

2017 Traditional Measurements



- 13,928 people at 407 Youth Services programs
- 5,571 people at 150 Adult Services programs
- 1,943 people participated in specialty library tours
- 2,137 new library cards issued
- 10,162 attendees at 275 outreach activities
- 330 people attended 54 technology instruction classes
- Staffed 1 Archives public service desk during 2756 hours of operation
- 1,620 federal and 1,632 state tax forms were filed with the AARP
- 825,875 items were checked out
- 41,615 reference transactions handled, as well as 11,703 Archives questions
- Over 44,000 users pinged our wireless service
- 75,064 sessions logged on our public computers
- Staffed 5 public service desks during 5,720 hours of operation

NOT ENOUGH?

We also selected, ordered, processed and added 14,285 new print items and 5,733 non-print items to the collection across three locations

GOAL 1. COLLECTION BUILDING, SERVICES INNOVATION, AND SERVICES DELIVERY: Become the collections, talents and idea innovation center of La Crosse and the surrounding region so that all patrons discover more than what they were seeking.

2017 Accomplishments

- Discovery kits (Dawn)
- Vox audio picture books (Dawn)
- Lucky Day collection (AI)
- A variety of unique local records were donated to Archives
- Expanded art exhibits (Rochelle)
- Music & Memory (KKS)
- Hoopla & Kanopy (AI)
- National History Day (Anita)

2018 Works in Progress

- Circulating board games (Rochelle)
- Diagnosis bags (Rochelle)
- VHS-to-DVD conversion service (Rochelle)
- De-emphasis on print non-fiction except in areas of high interest or historic importance, and re-deployment of materials funding (Dawn & Rochelle)
- Reorganization of picture book collection for improved browsing (Dawn)

Goal #1: What else?

- Expand digitization of city records

#5 in priority

GOAL 2. CREATIVE SOURCING AND PARTNERSHIPS: Grow the library through partnerships with community, business and government organizations that are seeking to more effectively deal with the challenges they face.

2017 Accomplishments

- Pump House (Dark La Crosse, Banned Books)
- LWV (Voter registration, Fake News program)
- The Center (LGBTQ Film series, PRIDE celebration)
- Explore La Crosse (Dark La Crosse)
- SPARKS group (early literacy)
- ADRC (Music & Memory)
- Hunger Task Force (Monday food distribution)
- Franke Foundation (Care & Share)
- Gundersen Health System (No Hit Zone)
- Parenting Place (Playgroup at NCL)
- Food Trucks (Cloudy's, Ole's)
- DMI (Give-a-Gift)

- Staff presence on Arts Board (Barry)
- LCHS
- UWL History department
- La Crosse School district
- Hillview Agricultural Center (Seed Library)
- Pearl Street & Turtlestack Breweries (Storytime for Adults)

2018 Works in Progress

- Create a virtual library card for every child in the school district (Dawn/AI)
- Determine future of our relationship with ALANO (KKS)
- Art & Homelessness project with Couleecap (Anita)
- African-American History Project advisory board (Anita)
- Collaboration with YMCA to provide food for children (Dawn)

Goal #2: What else?

- Begin exploring the possibility of combining the School District of La Crosse library catalog with ours to develop integrated collections
- #2 in priority

GOAL 3. COMMUNITY ACCESS: Co-locate with or be embedded in new and existing community partners to offer a one-stop shop experience that generates greater traffic for all of the partners and/or convenient access to services for citizens and visitors

2017 Accomplishments

- Food trucks
- Hunger Task Force
- Parenting Place playgroup
- Pool day program with Parks/Rec
- Little Free Library at airport
- Storytime for Adults
- Storytime in the Park at Farmer's Market
- Ghost tour support
- Promise tour support
- Beer by Bike Brigade support

2018 Works In Progress

- Implementation of pop-up library initiative (Dawn)
- Repurpose SCL site to a multi-use building with a senior center component. (KKS)
- More Archives passive programming and small scale pop-up exposure (Anita)

Goal #3: What else??

- Collaborate with MTU to eventually establish a bus stop at Main library.
- #8 in priority

GOAL 4. MARKETING, PROMOTION AND ADVOCACY: Become well-known and highly regarded for our programs, partnerships and events, which service as a creative catalyst for community and personal growth.

2017 Accomplishments

- Improved Facebook page
- New website and logo
- Read Away Your Fines program
- Implementation of Goodreads
- Library activities and programs included in the Parks & Rec brochure

2018 Works In Progress

- Major National Library Week series of programs and activities (KKS)
- Sponsorship of the banner art contest (KKS)
- Eliminate fines on children's materials (scheduled for February policy review) (original priority project)

La Crosse Reads!

A Community Reading Experience

- Will feature ***“Station Eleven”*** by Emily St. John Mandel
- Runs from 4/1/18 – 6/30/18
- Major partners include Gundersen Health Systems, UWL, and the City of La Crosse Planning Department
- Themes include the importance of community and neighborhoods, the role of public art, lifestyle resilience and sustainability, and the idea that “Survival Is Not Sufficient.”
- Programs will include the creation of a temporary mural, a traveling exhibit at Gundersen on medicine in the time of Shakespeare, and commissioned art that will be created at all three library locations.
- **As leaders of the community, you will be asked to participate in a “reaction interview” at the end of May. Further information will be emailed to you.**

Goal #4: What else?

- Hire part-time graphics person **#12 in priority**
- Establish a marketing budget **#6 in priority**
- Explore implementation of Hometown Tourist idea **#10 in priority**

GOAL 5. LEADERSHIP, STAFFING AND PROFESSIONAL DEVELOPMENT: Create a culture of change and proactive, collaborative leadership via professional and personal development and the recruitment of top talent.

2017 Accomplishments

- Revision of emergency manual and training on same
- Adult and Youth services retreats
- Reading assignment for professional staff
- Re-organization of both circulation and collection management following retirements and resignations
- Establishment of attendance policy
- Significant professional involvement

2018 Works In Progress

- Establish cell phone stipend (Budgeted for 2018/needs board action)
- Three professional staff attending the Public Library Association conference in March
- Staff involvement in the 2018 Wisconsin Library Association conference which returns to La Crosse in the fall

Goal #5: What else?

- Bring back Staff Development Day **#4 in priority**
- Better reward top performers when/where pay and benefits inequities have been identified **#7 in priority**

GOAL 6. RESOURCES, BUILDINGS, TECHNOLOGY AND SYSTEMS: Adapt or re-invent our systems, technologies and buildings to better serve the changing needs of our citizens.

2017 Accomplishments

- Data cabling project started
- New clock system installed
- New self-check units installed

2018 Works In Progress

- Youth services department flip (Dawn)(completed)
- Complete data cabling (Lou/Russ)
- Replace phone system (Lou)
- Switch from *Archivists' Toolkit* to *ArchivesSpace* software (Anita)
- Installation of new fire panel
- Development of a new Intranet
- Redesign/replace drive-up bookdrop

Technology Improvements/Enhancements

- Set up remote access to HVAC system for key staff member
- Set up iPads to integrate with the city's new hazardous materials information
- Upgraded Disaster Recovery Appliance to a quicker, larger capacity version
- Digital Display in lobby
- New website, calendar, logo - LibraryMarket
- BrowseAloud – ADA compliance for our website at all locations
- ATT Badgernet upgrade—new equipment and vastly increased speed
- New auditorium video and sound equipment
- Michael Scott Ghostwalk tours—iPad and Sway integration and Square for payment
- Assisted Collection Management with implementing new ordering systems
- New self-check machines at all locations
- Increased power backups at all locations for core networking equipment

Goal #6: What else?

- Reimagine and reconfigure the museum space combined with an overall review of the whole building
#1 Priority
- Make full-time G4S security a library staff member #11 in priority

GOAL 7. GOVERNANCE, FUNDING AND MANAGING CHANGE: Regularly review the progress of the library to ensure that the quality and efficiency of delivery of programs, collections and services to our citizens and visitors is the best that can be achieved

2017 Accomplishments

- Hosted a new Council member breakfast
- Established ongoing departmental reports at each board meeting
- Increased outside sources of funding via Dark La Crosse, and the Friends of the Library
- Established a *Mission Moment* agenda item at every board meeting

2018 Works in Progress

- Host a Council planning session (March committee/board agendas)
- Improve procedure for handling citizen concerns; revise bylaws to establish time limit during public comment section of board meetings (Bylaws will be on February agenda; formal policy will be presented in March)

Goal #7: What else?

- Significantly improve how we measure success and/or ROI by implementing the PLA Project Outcome toolkit **#3 Priority**

Bringing It All Together

12 Items in Priority Order

1. Re-imagine and reconfigure the museum space combined with an overall review of the whole building.
2. Begin exploring the possibility of combining the School District of La Crosse library catalog with LPL's to develop integrated collections.
3. Significantly improve how we measure success and/or ROI by implementing the PLA Project Outcome toolkit.
4. Bring back Staff Development Day.
5. Expand digitization of city records.
6. Establish a marketing budget.

Bringing It All Together (cont.)

7. Better reward top performers when/where pay and benefits inequities have been identified.
8. Collaboration with MTU.
9. Collaborate to better serve at-risk populations.
10. Explore implementation of Hometown Tourist idea.
11. Make full-time G4S security a library staff member.
12. Hire a part-time graphics person.



LA CROSSE
PUBLIC LIBRARY

Thank You!