

CITY OF APPLETON 2022 BUDGET

LIBRARY

Library Director: Colleen T. Rortvedt

Assistant Library Director: Tasha M. Saecker

CITY OF APPLETON 2022 BUDGET LIBRARY

MISSION STATEMENT

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

DISCUSSION OF SIGNIFICANT 2021 EVENTS

Maintain high quality library services

- 2021 was impacted by the pandemic resulting in redesigning library service in methods that are safe and slowly restoring services. By the start of summer, nearly all library services have been restored.
- Served as a vaccination site during the summer of 2021 focusing on vaccinating youth.
- Eliminated overdue fines and cleared patron accounts of existing fines for materials that have been returned.

Summer Reading Program

- Offered for all ages utilizing online and in person options; 1,251 children, 200 teens, and 495 adults participated.
- Summer programming was initially planned outdoors and as COVID and vaccination rates improved indoor programming resumed.

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

- Grants obtained include:
 - Small Business – Big Impact grant, an initiative to support business startup, retention, and expansion for people of color and immigrants, was launched with grant funding from the American Library Association for 2020/2021
 - WiLS Ideas to Action grant for Community Chords Project
 - East Asia in Wisconsin Grant from UW Madison's Center for East Asian Studies
 - READ Africa Grant from UW Madison's African Studies Program
 - Implemented grant with Outagamie Waupaca Library System (OWLS) and Friends of the Appleton Public Library (APL) to provide circulating laptops throughout the system from the WI Public Service Commission
 - Friends of the APL provided \$64,000 in grants
- Librarians engaged in initiatives at the State level, including serving as a mentor for Wisconsin Libraries - Transforming Communities. APL staff were among five libraries in the country chosen to serve as coaches for American Library Association's (ALA) ongoing Libraries Build Business initiative.

Continue to explore facility needs and options

- Selected architects Skidmore, Owings and Merrill to design library renovation/expansion and began work on design.
- Created multiple methods for public participation including working with the Mayor to establish a Library Building Project Advisory Committee.
- Began developing plans for temporary library during construction.
- Modified building to provide safe service to the public during the pandemic.

Continue cooperation with schools and other community organizations

- Maintained and enhanced relationships with partners throughout the year finding new ways to collaborate during the pandemic.
- As part of the Fox Cities Reads program, "George", was read and discussed throughout the community - author presentation was virtual; Fox Cities Book Festival include in person and virtual events.
- Collaborated with 37 local educational institutions, businesses, and non-profit and civic groups. Collaborations include English Language Learner programs, Building for Kids, ADI, Fox Valley Symphony, and Boys & Girls Club.
- Staff served on Imagine Fox Cities Leadership and Belonging Teams and hosted community conversations.
- As a United Way Agency, the library coordinates the Reach Out and Read - Fox Cities program.

Utilize volunteers more effectively

- In 2021, we have reinstituted volunteers based on how services have been evolving surrounding the pandemic including shelving, children's program support, Reach Out and Read, obituary database entry and local history projects, Job Connection support and Walking Books delivery service to homebound individuals.

Continuously work to improve website and online service delivery

- Expanded access to digital content, increasing titles and services offered.
- Offered programming in person and online via videoconferencing when meeting in person was not feasible.
- Implemented new app and created Book Matchmaker service.
- e-circulation increased 17% from previous year including e-books, audiobooks, videos, comics, magazines, music and games.

CITY OF APPLETON 2022 BUDGET LIBRARY

MAJOR 2022 OBJECTIVES

Apply Library's mission, vision, values and strategic pillars to accomplish objectives that serve our community.

APL Vision: Where potential is transformed into reality.

VALUES:

WELCOMING - Everyone belongs here.

LITERACY - The City of Appleton is the City of literacy and learning.

ACCESS - The Library is accessible physically, culturally, and intellectually.

COMMUNITY - The Library is essential to every person and organization achieving their goals.

STRATEGIC PILLARS:

Hub of Learning and Literacy - We support and sustain education for all ages.

Collaborative Environment - We connect with many partners to share knowledge and information.

Educate and Inspire Youth - We ensure that children and teens find a supportive place for their futures.

Creation and Innovation - We are a platform that sparks discovery, development and originality.

Engaged and Connected - We focus on how to make a difference in people's lives.

Enriched Experiences - We provide experiences that are timely, inclusive and aligned with community interests.

Services and Programs for All - We give our community opportunities for growth, self-instruction and inquiry.

Other specific objectives include:

Complete the design of renovated/expanded library. Finalize and implement an interim library service model that is responsive to community needs during the 18 month construction process.

As a core component of public education for all, cultivate quality collections and develop and provide quality programs for all ages, including: outreach and group visits; age-appropriate programs for various developmental stages with inclusive programs; continue to explore ways to develop and support outreach to the community in nontraditional locations; collaborate with schools and community organizations to provide options for different levels of engagement; and continue efforts to extend outreach and circulation services out into the community.

Monitor continued impact and public health needs due to the pandemic. Leverage resources to support economic recovery focusing on job loss, families struggling with educational needs, marginalized communities, individuals/families suffering from social isolation and those who rely on the library to mitigate the impact of the digital divide.

Eliminate barriers by utilizing the State inclusive services assessment and other City, community and library initiatives to advance equity and inclusion for library policies, collections, programs and services.

Market collections, programs and services. Continue to develop the "digital branch" and virtual services.

NOTE: This budget reflects temporary anticipated reductions in some budget lines due to service limitations that will occur due to the library operating in a temporary library during the 18 month period of construction.

DEPARTMENT BUDGET SUMMARY

Programs		Actual		Budget			%
Unit	Title	2019	2020	Adopted 2021	Amended 2021	2022	Change *
Program Revenues		\$ 1,267,872	\$ 1,237,716	\$ 1,171,236	\$ 1,171,236	\$ 1,107,501	-5.44%
Program Expenses							
16010	Administration	659,324	648,023	768,274	828,774	696,009	-9.41%
16021	Children's Services	548,499	542,351	566,305	578,557	533,616	-5.77%
16023	Public Services	730,368	680,116	697,751	712,978	704,889	1.02%
16024	Community Partnerships	494,580	501,360	497,799	501,291	500,775	0.60%
16031	Building Operations	467,278	406,380	438,898	438,898	525,935	19.83%
16032	Materials Management	1,495,776	1,436,398	1,454,745	1,469,490	1,302,967	-10.43%
16033	Network Services	267,245	279,001	311,763	315,763	268,130	-14.00%
TOTAL		\$ 4,663,070	\$ 4,493,629	\$ 4,735,535	\$ 4,845,751	\$ 4,532,321	-4.29%
Expenses Comprised Of:							
Personnel		3,296,550	3,211,801	3,393,413	3,393,413	3,334,116	-1.75%
Training & Travel		43,267	39,904	46,334	49,334	35,234	-23.96%
Supplies & Materials		787,295	756,462	728,124	759,613	580,291	-20.30%
Purchased Services		533,654	480,886	563,166	638,893	578,182	2.67%
Capital Outlay		2,304	4,576	4,498	4,498	4,498	0.00%
Full Time Equivalent Staff:							
Personnel allocated to programs		46.00	45.00	45.00	45.00	45.00	

CITY OF APPLETON 2022 BUDGET

LIBRARY

Administration

Business Unit 16010

PROGRAM MISSION

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

PROGRAM NARRATIVE

Link to City Goals:

Implements Key Strategies #2: "Encourage active community participation and involvement"; #3: "Recognize and grow everyone's talents"; #4: "Continually assess trends affecting the community and proactively respond"; #5: "Promote an environment that is respectful and inclusive"; #6: "Create opportunities and learn from successes and failures"; and #7: "Communicate our success through stories and testimonials".

Objectives:

- Complete design of renovated/expanded library. Finalize and implement an interim library service model that is responsive to community needs during the 18 month construction process.
- Oversee the Library's long-range plan and ensure Library is responsive to community needs, adapting as appropriate for the construction process and pandemic.
- Work with the Outagamie Waupaca Library System in their relocation from the library building.
- Share information about library programs, services and resources via effective marketing and communications.
- Utilize the State of Wisconsin Inclusive Services Assessment, GARE and other community and library initiatives to advance equity and inclusion for library policies, collections, programs and services.
- Work with Friends of the Appleton Public Library to develop strong public/private partnership. Be good stewards of grant funds.
- Continue identifying ways to leverage volunteers in the provision of library services.

Major changes in Revenue, Expenditures, or Programs:

- In 2021, the library eliminated overdue fines (charges for services) and developed a four year transition plan to offset the loss of revenue. The offsetting revenue is recorded in the Materials Management budget (\$25,000),
- Rental of City Property is eliminated for 2022. Outagamie Waupaca Library System (OWLS) will be moving to a new location.
- The Other Contracts budget reflects a temporary reduction in the security guard contract during renovations.

PERFORMANCE INDICATORS

	<u>Actual 2019</u>	<u>Actual 2020</u>	<u>Target 2021</u>	<u>Projected 2021</u>	<u>Target 2022</u>
Client Benefits/Impacts					
Library activities, programs and services are responsive to community needs					
% of surveyed patrons who rate the library as satisfactory	97%	97%	97%	97%	97%
Strategic Outcomes					
A better educated community					
Collaborations with educational institutions	233	37	200	200	200
Work Process Outputs					
Grant funds awarded	\$ 152,126	\$ 221,470	\$ 180,000	\$ 200,000	\$ 200,000
State-level meetings attended	38	55	40	40	40
Surveys conducted	1	1	1	3	1
Hours worked by library volunteers	7,437	2,002	3,000	2,500	2,500
Annual door count	408,532	105, 816	250,000	200,000	200,000

CITY OF APPLETON 2022 BUDGET

LIBRARY

Administration

Business Unit 16010

PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2019	2020	Adopted 2021	Amended 2021	2022
Revenues					
423200 Library Grants & Aids	\$ 1,045,947	\$ 1,070,138	\$ 1,091,736	\$ 1,091,736	\$ 1,063,001
480100 Charges for Services	44,646	14,728	30,000	30,000	-
501500 Rental of City Property	30,012	30,000	30,000	30,000	-
502000 Donations & Memorials	587	553	-	-	-
503500 Other Reimbursements	14,666	22,082	-	-	-
Total Revenue	<u>\$ 1,135,858</u>	<u>\$ 1,137,501</u>	<u>\$ 1,151,736</u>	<u>\$ 1,151,736</u>	<u>\$ 1,063,001</u>
Expenses					
610100 Regular Salaries	\$ 394,145	\$ 430,382	\$ 460,663	\$ 460,663	\$ 466,769
610400 Call Time Wages	45	15	-	-	-
610500 Overtime Wages	-	48	-	-	-
610800 Part-Time Wages	8,446	4,599	8,790	8,790	7,500
615000 Fringes	132,534	142,050	179,508	179,508	177,689
620100 Training/Conferences	9,327	5,440	4,920	7,920	4,920
620600 Parking Permits	20,729	22,823	23,100	23,100	12,000
630100 Office Supplies	4,273	2,300	4,635	4,635	4,635
630300 Memberships & Licenses	3,065	3,393	2,200	2,200	2,200
630500 Awards & Recognition	1,157	879	850	850	850
630700 Food & Provisions	4,076	319	1,135	1,135	1,135
632001 City Copy Charges	-	302	100	100	100
632002 Outside Printing	1,031	1,033	-	-	-
641200 Advertising	2,409	2,477	1,288	6,288	1,288
641307 Telephone	3,069	3,358	2,948	2,948	2,948
641308 Cellular Phones	1,517	615	1,600	1,600	1,600
659900 Other Contracts/Obligation	73,501	27,990	76,537	129,037	12,375
Total Expense	<u>\$ 659,324</u>	<u>\$ 648,023</u>	<u>\$ 768,274</u>	<u>\$ 828,774</u>	<u>\$ 696,009</u>

DETAILED SUMMARY OF 2022 PROPOSED EXPENDITURES > \$15,000

None

CITY OF APPLETON 2022 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 #1: "Responsibly deliver excellent services"; #2: "Encourage active community participation and involvement"; #4: "Continually assess trends affecting the community and proactively respond"; #5: "Promote an environment that is respectful and inclusive"; and #6: "Create opportunities and learn from successes and failures".

Objectives:

Cultivate quality children's materials collections to support both education and recreation. Provide responsive customer service, including reference, readers' advisory and directional assistance. Explore staff mobility and examine new ways to staff service desks to better serve patrons.

Develop and provide quality programs for more than 25,000 children and caregivers, including field trips and group visits, age-appropriate programs for children birth to age 12, inclusive programs for children with sensory challenges, specialized programs and services to minority and low income families, and reading incentive programs.

Explore ways to develop and support outreach to the community in nontraditional locations. 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 referral system to link families with needed resources, providing in-home visits to families and building towards their full use of the library and its services.

Provide specialized programs directed at families and children to include refugees, newcomers and those from culturally diverse backgrounds, including coordination with community organizations to bring ELL book clubs, literacy classes, and other cultural celebrations.

Major changes in Revenue, Expenditures, or Programs:

The Children's Department continues to develop ways to provide programming and services during the building process including planning for a temporary location. These plans include: in-person and virtual programming, the exploration and experimentation of non-traditional and traditional outreach programming, outdoor programs and the continuation of services such as Book Packs that grew in popularity during the pandemic.

CITY OF APPLETON 2022 BUDGET

LIBRARY

Children's Services

Business Unit 16021

PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2019	2020	Adopted 2021	Amended 2021	2022
Revenues					
503500 Other Reimbursements	31,600	18,800	-	-	-
Total Revenue	<u>\$ 31,600</u>	<u>\$ 18,800</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Expenses					
610100 Regular Salaries	\$ 350,454	\$ 361,433	\$ 369,371	\$ 369,371	\$ 362,814
610800 Part-Time Wages	38,718	27,648	30,528	30,528	28,085
615000 Fringes	127,636	128,929	158,189	158,189	134,500
620100 Training/Conferences	3,996	5,480	4,405	4,405	4,405
630100 Office Supplies	21,003	16,460	2,812	10,979	2,812
630300 Memberships & Licenses	153	-	-	-	-
630700 Food & Provisions	1,444	690	-	4,085	-
659900 Other Contracts/Obligation	5,095	1,711	1,000	1,000	1,000
Total Expense	<u>\$ 548,499</u>	<u>\$ 542,351</u>	<u>\$ 566,305</u>	<u>\$ 578,557</u>	<u>\$ 533,616</u>

DETAILED SUMMARY OF 2022 PROPOSED EXPENDITURES > \$15,000

None

CITY OF APPLETON 2022 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 Strategies #1: "Responsibly deliver excellent services"; #4: "Continually assess trends affecting the community and proactively respond"; #5: "Promote an environment that is respectful and inclusive"; and #6: "Create opportunities and learn from successes and failures".

Objectives:

Work with patrons in support of the strategic pillars of Hub of Learning and Literacy, Engaged and Connected, Enriched Experiences, and Services and Programs for All; work with other system libraries and state libraries in a collaborative environment; embrace new technologies and best library practices; improve staff mobility and examine new ways to staff service desks to better serve patrons.

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; use technology competencies for the adult service desk staff for increased consistency between desks and focused training; provide quality service to our patrons in person, via phone and remotely.

Register new patrons and maintain a database of 75,000 users; process holds in conjunction with the Materials Management section (approx. 145,000 items); send out overdue, billing and reserve notices; utilize the Tax Refund Intercept Program (TRIP) and a collection agency for the collection of long overdue items and bills.

Promote and educate the public on the use of the self-check machines.

Prepare and maintain displays of new and/or popular materials. Continue to work with Materials Management and OWLS to improve functionality of library catalog and discovery layer; oversee the inter-library loan process.

Explore ways to develop and support outreach to the community in non-traditional locations.

Major changes in Revenue, Expenditures, or Programs:

Public Services continues to develop ways to provide resources and services during the building process including planning for a temporary location.

CITY OF APPLETON 2022 BUDGET

LIBRARY

Public Services

Business Unit 16023

PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2019	2020	Adopted 2021	Amended 2021	2022
Revenues					
503500 Other Reimbursements	\$ 12,494	\$ 1,814	\$ 400	\$ 400	\$ 400
Total Revenue	<u>\$ 12,494</u>	<u>\$ 1,814</u>	<u>\$ 400</u>	<u>\$ 400</u>	<u>\$ 400</u>
Expenses					
610100 Regular Salaries	\$ 475,860	\$ 458,777	\$ 455,427	\$ 455,427	\$ 449,189
610500 Overtime Wages	4	1	-	-	-
610800 Part-Time Wages	91,753	74,200	90,508	90,508	83,267
615000 Fringes	150,514	138,466	137,227	137,227	157,844
620100 Training/Conferences	2,443	2,167	2,565	2,565	2,565
630100 Office Supplies	2,960	2,243	3,500	3,500	3,500
659900 Other Contracts/Obligation	6,834	4,262	8,524	23,751	8,524
Total Expense	<u>\$ 730,368</u>	<u>\$ 680,116</u>	<u>\$ 697,751</u>	<u>\$ 712,978</u>	<u>\$ 704,889</u>

DETAILED SUMMARY OF 2022 PROPOSED EXPENDITURES > \$15,000

None

**CITY OF APPLETON 2022 BUDGET
LIBRARY**

Community Partnerships

Business Unit 16024

PROGRAM MISSION

Community Partnerships: Engage, Educate, Entertain, Elevate.

PROGRAM NARRATIVE

Link to City Goals:

Implements Key Strategies #1: "Responsibly deliver excellent services"; #2: "Encourage active community participation and involvement"; #4: "Continually assess trends affecting the community and proactively respond"; #5: "Promote an environment that is respectful and inclusive"; and #6: "Create opportunities and learn from successes and failures".

Objectives:

Connect members of the Appleton community with opportunities for growth, self-instruction, and inquiry in the library, online, and throughout the Appleton area; provide enriched entertainment opportunities for teen and adult community members by maintaining a broad range of materials and programs.

Provide access to local history materials, services, and programs; preserve Appleton and APL history by increasing and improving access to digital materials.

Collaborate with partner agencies utilizing the Community Partnerships Framework to provide options for different levels of engagement; serve on local boards and participate in various organizations to increase collaboration, build shared capacity, and connect patrons with local resources.

Foster partnerships and celebrate our diverse community by providing lifelong learning opportunities through services and programs for all. Develop relationships and services focused on economic development.

Work with Public Services and Children's Services staff to bring circulation services to the community.

Major changes in Revenue, Expenditures, or Programs:

Community partnerships staff will work in partnership with other community agencies and institutions to coordinate off-site programs and services during the building process including planning for a temporary location.

CITY OF APPLETON 2022 BUDGET

LIBRARY

Community Partnerships

Business Unit 16024

PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2019	2020	Adopted 2021	Amended 2021	2022
Revenues					
503500 Other Reimbursements	\$ 17,500	\$ 32,000	\$ -	\$ -	\$ -
Total Revenue	<u>\$ 17,500</u>	<u>\$ 32,000</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Expenses					
610100 Regular Salaries	\$ 318,218	\$ 346,580	\$ 344,212	\$ 344,212	\$ 349,375
610800 Part-Time Wages	17,714	13,321	-	-	-
615000 Fringes	138,006	126,676	146,325	146,325	144,138
620100 Training/Conferences	4,545	3,990	4,450	4,450	4,450
630100 Office Supplies	5,010	3,149	2,812	3,304	2,812
630300 Memberships & Licenses	-	74	-	-	-
659900 Other Contracts/Obligation	11,087	7,570	-	3,000	-
Total Expense	<u>\$ 494,580</u>	<u>\$ 501,360</u>	<u>\$ 497,799</u>	<u>\$ 501,291</u>	<u>\$ 500,775</u>

DETAILED SUMMARY OF 2022 PROPOSED EXPENDITURES > \$15,000

None