>Target 2015</u>	<u>Projected 2015</u>	<u>Target 2016</u>
<b>Client Benefits/Impacts</b>					
People will have reliable access to up-to-date technology					
% surveyed who have used the library website (survey done on even years)	85%	85%	90%	85%	85%
<b>Strategic Outcomes</b>					
Hours of public internet computer use	59,262	53,830	55,000	53,000	53,000
Sessions on public computers	82,298	75,812	82,000	74,250	75,000
Community enjoys a high level of access to electronic information resources					
# of referrals to InfoSoup online catalog	214,976	219,734	250,000	245,562	248,000
Database sessions	321,672	295,222	290,000	279,441	280,000
<b>Work Process Outputs</b>					
PC workstations & other devices installed	27	40	25	42	20



# CITY OF APPLETON 2016 BUDGET

## LIBRARY

**Network Services**

**Business Unit 16033**

### PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Revenues					
5035 Other Reimbursements	\$ 42,964	\$ 43,369	\$ 17,000	\$ 17,000	\$ 17,000
Total Revenue	<u>\$ 42,964</u>	<u>\$ 43,369</u>	<u>\$ 17,000</u>	<u>\$ 17,000</u>	<u>\$ 17,000</u>
Expenses					
6101 Regular Salaries	\$ 103,686	\$ 119,646	\$ 105,913	\$ 107,182	\$ 94,494
6105 Overtime	229	-	-	-	-
6150 Fringes	33,521	37,198	37,395	37,395	35,938
6201 Training/Conferences	383	-	2,000	2,000	2,000
6206 Parking Permits	704	576	576	576	576
6301 Office Supplies	11,570	11,054	7,650	7,650	7,650
6315 Books & Library Materials	-	(228)	-	-	-
6327 Miscellaneous Equipment	43,411	28,189	56,000	56,000	66,000
6418 Equip Repairs & Maint	58,780	51,053	58,000	58,000	59,900
6815 Software Acquisition	8,738	12,751	8,250	8,250	8,250
Total Expense	<u>\$ 261,022</u>	<u>\$ 260,239</u>	<u>\$ 275,784</u>	<u>\$ 277,053</u>	<u>\$ 274,808</u>

### DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

#### Miscellaneous Equipment

Workstation replacements	\$ 56,000
Network hardware, wiring, etc.	10,000
	<u>\$ 66,000</u>

#### Equipment Repairs and Maintenance

Public photocopier lease and fees	\$ 6,438
Software license for print management	1,422
Service contracts for automated material handling equipment	25,000
Service contracts for self checks	10,647
Service contract for security gates	1,958
Service contracts for miscellaneous equipment	14,435
	<u>\$ 59,900</u>

