



Library Board MEETING AGENDA

March 20, 2023 - 6:00 PM
New Berlin Library
15105 W Library Lane

Published: 3/17/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **COMMITTEE REPORTS**
 - A. Friends of New Berlin Library, Inc.
4. **CONSENT AGENDA**-----
 - A. Approval of February 20, 2023 Library Board Meeting Minutes
 - B. Approval of Bills and Invoices
 - C. Next meeting date - April 17, 2023
5. **ADMINISTRATIVE REPORTS**
 - A. President's Report
 - B. Director's Report
6. **NEW BUSINESS**
 - A. 2022 Annual Report
 - B. 2023-2025 Strategic Plan
 - C. 2023 Marketing Plan
 - D. Library Card Renewal
 - E. Trustee Essentials – Guidelines to Roles and Responsibilities in Wisconsin Public Libraries
7. **ANNOUNCEMENTS**
8. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.

- *The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.*
- *It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.*



Library Board MEETING MINUTES

February 20, 2023 - 6:00 PM
New Berlin Library - Heritage Room
15105 W Library Lane

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Meeting called to order by President Marek at 6:02 p.m

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Members Present: Board Member Bock, Board Member Jung, Board Member Kalawa, Alderperson Kroupa, Board Member Orzel, Board Member Marek, Commissioner Stelzner

Members Excused: Dolores Greenawalt, Linda Maas

3. COMMITTEE REPORTS

A. Friends of the Library, Inc.

A book sale was held this past weekend, which raised \$500. A book drive will be held March 18, 2023, for those who have donations for the next book sale.

4. **CONSENT AGENDA**-----

MOTION: Motion to approve the consent agenda items

VOTE: Motion by: Commissioner Stelzner
Second by: Alderperson Kroupa
Motion Passed 7-0

A. Approval of minutes for January 16, 2023

B. Approval of Bills and Invoices

- C. Set next meeting date for March 20, 2023

5. ADMINISTRATIVE REPORTS

A. President's Report

President Marek passed around a thank-you card from the staff for the Christmas gift cards. He also reported attending the February 3, 2023, Library Lover's month event. Staff did a wonderful job after hours setting up a sample display of the Library of Things. Attendees enjoyed Pat McCurdy's performance. Staff is to be commended for their hard work. Finally, in follow-up to his report from last month, President Marek reported that he met with the President of the Fort Atkinson library board, Mr. Tom Fick. The two had a nice discussion. Mr. Fick was interested in the community events in which our library participates and our community experience pass program. He was impressed by how developed our Library of Things is and enjoyed our Makerspace.

B. Director's Report and Marketing Update from Laura Eastman, Public Services

Ms. Beacom reported that the annual report will be due this month. It will be finalized for sharing next month. A draft strategic plan will also be presented for review in March. The full report of the Library Director is attached to the minutes of the meeting. Laura Eastman gave a report from staff. Painters have come through in anticipation of upcoming spruce-ups. The lighting will also be improved for areas that are dimmer. The calendars that were distributed for the new year were part of the marketing plan. Over 130 have been distributed and feedback is appreciated. The Library of Things brochure has been updated and discussions are taking place as to how to better expose patrons to the Library of Things. One idea is to advertise the items on hang-tags posted in matching areas. Ex. A tag advertising cooking items will be hung in the cookbook section. The idea is to make the Library of Things and the other library offerings more cohesive. Plans are also in the works to update the newsletter and to acquire more experience pass opportunities. Kate Kennedy also gave a report from staff. Staff are about halfway through reorganizing the adult services materials on both the first and second floor. As part of the project, collections are being weeded. Kate also presented the draft marketing plan. One goal is to increase library usage by 18-35 year-olds. Staff are trying some community outreach efforts such as going to 1848 Coffee to engage with the public and register new users. New users get a card that gives them freebies from local businesses (this also promotes partnership between the Library and other community stakeholders). The final marketing plan will come back to the Board for approval.

C. Manager, and Kate Kennedy, Lead Adult Services Librarian

No report

6. NEW BUSINESS

A. Review of Annual Report

Specific details will be presented next month after final numbers are factored in.

B. Trustee Essentials - Section 10

The Board reviewed Section 10 of the Trustee Essentials A Handbook for Wisconsin on the topic of "Developing Essential Library Policies."

This was an informational item and no action was required.

7. ANNOUNCEMENTS

No announcements

8. ADJOURN

MOTION: Motion to Adjourn

VOTE: Motion by: Commissioner Stelzner
Second by: Alderperson Kroupa
Motion Passed 7-0

Respectfully Submitted, Jill Kawala

INVOICE LIST BY GL ACCOUNT

YEAR/PERIOD: 2023/3 TO 2023/3		ACCOUNT/VENDOR		INVOICE	PO	YEAR/PR TYP S	PAYABLES	CHECK	DESCRIPTION
15810000				LIBRARY					
15810000	53040			TELEPHONE/CELL PHONE					
302074	AT&T	262785498002	FEB23	0	2023 3 INV P	201.10	030123	267724	PHONES-LIB FEB4-MAR
					ACCOUNT TOTAL	201.10			
15810000	54010			R&M BLDGS & GROUNDS					
003228	BATZNER PEST CONTR	3497385		0	2023 3 INV P	109.00	030123	267726	PESTCNTRL-LIB FEB20
					ACCOUNT TOTAL	109.00			
15810000	54030			MAINTENANCE CONTRACT					
004910	CINTAS FIRE PROTECTI	0F36666052		0	2023 3 INV P	336.93	030123	267735	ANNUAL INSPECTION-L
					ACCOUNT TOTAL	336.93			
15810000	54080			LEASES EQUIPMENT					
295906	PITNEY BOWES	3317011515		0	2023 3 INV P	77.28	030123	267805	POSTAGE METER LEASE
362301	GREAT AMERICA FINANC	33463864	FEB23 D	0	2023 3 INV P	903.37	030123	267764	COPIER LEASE-LIB FE
					ACCOUNT TOTAL	980.65			
15810000	54110			SUPPLIES					
020058	ODP BUSINESS	292228273001		0	2023 3 INV P	52.08	030123	267799	OFFICE SUPPLIES-LIB
					ACCOUNT TOTAL	52.08			
15810000	54170			POSTAGE					
348554	PURCHASE POWER	0013200910	FEB22	0	2023 3 INV P	100.00	030123	267811	POSTAGE-LIB 1320091
					ACCOUNT TOTAL	100.00			
15810000	54230			LIBRARY MATERIALS					
001613	GALE CENGAGE LEARNIN	80631451		0	2023 3 INV P	239.92	030123	267757	VARIOUS TITLES-LIB
001613	GALE CENGAGE LEARNIN	80648574		0	2023 3 INV P	27.74	030123	267757	VARIOUS TITLES-LIB
						267.66			
006199	BAKER & TAYLOR BOOKS	2037274764		0	2023 3 INV P	385.55	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037278449		0	2023 3 INV P	238.09	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037279598		0	2023 3 INV P	1,072.51	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037280174		0	2023 3 INV P	223.91	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037292364		0	2023 3 INV P	173.56	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037294947		0	2023 3 INV P	600.54	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037303644		0	2023 3 INV P	191.41	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037307137		0	2023 3 INV P	251.26	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037310819		0	2023 3 INV P	920.51	030123	267725	VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	H64166950		0	2023 3 INV P	13.50	030123	267725	VARIOUS TITLES-LIB
						4,070.84			

INVOICE LIST BY GL ACCOUNT

YEAR/PERIOD: 2023/3 TO 2023/3													
ACCOUNT/VENDOR		INVOICE		PO	YEAR/PR TYP S				PAYABLES		CHECK	DESCRIPTION	
350982	T-MOBILE	970673785	FEB23	0	2023	3	INV	P	319.20	030123	267838	INTERNET	HOTSPOTS-L
361291	MIDWEST TAPE	503319381		0	2023	3	INV	P	129.76	030123	267791	VARIOUS	TITLES-LIB
361291	MIDWEST TAPE	503319383		0	2023	3	INV	P	32.99	030123	267791	VARIOUS	TITLES-LIB
361291	MIDWEST TAPE	503351052		0	2023	3	INV	P	327.40	030123	267791	VARIOUS	TITLES-LIB
									490.15				
392979	CENTER POINT	1986192		0	2023	3	INV	P	431.46	030123	267733	VARIOUS	TITLES-LIB
ACCOUNT TOTAL									5,579.31				
15810000	54521				TECHNOLOGY/SOFTWARE								
014113	K-12 TECHNOLOGY GROU	93519		0	2023	3	INV	P	53.90	030123	267779	CRUCIAL	RAM-LIB
ACCOUNT TOTAL									53.90				
ORG 15810000 TOTAL									7,412.97				
FUND 0010 GENERAL FUND					TOTAL:				7,412.97				

** END OF REPORT - Generated by Thu Van Hintz **

INVOICE LIST BY GL ACCOUNT

YEAR/PERIOD: 2023/3 TO 2023/3		ACCOUNT/VENDOR		INVOICE	PO	YEAR/PR	TYP	S	PAYABLES	CHECK	DESCRIPTION
15810000				LIBRARY							
15810000	54010			R&M BLDGS & GROUNDS							
021746	GRAINGER		9623271310	2023	3	INV	P		1,156.50	031523	267969 LED LIGHT BULBS-LIB
				ACCOUNT TOTAL					1,156.50		
15810000	54080			LEASES EQUIPMENT							
013995	KANSAS STATE BANK		3356523PMT#41APR2023	2023	3	INV	P		2,566.00	031523	267994 COPIER LEASE-LIB PM
020123	FORWARD TS, LTD		AR192796	2023	3	INV	P		239.57	031523	267958 COPIER LEASE-LIB 2/
				ACCOUNT TOTAL					2,805.57		
15810000	54110			SUPPLIES							
008243	NEW BERLIN LIBRARY	P 434	1/9/23MEIJER	2023	3	INV	P		2.99	031523	268033 SUPPLIES-LIB
008243	NEW BERLIN LIBRARY	P 435	1/9/23PICNSAV	2023	3	INV	P		29.88	031523	268033 DISC CLEANING SUPPL
008243	NEW BERLIN LIBRARY	P 438	1/26/23MEIJER	2023	3	INV	P		8.49	031523	268033 SUPPLIES/PUZZLE BAG
008243	NEW BERLIN LIBRARY	P 439	1/30/23\$TREE	2023	3	INV	P		5.00	031523	268033 DISPLAY SUPPLIES-LI
008243	NEW BERLIN LIBRARY	P 442	3/3/23MENARDS	2023	3	INV	P		11.84	031523	268033 SUPPLIES-LIB
008243	NEW BERLIN LIBRARY	P 443	3/6/23PICNSAV	2023	3	INV	P		14.90	031523	268033 DISC CLEANING SUPPL
									73.10		
				ACCOUNT TOTAL					73.10		
15810000	54180			HOUSEKEEPING SUPPLY							
008243	NEW BERLIN LIBRARY	P 441	3/2/23\$STORE	2023	3	INV	P		5.00	031523	268033 CLEANING SUPPLIES-L
026400	ITU ABSORB TECH		8080592	2023	3	INV	P		100.47	031523	267985 MATS-LIB FEB2023
				ACCOUNT TOTAL					105.47		
15810000	54230			LIBRARY MATERIALS							
001613	GALE CENGAGE LEARNIN		80710855	2023	3	INV	P		77.97	031523	267962 VARIOUS TITLES-LIB
005895	MARIS ASSOCIATES		84	2023	3	INV	P		171.58	031523	268011 VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037324193		2023	3	INV	P		387.09	031523	267899 VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037324925		2023	3	INV	P		113.31	031523	267899 VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037329411		2023	3	INV	P		169.56	031523	267899 VARIOUS TITLES-LIB
006199	BAKER & TAYLOR BOOKS	2037336347		2023	3	INV	P		26.52	031523	267899 VARIOUS TITLES-LIB
									696.48		
008243	NEW BERLIN LIBRARY	P 440	2/9/23TRAVLG BAG	2023	3	INV	P		15.00	031523	268033 RPAIRS-LIB
085010	WAUKESHA COUNTY TREA	2023-13010015		2023	3	INV	P		16,887.00	031523	268126 BRIDGES 2023-LIB
361291	MIDWEST TAPE		503108220	2023	3	INV	P		268.26	031523	268024 VARIOUS TITLES-LIB
361291	MIDWEST TAPE		503397877	2023	3	INV	P		166.43	031523	268024 VARIOUS TITLES-LIB
									434.69		

INVOICE LIST BY GL ACCOUNT

YEAR/PERIOD: 2023/3 TO 2023/3											
ACCOUNT/VENDOR		INVOICE		PO	YEAR/PR TYP S			PAYABLES		CHECK	DESCRIPTION
378755	INFOUSA MARKETING	10004063111		0	2023	3	INV P	670.00	031523	267983	VARIOUS TITLES-LIB
ACCOUNT TOTAL								18,952.72			
15810000	54521				TECHNOLOGY/SOFTWARE						
085010	WAUKESHA COUNTY TREA	2023-13010015		0	2023	3	INV P	33,475.00	031523	268126	BRIDGES 2023-LIB
ACCOUNT TOTAL								33,475.00			
15810000	55100				PROGRAMS-ADULT						
008243	NEW BERLIN LIBRARY P 436	1/26/23	SOMUCHMOR	0	2023	3	INV P	8.18	031523	268033	ADULT PROG SUPPLIES
008243	NEW BERLIN LIBRARY P 437	1/6/23	JOANN	0	2023	3	INV P	23.97	031523	268033	ADTL PROG SUPPLIES-
								32.15			
020282	BRUNSMAN JON	2023 JAN REIMB		0	2023	3	INV P	36.00	031523	267912	JAN2023 PROG SUPPLI
223107	KENNEDY KATHLEEN	FEB2023 REIMB		0	2023	3	INV P	73.94	031523	267996	PROG SUPPLIES REIMB
ACCOUNT TOTAL								142.09			
ORG 15810000 TOTAL								56,710.45			
FUND 0010 GENERAL FUND					TOTAL:			56,710.45			

** END OF REPORT - Generated by Thu Van Hintz **

YEAR-TO-DATE BUDGET REPORT

FOR 2023 03

ACCOUNTS 581	FOR: LIBRARY		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
15810000	50010	SALARY-FULL TIME	476,209	0	476,209	91,152.80	.00	385,056.20	19.1%
15810000	50020	SALARY-PART TIME	468,572	0	468,572	74,400.22	.00	394,171.78	15.9%
15810000	50070	SALARY-OVERTIME	0	0	0	.00	.00	.00	.0%
15810000	51010	RETIREMENT	43,985	0	43,985	8,050.08	.00	35,934.92	18.3%
15810000	51020	FICA	72,385	0	72,385	12,483.55	.00	59,901.45	17.2%
15810000	51030	HEALTH INSURANCE	50,231	0	50,231	14,612.85	.00	35,618.15	29.1%
15810000	51040	RETIREE HEALTH I	0	0	0	.00	.00	.00	.0%
15810000	51060	LONG-TERM DISABI	81	0	81	19.20	.00	61.80	23.7%
15810000	51065	VISION/DENTAL IN	1,285	0	1,285	483.60	.00	801.40	37.6%
15810000	51070	LIFE INSURANCE	841	0	841	179.29	.00	661.71	21.3%
15810000	51080	UNEMPLOYMENT COM	0	0	0	.00	.00	.00	.0%
15810000	52010	PROFESSIONAL FEE	0	0	0	.00	.00	.00	.0%
15810000	52030	CONTRACTED SERVI	0	0	0	.00	.00	.00	.0%
15810000	53010	ELECTRICITY	60,000	0	60,000	.00	.00	60,000.00	.0%
15810000	53020	WATER/SEWER	3,876	0	3,876	.00	.00	3,876.00	.0%
15810000	53040	TELEPHONE/CELL P	2,300	0	2,300	401.31	.00	1,898.69	17.4%
15810000	53050	HEATING FUEL	17,000	0	17,000	.00	.00	17,000.00	.0%
15810000	54010	R&M BLDGS & GROU	55,000	0	55,000	4,674.83	.00	50,325.17	8.5%
15810000	54030	MAINTENANCE CONT	50,000	0	50,000	5,858.37	.00	44,141.63	11.7%
15810000	54040	R&M EQUIPMENT	2,000	0	2,000	.00	.00	2,000.00	.0%
15810000	54060	MARKETING	500	0	500	.00	.00	500.00	.0%
15810000	54080	LEASES EQUIPMENT	48,000	0	48,000	9,839.64	.00	38,160.36	20.5%
15810000	54110	SUPPLIES	37,400	0	37,400	125.18	.00	37,274.82	.3%
15810000	54110	COVID SUPPLIES	0	0	0	.00	.00	.00	.0%
15810000	54140	DATA PROC SUPPLI	0	0	0	.00	.00	.00	.0%
15810000	54170	POSTAGE	450	0	450	100.00	.00	350.00	22.2%
15810000	54180	HOUSEKEEPING SUP	16,000	0	16,000	205.94	.00	15,794.06	1.3%
15810000	54190	GAS,OIL,LUBRICAN	0	0	0	.00	.00	.00	.0%
15810000	54230	LIBRARY MATERIAL	212,500	0	212,500	35,593.45	.00	176,906.55	16.7%
15810000	54250	MAGAZINES/NEWSPA	0	0	0	237.60	.00	-237.60	100.0%
15810000	54260	AUDIO-VISUAL	0	0	0	.00	.00	.00	.0%
15810000	54270	MEMBERSHIP DUES	200	0	200	.00	.00	200.00	.0%
15810000	54300	CONFERENCE/SEMIN	500	0	500	.00	.00	500.00	.0%
15810000	54330	TRAINING EXPENSE	500	0	500	.00	.00	500.00	.0%
15810000	54521	TECHNOLOGY/SOFTW	36,000	0	36,000	33,528.90	.00	2,471.10	93.1%
15810000	54521	COVID TECHNOLOGY/	0	0	0	.00	.00	.00	.0%
15810000	55090	PROGRAMS-JUVENIL	1,200	0	1,200	103.51	.00	1,096.49	8.6%
15810000	55095	PROGRAMS-YOUNG A	1,200	0	1,200	132.95	.00	1,067.05	11.1%
15810000	55100	PROGRAMS-ADULT	1,200	0	1,200	312.09	.00	887.91	26.0%
15810000	56020	WORKER'S COMP	0	0	0	.00	.00	.00	.0%
15810000	59010	EQUIPMENT	35,000	0	35,000	.00	.00	35,000.00	.0%
TOTAL LIBRARY			1,694,415	0	1,694,415	292,495.36	.00	1,401,919.64	17.3%
TOTAL EXPENSES			1,694,415	0	1,694,415	292,495.36	.00	1,401,919.64	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 03

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	1,694,415	0	1,694,415	292,495.36	.00	1,401,919.64	17.3%

** END OF REPORT - Generated by Thu Van Hintz **

YEAR-TO-DATE BUDGET REPORT

FOR 2023 03

ACCOUNTS 581	FOR: LIBRARY		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
15810000	50010	SALARY-FULL TIME	476,209	0	476,209	72,886.04	.00	403,322.96	15.3%
15810000	50020	SALARY-PART TIME	468,572	0	468,572	58,720.65	.00	409,851.35	12.5%
15810000	50070	SALARY-OVERTIME	0	0	0	.00	.00	.00	.0%
15810000	51010	RETIREMENT	43,985	0	43,985	6,399.28	.00	37,585.72	14.5%
15810000	51020	FICA	72,385	0	72,385	9,924.69	.00	62,460.31	13.7%
15810000	51030	HEALTH INSURANCE	50,231	0	50,231	11,690.28	.00	38,540.72	23.3%
15810000	51040	RETIREE HEALTH I	0	0	0	.00	.00	.00	.0%
15810000	51060	LONG-TERM DISABI	81	0	81	13.48	.00	67.52	16.6%
15810000	51065	VISION/DENTAL IN	1,285	0	1,285	386.88	.00	898.12	30.1%
15810000	51070	LIFE INSURANCE	841	0	841	143.36	.00	697.64	17.0%
15810000	51080	UNEMPLOYMENT COM	0	0	0	.00	.00	.00	.0%
15810000	52010	PROFESSIONAL FEE	0	0	0	.00	.00	.00	.0%
15810000	52030	CONTRACTED SERVI	0	0	0	.00	.00	.00	.0%
15810000	53010	ELECTRICITY	60,000	0	60,000	.00	.00	60,000.00	.0%
15810000	53020	WATER/SEWER	3,876	0	3,876	.00	.00	3,876.00	.0%
15810000	53040	TELEPHONE/CELL P	2,300	0	2,300	401.31	.00	1,898.69	17.4%
15810000	53050	HEATING FUEL	17,000	0	17,000	.00	.00	17,000.00	.0%
15810000	54010	R&M BLDGS & GROU	55,000	0	55,000	3,518.33	.00	51,481.67	6.4%
15810000	54030	MAINTENANCE CONT	50,000	0	50,000	5,858.37	.00	44,141.63	11.7%
15810000	54040	R&M EQUIPMENT	2,000	0	2,000	.00	.00	2,000.00	.0%
15810000	54060	MARKETING	500	0	500	.00	.00	500.00	.0%
15810000	54080	LEASES EQUIPMENT	48,000	0	48,000	7,034.07	.00	40,965.93	14.7%
15810000	54110	SUPPLIES	37,400	0	37,400	52.08	.00	37,347.92	.1%
15810000	54110	COVID SUPPLIES	0	0	0	.00	.00	.00	.0%
15810000	54140	DATA PROC SUPPLI	0	0	0	.00	.00	.00	.0%
15810000	54170	POSTAGE	450	0	450	100.00	.00	350.00	22.2%
15810000	54180	HOUSEKEEPING SUP	16,000	0	16,000	100.47	.00	15,899.53	.6%
15810000	54190	GAS,OIL,LUBRICAN	0	0	0	.00	.00	.00	.0%
15810000	54230	LIBRARY MATERIAL	212,500	0	212,500	16,640.73	.00	195,859.27	7.8%
15810000	54250	MAGAZINES/NEWSPA	0	0	0	237.60	.00	-237.60	100.0%
15810000	54260	AUDIO-VISUAL	0	0	0	.00	.00	.00	.0%
15810000	54270	MEMBERSHIP DUES	200	0	200	.00	.00	200.00	.0%
15810000	54300	CONFERENCE/SEMIN	500	0	500	.00	.00	500.00	.0%
15810000	54330	TRAINING EXPENSE	500	0	500	.00	.00	500.00	.0%
15810000	54521	TECHNOLOGY/SOFTW	36,000	0	36,000	53.90	.00	35,946.10	.1%
15810000	54521	COVID TECHNOLOGY/	0	0	0	.00	.00	.00	.0%
15810000	55090	PROGRAMS-JUVENIL	1,200	0	1,200	103.51	.00	1,096.49	8.6%
15810000	55095	PROGRAMS-YOUNG A	1,200	0	1,200	132.95	.00	1,067.05	11.1%
15810000	55100	PROGRAMS-ADULT	1,200	0	1,200	170.00	.00	1,030.00	14.2%
15810000	56020	WORKER'S COMP	0	0	0	.00	.00	.00	.0%
15810000	59010	EQUIPMENT	35,000	0	35,000	.00	.00	35,000.00	.0%
TOTAL LIBRARY			1,694,415	0	1,694,415	194,567.98	.00	1,499,847.02	11.5%
TOTAL EXPENSES			1,694,415	0	1,694,415	194,567.98	.00	1,499,847.02	

YEAR-TO-DATE BUDGET REPORT

FOR 2023 03

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	1,694,415	0	1,694,415	194,567.98	.00	1,499,847.02	11.5%

** END OF REPORT - Generated by Thu Van Hintz **



Wisconsin Department of Public Instruction
PUBLIC LIBRARY ANNUAL REPORT
 PI-2401 (Rev. 01-23)
 S. 43.05(4) & 43.58(6)
FOR THE YEAR 2022

INSTRUCTIONS: Complete and return two (2) signed copies of the form and attachments to the library system headquarters. Confirm with the library system if submitting electronic copies is preferred.

Board-approved, signed annual reports for 2022 are due to the DPI Division for Libraries and Technology no later than March 1, 2023.

I. GENERAL INFORMATION

1. Name of Library New Berlin Public Library		2. Public Library System Bridges Library System			
3a. Head Librarian First Name Natalie	3b. Head Librarian Last Name Beacom	4a. Certification Grade Grade 1	4b. Certification Type Regular		5. Certification Expiration Date 06/01/2026
6a. Street Address 15105 Library Ln.	6b. Mailing Address or PO Box 15105 Library Ln.	7. City / Village / Town New Berlin	8a. ZIP 53151	8b. ZIP4 5280	9. County Waukesha
10. Library Phone Number 2627854980	11. Fax Number (262)785-4984	12. Library E-mail Address of Director nbeacom@newberlinlibrary.org			
13. Library Website URL www.newberlinlibrary.org		14. No. of Branches 0	15. No. of Bookmobiles Owned 0		16. No. of Other Public Service Outlets 0
17. Does your library operate a books-by-mail program? No	18. Some public libraries are legally organized as joint libraries, with neighboring municipalities or a county and municipality joining to operate a library. Is your library such a joint library legally established under Wis. Stat. s. 43.53? No				
20. Square Footage of Public Library 55,117	21a. Did your library or a branch move to a new facility during the fiscal year? No	21b. Did your library or a branch renovate or expand an existing facility during the fiscal year? No		22. UEI Number NUNZCR5CMVR5	

HOURS OF OPERATION

	Standard Service with No Restrictions on Building Access	Limited Service	Staff Only (No interior service for the public)
19a. Winter hours open per week	67		
19b. Number of winter weeks	36		
19c. Summer hours open per week	64		
19d. Number of summer weeks	16		
19e. Total weeks per year	52		
19f. Total hours per year for this location	3,436		

PUBLIC SERVICES COVID-19

Closed Outlets Due to COVID-19	No
Public Services During COVID-19	No
Electronic Library Cards Issued during COVID-19	Yes
Reference Service During COVID-19	No
Outside Service During COVID-19	Yes
External Wi-Fi Access Added During COVID-19	No
External Wi-Fi Access Increased During COVID-19	No
Staff Re-Assigned During COVID-19	No

COVID-19 CLOSURES

Initial date closed due to COVID-19	First date reopened following initial COVID-19 closure
2020-03-15	2020-05-26

Additional building closure and reopening dates, please describe

II. LIBRARY COLLECTION

	a. Number Owned / Leased	b. Number Added
1. Books in Print <i>Non-periodical printed publications</i>	124,257	7,427
2. Electronic Books <i>E-books</i>	175,438	
3. Audio Materials	12,454	409
4. Electronic Audio Materials <i>Downloadable</i>	73,791	
5. Video Materials	11,252	423
6. Electronic Video Materials <i>Downloadable</i>	534	
7. Other Materials Owned <i>Describe</i> Library of "Things" Collection, STEM Kits, Hot Spots, Experience Passes	936	
8a. Electronic Collections <i>Locally Owned or Leased</i>	1	
8b. Electronic Collections <i>Purchased by library system or consortia</i>	11	
8c. Electronic Collections <i>Provided through BadgerLink</i>	63	
9. Total Electronic Collections <i>Local, regional, and state</i>	75	
10. Subscriptions <i>Include periodicals and newspapers, exclude those in electronic format</i>	122	

III. LIBRARY SERVICES

1. Circulation Transactions		c. Circulation of Other Physical Items (subset of 1a.) 6,845		2. Interlibrary Loans	
a. Total Circulation	b. Children's Materials			a. Items Loaned <i>Provided to</i>	b. Items Received <i>Received from</i>
337,351	171,604			41,629	47,319
				Method for Counting ILL Transactions Categorized ILL Transactions	
(Only Total will display when Total ILL Transactions is listed as the Method for Counting ILL Transactions)		Items Loaned to Other Libraries <i>Provided to</i>		Items Borrowed from Other Libraries <i>Received from</i>	
Integrated Library Systems (ILS)		40,337		47,037	
WISCAT		1,292		282	
Other (includes OCLC, manual tracking or other methods)		0		0	
3. Number of Registered Users		d. Overdue Fines		4. Reference Transactions	
a. Resident	b. Nonresident	c. TOTAL		a. Method	b. Annual Count
15,581	562	16,143	Yes	Survey Week(s)	37,752
5. Library Visits		b. Annual Count		b. Annual Count	
Actual Count		131,766			
6. Uses of Public Internet Computers		c. Method		7. Uses of Public Wireless Internet	
a. Number of Public Use Computers	b. Number of Public Use Computers with internet access	d. Annual Count		a. Method	b. Annual Count
22	22	Actual Count	8,466		
8. Website Visits	9. Electronic Collection Retrieval				
196,104	a. Local	b. Other	c. Statewide		
	609	3,142	149	d. Total	
				3,900	
10. Uses of Electronic Materials by Users of Your Library					
a. E-Books	b. E-Audio	c. E-Video	d. Total Uses of Electronic Materials	e. Uses of Children's Electronic Materials	
30,080	29,255	578	59,913	3,735	

		In-person Programs and Attendance + Live, Virtual Programs and Attendance (not asynchronous views)				
		Virtual Programs and Attendance (not asynchronous views)				

In-person Programs and Attendance + Live, Virtual Programs and Attendance (not asynchronous views)

	Children (0-5)	Children (6-11)	Young Adult (12-18)	Adult (19+)	General Interest (all ages)	Total
Number of Programs	225	53	13	51	20	362
Total Attendance	3,040	2,664	209	644	4,595	11,152

In-Person Programs and Program Attendance Annual Count

	11a. Children (0-5)	11b. Children (6-11)	11c. Young Adult (12-18)	11d. Adult (19+)	11e. General Interest (all ages)
Number of Programs	225	53	13	48	20
Total Attendance	3,040	2,664	209	644	4,595
	11f. Onsite In-Person - Subtotal	11g. Offsite In-Person - Subtotal	11h. Total		
Number of Programs	335	24	359		
Total Attendance	9,980	1,172	11,152		

11i. Describe the library's in-person programs: Bingo, story times, sensory and specialty story times, book clubs, gaming and crafting activities, scavenger hunts, movies, library events and concerts.

Live Views of Virtual Programs and Virtual Program Attendance Annual Count

	12a. Children (0-5)	12b. Children (6-11)	12c. Young Adult (12-18)	12d. Adult (19+)	12e. General Interest (all ages)	12f. Total
Number of Programs	0	0	0	3	0	3
Total Live Virtual Attendance	0	0	0	0	0	0
Total views of live programs that were recorded and posted for asynchronous viewing	0	0	0	49	0	49

12g. Which platforms does the library use to host the library's live, virtual programs: Facebook

12h. Describe the library's live, virtual programs: Storytimes, book clubs and educational programming.

Views of Pre-recorded Programs and Pre-recorded Program Attendance Annual Count

	13a. Children (0-5)	13b. Children (6-11)	13c. Young Adult (12-18)	13d. Adult (19+)	13e. General Interest (all ages)	13f. Total
Number of Programs	0	0	0	0	1	1
Total Pre-Recorded Program Views	0	0	0	0	211	211

13g. Which platforms does the library use to host the library's pre-recorded programs: Facebook, Google

13h. Describe the library's pre-recorded programs: Storytimes, book clubs and educational programming.

IV. LIBRARY GOVERNANCE

Library Board Members. List all members of the library board as of the date of this report. List the president first. Indicate vacancies. Report changes to the Division for Libraries and Technology as they occur. When reporting such changes, indicate the departing board members.

First Name	Last Name	Street Address	City	ZIP+4	Email Address
PRESIDENT					
1. John	Marek	15295 Library Lane - #302	New Berlin	53151	2library25@gmail.com
2. Dolores	Greenawalt	13185 W. Wilbur Dr.	New Berlin	53151	dogreenie@hotmail.com
3. Deborah	Stelzner	4025 S Clover Dr	New Berlin	53146	n/a
4. Patti	Orzel	15295 Library Lane - #318	New Berlin	53151	orzelpatti@gmail.com
5. Jill	Kawala	13625 W Graham Street	New Berlin	53151	braverhome@gmail.com
6. Nathan	Jung	4555 Heart Ridge Drive	New Berlin	53151	najung@uwalumni.com
7. Ruth	Bock	14852 W Arrowhead Lane	New Berlin	53151	jrb52@wi.rr.com
8. Charolotte	Kroupa	4440 S Hi View Ct.	New Berlin	53146	CharlotteKroupa22@gmail.
9. Linda	Maas	4980 S Rolling Meadow	New Berlin	53146	lmaas@nbexcellence.org
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					

No. of Library Board Members
Include vacancies in this count

9

V. LIBRARY OPERATING REVENUE

Report operating revenue only. Do not report capital receipts here.

1. Local Municipal Appropriations for Library Service Only Joint libraries report more than one municipality here

Municipality Type	Name	Amount
City	New Berlin	\$1,579,035
Subtotal 1		\$1,579,035

2. County

a. Home County Appropriation for Library Services

Subtotal 2a \$22,733

b. Other County Payments for Library Services

County Name	Amount	County Name	Amount
Racine	\$2,788		
Walworth	\$1,975		
Ozaukee	\$0		
Washington	\$0		
Dodge	\$0		
Jefferson	\$0		
Subtotal 2b			\$4,763

3. State Funds

a. Public Library System State Funds

Description	Amount	Description	Amount
Hoopla Grant	\$4,051		
Innovation	\$1,914		
b. Funds Carried Forward from Previous Year	\$0	c. Other State Funded Program	0
Subtotal 3			\$5,965

4. Federal Funds Name of program—for LSTA grant awards, grant number, and project title

Program or Project	Amount
ARPA LSTA	\$1,199
Subtotal 4	\$1,199

5. Contract Income From other governmental units, libraries, agencies, library systems, etc.

Name	Amount	Name	Amount
Subtotal 5			

6. Funds Carried Forward Do not include state aid. Report state funds in 3b above.

\$0

7. All Other Operating Income

\$49,264

8. Total Operating Income Add 1 through 7

\$1,662,959

9. What is the current year annual appropriation provided by governing body(ies) for the public library?

\$1,694,415

10. Was the library's municipality exempt from the county library tax for the report year? Wis. Stat. s. 43.64(2)

Yes

VI. LIBRARY OPERATING EXPENDITURES

Report operating expenditures from all sources. Do not report capital expenditures here.

1. Salaries and Wages Include maintenance, security, plant operations

\$914,285

2. Employee Benefits Include maintenance, security, plant operations

\$159,088

3. Library Collection Expenditures

a. Print Materials

\$202,517

b. Electronic Materials

\$21,304

c. Audiovisual Materials

\$11,164

d. All Other Library Materials

\$21,290

Subtotal 3

\$256,275

4. Contracts for Services Include contracts with other libraries, municipalities, and library systems here. Include service provider.

Provider	Amount	Provider	Amount
CAFÉ Annual Fee	\$32,082		
Electronic Content	\$15,306		
Cooperative Purchases	\$1,021		
	\$0		

Subtotal 4

\$48,409

5. Other Operating Expenditures

\$127,316

6. Total Operating Expenditures Add 1 through 5

\$1,505,373

7. Of the expenditures reported in item 6, what were operating expenditures from federal program sources?

\$1,199

VII. LIBRARY CAPITAL REVENUE, EXPENDITURES, DEBT RETIREMENT, AND RENT

1. Capital Income and Expenditures by Source of Income

Do not report any expenditures reported above. Provide a brief description of any expenditures.

Source	Brief Description of Expenditure	Revenue	Expenditure
a. Federal		\$0	\$0
b. State		\$0	\$0
c. Municipal	Roof Repair and Uninterruptable Power Supply Unit	\$68,697	\$68,697
d. County		\$0	\$0
e. Other		\$0	\$0
2. Debt Retirement	3. Rent Paid to Municipality/County	Total Revenue	Total Expenditure
	\$0	\$68,697	\$68,697

VIII. OTHER FUNDS HELD BY THE LIBRARY BOARD

All funds under the library board's control must be reported. Report in this section any funds in the library board's control (except Trust Funds) that have not been reported in a previous section. Wis. Stat. s. 43.58(6)(a)

1. Total Amount of Other Funds at End of Year

\$0

IX. TRUST FUNDS

1. Total Amount of Trust Funds Held by the Library Board at End of Year

X. STAFF

1. Personnel Listing. Libraries with 15 or fewer employees may report all staff under 1a. Libraries with more than 15 employees, list head librarian, chief assistants, branch librarians, division heads, and other supervisory personnel in 1a. and all other positions in 1b.

a. Employees Holding the Title of Librarian. Indicate advanced degrees in Type of Staff.

Position	Type of Staff	Annual Salary	Hours Worked per Week	Position	Type of Staff	Annual Salary	Hours Worked per Week
Director / Head Librarian	MLS (ALA)	\$100,254	40.00	Adult Services Librarian	MLS (ALA)	\$25,477	20.50
Public Services Manager	Other	\$70,924	40.00	Youth Services Librarian	MLS (ALA)	\$35,719	29.50
Library Services Manager	MLS (ALA)	\$80,120	40.00	Youth Services Librarian	MLS (ALA)	\$26,714	20.50
Adult Services Librarian-Lead	MLS (ALA)	\$55,493	40.00	Substitute Librarian	MLS (ALA)	\$15,158	16.00
Youth Services Librarian-Lead	MLS (ALA)	\$58,307	40.00	Library Reference Intern	Librn. no-MLS	\$15,600	20.00
Young Adult Librarian	MLS (ALA)	\$49,157	40.00				
Youth Services Librarian	MLS (ALA)	\$55,971	40.00				
Adult Services Librarian	MLS (ALA)	\$36,800	29.50				

b. Other Paid Staff See Instructions

Position	Type of Staff	Annual Salary	Hours Worked per Week	Position	Type of Staff	Annual Salary	Hours Worked per Week
Office Coordinator	Other	\$32,157	28.00				
Circulation Aides	Other	\$201,824	248.00				
Custodian	Other	\$26,078	29.50				
Library Page/Shelvers	Other	\$21,791	48.00				

2. Library Staff Full-Time Equivalents (FTEs). Divide the total hours worked per week for each category by 40 to determine full-time equivalents.

a. Persons Holding the Title of Librarian

Master's Degree from an ALA Accredited Program (FTE)

8.90

Other Persons Holding the Title of Librarian (FTE)

0.50

Subtotal 2a

9.40

b. All Other Paid Staff (FTE)

Include maintenance, plant operations, and security

9.84

c. Total Library Staff (FTE)

19.24

XI. PUBLIC LIBRARY LOANS OF MATERIAL TO NONRESIDENTS

1. Of the total circulation reported for the library from Section III, item 1, what was the total circulation to nonresidents <i>See instructions for definition of nonresident</i>			49,628
Divide nonresident circulation among the following categories. The total of 2 through 6 below should not be greater than the number reported in item 1 above.	a. Those with a Library	b. Those without a Library	c. Subtotal
2. Circulation to Nonresidents Living in the Library's County	28,233	6,599	34,832
3. Circulation to Nonresidents Living in Another County in the Library System	185	50	235
4. Circulation to Nonresidents Living in an Adjacent County Not in the Library System	13,769	734	14,503
5. Circulation to All Other Wisconsin Residents	58	6. Circulation to Persons from Out of the State	0
7. Are the answers to items 1 through 6 based on actual count or survey/sample? Actual	8a. Does the library deny access to any residents of adjacent public library systems on the basis of Wis. Stat. s. 43.17(11)(b)? No	8b. If yes, does the library allow residents in adjacent systems to purchase library cards?	
9. Circulation to Nonresidents Living in an Adjacent County Who Do Not Have a Local Public Library			
Name of County	Circulation	Name of County	Circulation
a. Dodge	17	f.	0
b. Washington	39	g.	
c. Racine	656	h.	
d. Walworth	22	i.	
e. Jefferson	50	j.	

XII. TECHNOLOGY

1a. Does your library provide wireless Internet access for patrons' mobile devices? Yes 1b. Does your library provide external wireless access on the library grounds or from a mobile unit such as a bookmobile? No	2. Library type of Internet Connection <i>Mark all that apply</i> Yes a. State TEACH line No b. Other broadband connection Local, cable, telco, community network, etc.	3. Is the library CIPA compliant ? No
---	--	--

XIII. SELF-DIRECTED ACTIVITIES, STAFF SERVING YOUTH / ADULTS

1. Self-directed Activities: <i>Planned, independent activities available for a definite time period which introduce participants to any of the broad range of library services or activities that directly provide information to participants.</i>			
	a. Children (0-5)	b. Children (6-11)	c. Young Adult (12-18)
Number of Self-Directed Activities	32	21	25
Total Self-Directed Activity Participation	3,245	1,580	340
	d. Adult (19+)	e. General Interest (all ages)	f. Total
Number of Self-Directed Activities	42	35	155
Total Self-Directed Activity Participation	2,212	5,258	12,635
2. Name and email address of primary staff person who serves as the children, youth, or teen librarian. Only the primary person is displayed here.			
a. First Name	b. Last Name	c. Email Address	
Kate	Krause-Blaha	kkrause-blaha@newberlinlibrary.org	
3. Name and email address of primary staff person who serves as the librarian for adults. Only the primary person is displayed here.			
a. First Name	b. Last Name	c. Email Address	
Kate	Kennedy	kkennedy@newberlinlibrary.org	

XIV. PUBLIC LIBRARY ASSURANCE OF COMPLIANCE WITH SYSTEM MEMBERSHIP REQUIREMENTS

We assure the Public Library System of which this library is a member and the Division for Libraries and Technology, Department of Public Instruction that this public library is in compliance with the following requirements for public library system membership as listed in Wis. Stats.

A check (X) or a mark in the checkbox indicates compliance with the requirement.

- ☒ The library is established under s. 43.52 (municipalities), s. 43.53 (joint libraries), or s. 43.57 (consolidated county libraries and county library services) of the Wisconsin Statutes [s. 43.15(4)(c)1].
- ☒ The library is free for the use of the inhabitants of the municipality by which it is established and maintained [s. 43.52(2), 73 Op. Atty. Gen. 86(1984), and OAG 30-89].
- ☒ The library's board membership complies with statutory requirements regarding appointment, length of term, number of members and composition. [s. 43.54 (municipal and joint libraries), s. 43.57(4) & (5) (consolidated and county library services), and s. 43.60(3) (library extension and interchange)].
- ☒ The library board has exclusive control of the expenditure of all moneys collected, donated, or appropriated for the library fund [s. 43.58(1)].
- ☒ The library director is present in the library at least 10 hours a week while library is open to the public, less leave time [s. 43.15(4)(c)6].
- ☒ The library board supervises the administration of the library, appoints the librarian, who appoints such other assistants and employees as the library board deems necessary, and prescribes their duties and compensation [s. 43.58(4)].
- ☒ The library is authorized by the municipal governing board to participate in the public library system [s. 43.15(4)(c)3].
- ☒ The library has entered into a written agreement with the public library system board to participate in the system and its activities, to participate in interlibrary loan of materials with other system libraries, and to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library. This shall not prohibit a municipal, county, or joint public library from giving preference to its residents in library group programs held for children or adults if the library limits the number of persons who may participate in the group program, or from providing remote access to a library's online resources only to its residents. [s. 43.15(4)(c)4].
- ☒ The library's head librarian holds the appropriate grade level of public librarian certification from the Department of Public Instruction [s. 43.15(4)(c)6 and Administrative Code Rules PI 6.03].
- ☒ The library annually is open to the public an average of at least 20 hours each week except that for a library in existence on June 3, 2006, annually is open to the public an average of at least 20 hours or the number of hours each week that the library was open to the public in 2005, whichever is fewer [s. 43.15(4)(c)7].
- ☒ The library annually spends at least \$2,500 on library materials. [s. 43.15(4)(c)8].

XV. CERTIFICATION

I CERTIFY THAT, to the best of my knowledge, the information provided in this annual report and any attachments are true and accurate and the library board has reviewed and approved this report.

President, Library Board of Trustees Signature or designee	Name of President or Designee Print or type	Date Signed
➤ <i>John Marek</i>	John Marek	3/28/23
Library Director / Head Librarian Signature	Library Director / Head Librarian Print or type	Date Signed
➤ <i>Natalie Beacom</i>	Natalie Beacom	2.18.23

STATEMENT CONCERNING PUBLIC LIBRARY SYSTEM EFFECTIVENESS

As required by Wis. Stat. s. 43.58(6)(c), the following statement that the library system either did or did not provide effective leadership and adequately meet the needs of the library must be completed and approved by the library board. The response should be made in the context of the public library system's statutory responsibilities and the funding which it has available to meet those responsibilities.

County

Waukesha

The New Berlin Public Library Board of Trustees hereby states that in 2022 the Bridges Library System
Name of Public Library *Name of Public Library System / Service*

- ☒ did provide effective leadership and adequately met the needs of the library.
- ☐ did not provide effective leadership and did not adequately meet the needs of the library.

Indicate with an X one of the above statements

Explanation of library board's response. *Attach additional sheets if necessary.*

Note: With the approval of the library board of trustees, this statement may be submitted separately from the Annual Report form that is sent to the library system, as an e-mail attachment to LibraryReport@dpi.wi.gov.

XV. CERTIFICATION

The preceding statement was approved by the Public Library Board of Trustees.

Division staff will compile the statements received for each library system and, as required by Wis. Stat. s. 43.05(14), conduct a review of a public library system if at least 30 percent of the libraries in participating municipalities that include at least 30 percent of the population of all participating municipalities report that the public library system did not adequately meet the needs of the library. This statement may be provided to the public library system.

President, Library Board of Trustees Signature or designee

Name of President or Designee Print or type

Date Signed

➤ *John Marek*

John

Marek

2/28/23

STRATEGIC PLAN

VISION The New Berlin Public Library is a vital community destination open to everyone.

MISSION Provide a welcoming space for community connections with access to materials and services that enhance education, entertainment, culture, creativity, and curiosity.

The library's mission and vision statements provide a framework for the Library Director and staff as we make decisions for the Library's future. Together, as we define a strategic direction for the next two years, we are inspired to continue with our work through the lens of broadened access to the Library and have identified strategic priorities which enhance Library services, resources, community connections and spaces.

-The New Berlin Public Library Strategic Planning Committee

STRATEGIC PRIORITIES

ENHANCED SERVICES

We will continue to develop services and programs that broaden the community's experience and perspective.

ENHANCED COMMUNITY CONNECTIONS

We will seek an active network of local partnerships to support common goals and achieve greater impact within the New Berlin community and promote the library as a destination within the City Center.

ENHANCED SPACE

We will evaluate spaces for enhancements that encourage collaboration, foster connections, develop creativity, and support the free exchange of ideas.

ENHANCED RESOURCES

We will review and curate resources that are inclusive and allow all patrons to be informed, connected, and inspired.

With the support of the New Berlin Public Library Board of Trustees, the New Berlin Public Library Director and Staff look forward to the next two years with strategic focus on the following goals and tasks:

A. ENHANCED SERVICES

Achievement through the following tasks:

- 1) Develop marketing plans and invest in programming to reach target audiences.
- 2) Establish opportunities for community gathering and discourse.
- 3) Enhance MakerStudio to incorporate new technologies which prove relevant for all ages.

B. ENHANCED RESOURCES

Achievement through the following tasks:

- 1) Improve collection organization to encourage discovery and relevance of library's core collections.
- 2) Ensure databases and digital media are available to users and easy to navigate.
- 3) Assess our materials to ensure strong, accessible, relevant, and diverse collections.

C. ENHANCED COMMUNITY CONNECTIONS

Achievement through the following tasks:

- 1) Expand the library's presence at City-wide events, local activities and Chamber of Commerce meetings.
- 2) Outline library offerings, collections and services available to partnering organizations.
- 3) Take steps to ensure that the library retains current patrons and invites back infrequent users.

D. ENHANCED SPACES

Achievement through the following tasks:

- 1) Development of dynamic, collaborative spaces such as interactive reading areas, group study zones, and an early literacy learning environment that encourages pretend play and social interaction.
- 2) Utilize outdoor garden, green space and City Center for Library engagement.
- 3) Continue to consider exterior optimization for WiFi connectivity and facility initiatives for solar power and green operation.

Community Assessment:

Regular assessment of residents, patrons, Library and City Staff, and local community stakeholders will occur throughout the year to measure the Library's impact and value to the community.

Strategic Goal and Task Updates:

The Monthly Director's Report, for the two-year duration of this Strategic Plan, will identify updates on the progress towards the Library's Strategic Priorities.

Approved by the Library Board 0/01/0000



2023 Marketing Plan Making Connections: Emerging Adults

In alignment with the New Berlin Public Library's vision, mission and strategic plan, the following marketing plan was developed to make greater connections with our emerging-adult audience.



V

The New Berlin Public Library is a vital community destination open to everyone.

M

Provide a welcoming space for community connections with access to materials and services that enhance education, entertainment, culture, creativity and curiosity.

Target Audience: 18–35 year olds

Our target audience for this marketing plan is emerging adults between the ages of 18–35. The transitioning stages of life for this group, such as completing postsecondary education, entering the workforce and becoming parents, are just as diverse as their needs, wants and passions. Through a survey conducted in October 2022, we were able to identify the following preferences for this demographic:

- Programs offered during evening hours and weekends were best.
- Programming topics of particular interest for this age group include those that emphasize physical wellness, creativity and leisure activities.
- Opportunities to explore and support social justice topics were also of particular interest to this age group.

Strategic Goal #1

Through purposeful outreach events, we will promote library services and programs in order to increase the number of new users in our target audience. Our goal is a 15% increase in new library card registrations for this age range during 2023.

- 2022: 382 library cards; 32 per month
- 2023: 442 library cards; 37 per month

Promotional strategies:

- Social Media
- Card Drives at Local Businesses
- Community Promotion

Evaluation of goal

Dates of evaluation: Quarterly (March 31, June 30, September 30, December 31, 2023)

Measurement: Newly registered patrons will be counted following outreach events, and circulation statistics will be pulled quarterly to check progress.

Recommended action: As an additional follow-up, circulation statistics will be checked for patrons registered at outreach events to determine if they have actually visited the library and borrowed materials.

Strategic Goal #2

During library card drives, we also want to find ways to encourage current card holders to come to the library. By offering incentives (such as a monthly gift card drawing) for library visits or referrals of friends/family who register for cards, we aim to reach a 25% return rate (visits to the library and/or new registrant referrals) of people we talk to at these outreach events/library card drives.

Promotional strategies:

- Social Media
- Card Drives at Local Businesses
- Community Promotion

Evaluation of goal

Dates of evaluation: Monthly, following outreach events.

Measurement: Incentive cards will be counted and compared to the amount that were distributed at outreach events/library card drives.

Recommended action: As an additional follow-up, circulation statistics will be checked for patrons that return incentive cards to determine if they have actually visited the library and borrowed materials.

Strategic Goal #3

In order to increase library engagement by our 18–35 year old patrons, we will use data collected from our 2022 Community Survey to plan three programs that appeal to interests and preferred methods of engaging during their free time.

Promotional strategies:

- Social Media
- Library Newsletter
- Printed Flyers
- Card Drives at Local Businesses
- Community Promotion (Enjoy NB and NB Notes)

Evaluation of goal

Dates of evaluation: Various times throughout 2023 as related to program planning.

Measurement: When scheduling 2023 programs, we will track those that are planned specifically for 18–35 year olds.

Recommended action: For help in future program planning and promotional materials, an interest survey will be given to program attendees.

Who Runs the Library: Guidelines to Roles Responsibilities in Wisconsin Public Libraries

Responsibilities of:	Library Board	Library Director	Municipality	Friends & Foundations
Administration	Generally oversee the administration of the library and appoint a head librarian (director) who administers the daily operation of the library.	Administer daily operation of the library, including maintenance of library facilities and equipment. Advise the board and provide support to community groups.	Appoint trustees who serve on the library board.	Support quality library service in the community through fundraising, volunteerism, and serving as advocates for the library.
Policy	Adopt written policies to govern the operation and program of the library.	Apprise library board of need for new policies, as well as policy revisions. Implement the policies adopted by the library board.	Support the policies of the library as adopted by the library board.	Support the policies of the library as adopted by the library board.
Personnel	Recruit, hire, and supervise an appropriately certified library director. Help determine and advocate for competitive staff salaries and benefits.	Hire, train, supervise, and schedule all other library personnel. Keep library board informed of important issues and consult with the board before making significant personnel decisions.	Offer assistance to the library director and board regarding state and federal employment laws. Maintain payroll. All library staff are municipal employees.	Communicate with library staff through the library director or the director's specified point of contact.
Planning	Assist in the formulation and adoption of a strategic plan that has implementation and evaluation components.	Coordinate and implement a strategic plan with library board, Friends, library foundation, staff and community.	Provide input into the library's strategic plan and support its implementation.	Provide input into the library's strategic plan and support its implementation.
Budgets	Seek adequate funds to carry out library operations. Assist in the preparation and presentation of the annual budget.	Oversee the library budget and prepare the annual budget and reports as required by the board.	Appropriate an annual budget with enough funds for the library to successfully carry out operations according to its approved mission and plans.	Conduct fundraising to support the library's mission and plans.
Expenditures	Audit and approve all library expenditures (as well as lands, buildings, money, and property).	Order materials and supplies within the library's approved budget. Submit invoices to the board for monthly audit and approval.	Act as custodian of most library funds and appropriations; pay library board approved library expenditures. Assist with purchasing, facilities, etc.	Support the library by providing financial support for priorities set by the library board and staff that may fall outside the municipal budget.
Meetings	Participate in all board meetings. Appoint a liaison to the Friends Board and become a member of the Friends.	Participate in library board and Friends meetings. Ensure that there is a liaison from the board to the Friends and vice versa.	Maintain no more than one appointment to the library board.	Maintain a liaison to the library board.
Networking	Join the Wisconsin Library Trustees and Friends (WLTFF), a division of WLA, to network with others and learn more about policies, operations, and advocacy.	Build relationships with municipal board and staff; educate these groups about the value of public libraries; encourage membership in professional organizations.	Stay informed of library issues at local, state, and federal levels. Include the library director in department head meetings and community activities.	Join the Wisconsin Library Trustees and Friends (WLTFF), a division of WLA, to network with others and learn more about supporting libraries.