



# Wisconsin Libraries Transform!

## **Libraries** transform communities by providing

- Resources for work, school and personal growth
- Access to broadband technology and tech training
- Literacy and life-long learning events and classes
- Places to access and add to the world's knowledge

## **Wisconsinites** use and value libraries as a

- Cost-effective source for books, digital resources and tech
- Place for independent learning and community gatherings
- Anchor for economic growth
- Primary contributor to community quality of life

## **Public Libraries Are Popular & Appreciated!**



69% of Americans 16 or older report high to medium levels of engagement with public libraries. ([www.aspeninstitute.org](http://www.aspeninstitute.org))

## **Public Library Systems Assist 383 WI Libraries**



### **Benefits include**

- Technology infrastructure and training
- Statewide inter-library loan delivery
- Online catalogs and digital resources
- Supplements to local libraries
- Continuing education opportunities

## **Public Libraries Promote Economic Growth**

Some 23% of those who have paid a visit to a library in the past year did so to look for or apply for a job ([www.pewinternet.org](http://www.pewinternet.org)). Libraries provide workforce development and digital literacy job services.



- Computer access and assistance to apply for jobs online
- Classes and resources teaching computer and online skills
- Resume assistance
- Meeting space for interviews

## **Business Development**

### **Libraries foster entrepreneurship**

- Classes on starting and marketing a business
- Meeting space and study rooms
- Makerspaces
- Business resources
- Hi-speed Internet



## **Free Wi-Fi**

# 8.3 million

the number of uses of public Internet computers and wireless access at Wisconsin public libraries in the past year. For most Wisconsin communities, the public library is the primary place for access to hi-speed Internet.



## **Libraries Surpass Game Day Crowds**

In 2014, **625,114** people attended a Green Bay Packers home game; **2,232,638** people attended Wisconsin public library events.



## **Literacy, Education and K-12 Support**

- Library activities promote school readiness by improving a child's vocabulary, self-regulation, and social, listening and comprehension skills.
- Youth Summer Reading Programs help to keep children learning over school breaks, preventing academic slide.
- Libraries are the cornerstone of early literacy family education in communities across the state.



## **Restore State Funding to Public Libraries**

In 2012, public libraries received state funding cuts of over **\$2 million.**

WLA urges legislators to restore these devastating cuts in the upcoming biennium (2017) budget.



**WISCONSIN LIBRARY ASSOCIATION**  
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WISCONSIN  
LIBRARY  
ASSOCIATION



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## *By the Numbers*

### Wisconsin Public Libraries: Value of Services

Using 2014 annual statistics to calculate the value of services provided, multiplied by the average cost of comparable services, minus the operating expenses...

LIBRARY SERVICES & ACTIVITIES	2014 LIBRARY STATISTIC	AVG SERVICE COST	COMPARABLE SERVICE	2014 VALUE TO RESIDENTS
Annual Circulation	57,717,936	\$40	PRICE OF BOOKS, AUDIOS, MAGAZINES, NEWSPAPERS, MUSIC AND FILMS	\$2,308,717,440
Annual Interlibrary Loans Received	9,168,348	\$45	PRICE OF JOURNAL ARTICLES, BOOKS, AUDIOBOOKS, MUSIC AND FILMS	\$412,575,660
Annual Digital Circulation	2,951,715	\$30	PRICE OF DOWNLOADABLE: eBOOKS, eAUDIO AND STREAMING VIDEO	\$88,551,450
Annual BadgerLink Database Usage	79,826,821	\$40	BADGERLINK RESOURCES (does not include resources to which individual libraries subscribe)	\$3,193,072,840
Annual Attendance at Library Events and Literacy Programs	2,232,638	\$10	ADMISSION TO PROGRAMS, CONCERTS AND CLASSES	\$22,326,380
Annual Visitor Count	30,662,398	\$2	COMMUNITY AND STUDY ROOM SPACE, ACCESS TO MICROFILM READER, NEWSPAPERS AND LITERACY ITEMS	\$61,324,796
Annual Public Internet and Wi-Fi Use	8,366,025	\$10	ACCESS TO INTERNET, PRINTERS, FAX, SCANNERS AND SPECIALIZED SOFTWARE	\$83,660,250
Annual Reference Questions	3,944,937	\$10	SUPPORT DESK AND REFERENCE	\$39,449,370
Library Operating Budgets				\$232,243,322
GAIN ON INVESTMENT Return on Investment (ROI)				\$6,441,921,508 \$27.74

WISCONSIN PUBLIC LIBRARIES' GAIN ON INVESTMENT WAS OVER

# \$6.4 billion.



...for every \$1 invested, that's a \$27.74 value!

### Knowledge, Creativity & Learning: Wisconsin's Academic & Special Libraries

#### Technical, College & University Libraries

- Serve 237,000 enrolled students and their local communities
- Support traditional, online and UW Flexible option
- Provide research support for \$1 billion in federal grant research

#### School Media & Technology Centers

- Serve 872,000 students
- Rely on Common School Fund to maintain library resources
- Support technology instruction and classroom teachers

#### Special Libraries

- Serve health care providers and patients
- Provide citizen access to government documents
- Support businesses and start-ups

*Did you know?*

Wisconsin has one of the nation's largest and most active collections of eBooks and digital audio books.

