



**CITY OF  
MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING**

**Ald. Ashanti Hamilton, President  
John Gurda, Vice-President  
Sup. Theo Lipscomb Sr., Financial Secretary  
Paula Kiely, Secretary**  
**Denise Callaway, Ald. Milele Coggs, Sharon Cook, Ald. Nik Kovac, Christopher Layden,  
Sam McGovern-Rowen, Joan Prince, David Riemer, Dir. Mark Sain  
Secretary's Assistant: Crystal Sura (414) 286-3021**

**Tuesday January 22, 2013  
4:30 p.m.  
Central Library  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233**

**AGENDA**

**PUBLIC COMMENT**

**APPROVAL OF MINUTES** November 27, 2012 Regular Meeting.

Attachment A, page 3

**SPECIAL COMMUNICATION**

1. **New Trustee Introduction**. Mr. Christopher Layden, new trustee appointed by Mayor Barrett, will be introduced.

Attachment B, page 11

**COMMITTEE REPORTS**

2. **Executive Committee**. A report of the December 12, 2012 meeting regarding 2012 accomplishments and 2013 goals will be provided.
3. **Library Building & Development Committee**. The committee will report on the January 17, 2013 Building & Development Committee meeting regarding the Central Library Third Floor Renovation project and the East Library project.
4. **Finance and Personnel Committee**. The committee will report on the January 23, 2012 meeting regarding the review of the performance of the MPL Trust Fund investments, internal accounting, the 2012 spending report, and changes to the Operating Guidelines.

5. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac, Resource Library Representative, will report on the January 14, 2013 MCFLS Board meeting.

**OLD BUSINESS**

6. **Strategic Plan.** An update on strategic planning will be provided.

**NEW BUSINESS**

7. **MPL 2012 Accomplishments – Year- end Report.** The accomplishments report will be reviewed.  
Attachment D, page 14
8. **U.S. Government Printing Office (GPO) Commendation.** The Board will accept the commendation from the GPO's Superintendent of Documents, Mary Alice Baish.  
Attachment E, page 19
9. **Wisconsin Library Association (WLA) Legislative Day and System and Resource Library Administrators' Association of Wisconsin (SRLAAW) Summit.** Director Kiely will brief Trustees on two state level activities scheduled for early February 2013.  
Attachment F, page 20
10. **Foundation Report.** MPL Foundation Executive Director Meg Diaz will report on Foundation activities.

**ADMINISTRATIVE REPORTS**

11. **Personnel Actions.** Library administration reports the personnel activity for November and December 2012.  
Attachment G, page 24
12. **Financial Report.** The financial report for November 2012 is presented. Library administration reports the financial activity:  
U. S. Bancorp Commercial Paper #266072678 (rated A1/P1) dated 11/05/12 and maturing 12/05/12 at a rate of 0.11%.....\$515,000.  
U. S. Bancorp Commercial Paper #266073100 (rated A1/P1) dated 12/05/12 and maturing 01/04/13 at a rate of 0.11%.....\$470,000.  
Attachment H, page 26
13. **Library Director's Reports.**  
Attachment I, page 28

**REMINDER:** Next scheduled meetings are:

**March 26, 2013 – Central Library – 4:30 p.m.**

**April 23, 2013 – Tippecanoe Library – 4:30 p.m.**

**ADJOURNMENT**

*Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

*Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.*

*PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
REGULAR MEETING  
MINUTES  
Tuesday November 27, 2012  
Central Library  
814 West Wisconsin Avenue  
Milwaukee, WI 53233**

**PRESENT:** Denise Callaway, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Ashanti Hamilton, Ald. Nik Kovac, Sup. Theo Lipscomb, Sam McGovern-Rowen, David Riemer, Dir. Mark Sain, Paula Kiely

**EXCUSED:** Joan Prince

**STAFF:** Chris Arkenberg, Meg Diaz, Bruce Gay, Consuelo Hernandez, Kelly Hughbanks, Joan Johnson, Dawn Lauber, Kathryn Mlsna, Taj Schoening, Crystal Sura

**OTHERS** Amy Hefter, Legislative Reference Bureau

**PRESENT:** Leslie Silletti, Mayor's Office

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President Ashanti Hamilton called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on November 27, 2012 with a quorum present.

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**PUBLIC COMMENT** None

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**APPROVAL OF MINUTES** Trustee Cook moved and Trustee Gurda seconded a motion to approve the October 23, 2012 minutes. Motion passed.

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**SPECIAL COMMUNICATION**

1. **Recognition of Service.** President Ashanti Hamilton presented a resolution to Librarian Virginia Schwartz on the occasion of her retirement. The resolution is attached at the end of these minutes.
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**COMMITTEE REPORTS**

2. **Building and Development Committee.** Committee chair John Gurda reported on the Building and Development meeting held earlier. He stated that library administration provided a summary of the status of current building projects in the system. The East Library Redevelopment project's agreements and designs are progressing and will continue through 2013 and into 2014. The public is invited to attend a meeting to discuss the new library's design and services on December 11, 2012 at East Library. The closing of the current library is expected on July 1, 2013. The location of the temporary library will be determined by March 2013. The committee agenda and minutes are attached at the end of these minutes. Informational item.
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3. **Milwaukee County Federated Library System (MCFLS) Board.** Trustee Kovac reported that at the October 29, 2012 meeting, discussion continued regarding the MCFLS budget. Director Kiely provided a brief description of the Library Directors Advisory Council (LDAC) and its role in the system. The Council is comprised of the system library directors or their representative. Many initiatives and circulation issues are discussed during their monthly meetings. Boopsie, a mobile app, will be introduced in 2013. It will allow users access to library catalogs, calendars, reading lists and much more. Informational item.

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#### **OLD BUSINESS**

4. **Budget Update.** Director Kiely referred to Year 2013 Adopted Budget Overview, updated November 7, 2012, attachment B, page 21 of the agenda. One change from the proposed budget was the change to shift funding of Library Technology Specialist positions from city funds to Community Development Block Grant (CDBG) re-programming dollars for the last five months of the year. The Stimulus Broadband Technology Opportunity Program (BTOP) grant has funded these positions since the program started and is coming to a close in July 2013. Informational item.

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#### **NEW BUSINESS**

5. **Milwaukee Public Library Board Appointments.** The Mayor's Aldermanic Board appointments were acknowledged as listed on attachment C, page 22 of the agenda. Informational item.

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6. **Strategic Planning Kick-Off.** Director Kiely gave a brief overview of the kick-off of the new Strategic Planning process. She introduced the library's consultant, Mr. Marc Futterman of CIVICTechnologies, who was in Milwaukee for three days meeting with library managers, staff, trustees, foundation representatives, the Mayor and other elected officials. Mr. Futterman presented the process, explaining that the planning will be data-driven and take advantage of market segmentation data. He further explained that market segmentation is a method of understanding the community by using profiles that define various areas of Milwaukee. The relevance of this information becomes apparent when library circulation data is added. Once data is added and analyzed, it will guide decisions about library services and materials. A staff communications plan will be prepared to encourage interest and engage staff and the community throughout the process. The Strategic Plan will include a brief, vital document for the public and a lengthier, detailed document for the Board, staff and other interested parties. The Plan is expected to be finalized in July 2013 and will be used for the next 3-5 years. Director Kiely acknowledged support from the MPL Foundation for funding the strategic planning project. Informational item.

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7. **Foundation Report.** Library Foundation Executive Director Meg Diaz reported that the Benjamin Franklin Award Celebration honoring Paul Purcell, of Robert W. Baird, grossed approximately \$264,000. She expressed her gratitude to the library staff for their significant contribution toward the success of the event. The Foundation has mailed its year-end solicitation and expects to exceed their fundraising goal for 2012.

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**ADMINISTRATIVE REPORTS**

8. **Personnel Actions.** The personnel activity for October was reviewed. Director Kiely noted the regular appointments of five Library Circulation Aides. She noted the importance of these positions to library service. Informational item.

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9. **Financial Report.** The financial activity for October was presented.  
Library administration reports the financial activity:  
U. S. Bancorp Commercial Paper #338092394 (rated A1/P1) dated 10/05/12 and maturing  
11/05/12 at a rate of 0.10%.....\$515,000.

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10. **Library Director's Reports.** Director Kiely highlighted the Election Day efforts of fifty-one of MPL's employees who volunteered to work in some capacity to ensure the voting process ran smoothly throughout the city.  
The statistical reports were reviewed. A revised Computer, Internet and Electronic Statistics report for October 2012 was distributed and is attached at the end of these minutes. The revision has complete statistics for Downloads of Digital Music through Freegal.  
The reports will be presented in a more visual format in the near future. Informational item.

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With no further business, the Milwaukee Public Library Board of Trustees meeting of November 27, 2012 was adjourned at 6:20 p.m.

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# **WHEREAS,**

## **Virginia Schwartz**

*Will be retiring from the Milwaukee Public Library System on December 22, 2012 after more than 46 years of service; and*

*WHEREAS, both the City of Milwaukee and the Milwaukee Public Library have benefited greatly from her dedicated service; and*

*WHEREAS, Virginia Schwartz began her career at Milwaukee Public Library on June 27, 1966 as a Junior Librarian at Atkinson Library; and*

*WHEREAS, Virginia received promotions through the ranks of librarianship from Librarian I in Subject Services to her current position as Coordinator of Humanities and Archives, serving at neighborhood libraries and predominantly at Central Library in the Frank P. Zeidler Humanities Room; and*

*WHEREAS, Virginia has always served the public and the Milwaukee Public Library with intelligence, generosity, vision and understanding, daily demonstrating the essence of true librarianship and community service; and*

*WHEREAS, Virginia's dedication to gathering and preserving the history of Milwaukee by developing digital collections and processing City and family archives and other historic collections is a legacy to the City of Milwaukee that will provide access to a rich heritage today and for generations to come; and*

*WHEREAS, Virginia's dedicated service to the public, staff, students, scholars and historical and civic organizations has created great support and admiration both for Virginia herself and for the Milwaukee Public Library and demonstrates public service at its highest level; and*

*WHEREAS, the institutional knowledge Virginia has accumulated through her years of service will be greatly missed by staff and patrons, along with her fabulous hats, sweet treats, and generous soul;*

*NOW, THEREFORE, BE IT HEREBY RESOLVED that members of the Board of Trustees of the Milwaukee Public Library express their deepest appreciation to Virginia Schwartz for her many contributions to the staff and patrons of the Milwaukee Public Library; and*

*FURTHERMORE, BE IT RESOLVED that a copy of this resolution, suitably inscribed, be presented to Virginia Schwartz on the occasion of her retirement as approved by the Milwaukee Public Library Board of Trustees.*



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

November 15, 2012

To: Library Building & Development Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson John Gurda, Ald. Milele Coggs, Sharon Cook, Sup. Theo Lipscomb  
Dir. Mark Sain *All trustees are welcome to attend*  
Joan Johnson  
Taj Schoening

Fm: Paula A. Kiely, Library Director

Re: Library Building & Development Committee Meeting  
November 27, 2012, Tuesday, 4:15-4:30 p.m.  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.

**MEETING NOTICE AND AGENDA**

1. **Capital Projects Update.** An update on the East branch redevelopment and other projects will be provided.

Attachment A, page 2

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**ATTACHMENT A-P. 5 of 8**  
**MPL MINUTES 11/27/12**

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**MILWAUKEE**  
PUBLIC LIBRARY

Capital Projects - Status Report  
November 19, 2012

**Completed Projects**

Central Library - Masonry Repairs – 9<sup>th</sup> Street

- Completed in September 2012

**On-Going Projects**

RFID

- Related renovation of Washington Park Circulation and Entrance in progress
- Installation of Sorter at Washington Park to be done in December

Air-Handling Unit 5

- Contract approved by Board at July 24 meeting
- Demolition completed
- Installation to be completed by end of the year

East Library

- \$3.3 million approved
- Development Agreement Completed
- Condominium Agreement to be completed by early December
- Library and HSI negotiating final Library external shell and landscape design
- Interior design in progress

Central Library – Third Floor Renovation

- Design and furniture selection finalized
- Construction bids will come to Building Committee on January 17, 2013
- Construction scheduled for completion in April 2013



**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
BUILDING & DEVELOPMENT COMMITTEE  
MINUTES**

**Tuesday November 27, 2012  
Central Library Meeting Room  
814 W. Wisconsin Ave.**

**PRESENT:** Sharon Cook, John Gurda, Sup. Theo Lipscomb,  
Dir. Mark Sain

**EXCUSED:** Ald. Milele Coggs, Paula Kiely

**OTHERS**

**PRESENT:** Joan Johnson, Taj Schoening, Crystal Sura

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Committee Chair John Gurda called the MPL Board of Trustees Building & Development Committee meeting to order at 4:15 p.m. on Tuesday November 27, 2012 with a quorum present.

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1. **Capital Projects Update.** Library Business Operations Manager Taj Schoening referred to the Capital Projects – Status Report, November 19, 2012, listed as attachment A, on page 2 of the agenda.

The exterior masonry repairs on 9<sup>th</sup> Street at the Central Library were completed in the fall. Additional repairs on the Central Library annex will take place over the next few years.

Deputy Director Joan Johnson reported that renovation at Washington Park is in progress and the installation of a materials sorter is expected to be completed by December 28, 2012.

Ms. Schoening briefly described the air-handling unit project at Central which is expected to be completed by the end of the year.

Ms. Johnson reported on the East Library project. The developer, HSI, has submitted a revised timeline for submitting their application to Housing and Urban Development (HUD). A response from HUD is now expected in May. If the application is approved, the expected closing date of the current East Library is July 1, 2013. The library's project team and architect HGA, are planning the interior design of the library. The public meeting is scheduled on December 11, 2012 to give East library patrons an opportunity to discuss the building design and services for the new library.

Ms. Schoening reviewed the Central Library Third Floor Renovation project. The construction contract will come to the Building and Development Committee at their January 17, 2013 meeting. Construction is scheduled for completion in April 2013.

Informational item.

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With no further business, the meeting of the Board's Building & Development Committee was adjourned at 4:30 p.m. on Tuesday November 27, 2012.

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Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
October, 2012 REVISED

| Unique Visitors to the MPL Website |            |                      |                        |              |                       |                        |
|------------------------------------|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|                                    | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|                                    | 108,978    | 88,865               | 22.6%                  | 932,586      | 813,955               | 14.6%                  |

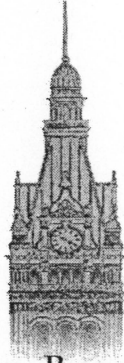
| Database Hits |                          |                          |                        |                          |                          |                        |
|---------------|--------------------------|--------------------------|------------------------|--------------------------|--------------------------|------------------------|
|               | This Month               | Same Month Last Year     | % Increase or Decrease | Year to Date             | Previous Year to Date    | % Increase or Decrease |
|               | 4,949                    | 5,187                    | -4.6%                  | 49,241                   | 52,938                   | -7.0%                  |
|               | % In-library<br>% Remote | % In-library<br>% Remote |                        | % In-library<br>% Remote | % In-library<br>% Remote |                        |

| OverDrive Digital Download Circulation, by format |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| eBooks  | 3,068      | 1,099                | 179.2%                 | 20,782       | 5,295                 | 292.5%                 |
| Audiobooks, Music & Videos                        | 1,367      | 904                  | 51.2%                  | 11,543       | 8,448                 | 36.6%                  |

| Downloads of Digital Music through Freegal |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|  | 2,548      | 2,247                | 13.4%                  | 19,519       |                       |                        |

| Milwaukee Patron Holds Placed Through CountyCat |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|   | 39,626     | 37,624               | 5.3%                   | 394,038      | 373,298               | 5.6%                   |

| Paging Slips       |            |                      |                        |              |                       |                        |
|--------------------|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|                    | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| Central            | 11,170     | 10,514               | 6.2%                   | 110,057      | 95,298                | 15.5%                  |
| Atkinson           | 683        | 678                  | 0.7%                   | 6,507        | 5,135                 | 26.7%                  |
| Bay View           | 2,974      | 2,674                | 11.2%                  | 27,550       | 25,424                | 8.4%                   |
| Capitol            | 2,335      | 2,408                | -3.0%                  | 23,064       | 22,149                | 4.1%                   |
| Center Street      | 955        | 946                  | 1.0%                   | 9,192        | 9,076                 | 1.3%                   |
| East               | 2,504      | 2,640                | -5.2%                  | 25,314       | 24,228                | 4.5%                   |
| Forest Home        | 875        | 860                  | 1.7%                   | 8,290        | 8,238                 | 0.6%                   |
| Martin Luther King | 690        | 762                  | -9.4%                  | 7,096        | 7,642                 | -7.1%                  |
| Mill Road          | 1,014      | 1,213                | -16.4%                 | 10,371       | 11,541                | -10.1%                 |
| Tippecanoe         | 1,548      | 1,272                | 21.7%                  | 14,105       | 12,720                | 10.9%                  |
| Villard Square     | 576        | 442                  | 30.3%                  | 7,321        | 6,906                 | 6.0%                   |
| Washington Park    | 954        | 1,036                | -7.9%                  | 9,901        | 9,148                 | 8.2%                   |
| Zablocki           | 2,029      | 1,412                | 43.7%                  | 19,756       | 14,007                | 41.0%                  |
| YCOS--Outreach     | 412        | 378                  | 9.0%                   | 3,666        | 2,429                 | 50.9%                  |
| TOTAL              | 28,719     | 27,235               | 5.4%                   | 282,190      | 253,941               | 11.1%                  |



Tom Barrett  
Mayor, City of Milwaukee

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December 18, 2012

To the Honorable, the Common Council  
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Christopher Layden, 1313 North Franklin Place, Milwaukee, Wisconsin 53202, to replace Martin Schreiber on the Milwaukee Library Board. This appointment is pursuant to Section 43.54(1)(am), Wis. Stats. Mr. Layden's term will commence upon taking of the oath of office.

This letter is being sent for the information of your Honorable Body.

Respectfully submitted,

A handwritten signature in cursive script that reads "Tom Barrett".

Tom Barrett  
Mayor

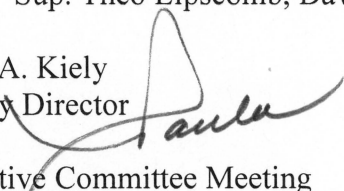


**MILWAUKEE**  
**PUBLIC LIBRARY**

*Paula A. Kiely*  
*Director*

December 4, 2012

To: Executive Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson Ald. Ashanti Hamilton, John Gurda,  
Sup. Theo Lipscomb, David Riemer (*all Trustees are welcome to attend*)

Fm: Paula A. Kiely  
Library Director 

Re: Executive Committee Meeting  
Wednesday December 12, 2012  
4:00 p.m.-5:00 p.m.  
Central Library, Meeting Room 1

**MEETING NOTICE AND AGENDA**

1. 2012 Accomplishments and 2013 Priorities. The committee will review 2012 accomplishments and discuss the following major 2013 priorities:
  - Strategic Planning
  - East
  - Digital Inclusion
  - Book Vending
  - Laptop Vending
  - Budget

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**ATTACHMENT C-P. 1 of 2**  
**MPL AGENDA-01/22/13**

*P. 12*

**MILWAUKEE PUBLIC LIBRARY  
BOARD OF TRUSTEES  
EXECUTIVE COMMITTEE  
MINUTES  
Wednesday December 12, 2012  
Central Library  
Meeting Room 1**

**PRESENT:** John Gurda, Sup. Theo Lipscomb, David Riemer, Paula Kiely

**EXCUSED:** Ashanti Hamilton

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In the absence of Chair Ashanti Hamilton, Vice-Chair John Gurda called the meeting of the Board's Executive Committee to order at 4:18 p.m. on Tuesday December 12, 2012 with a quorum present.

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1. **2012 Accomplishments and 2013 Priorities.** Library Director Paula Kiely referred to a document summarizing 2012 library accomplishments and 2013 priorities and goals, which was distributed at the meeting. In reference to the 34% increase of new library cards issued, Trustee Riemer asked if the library has a metric of how many adult residents of the city own valid library cards. Discussion ensued. Director Kiely noted that as the strategic planning process unfolds, there will be several data sets relating to card holders that will be studied. Director Kiely listed the 2012 accomplishments: increased use of libraries, collections & services; East Library development agreement completed; Washington Park Library renovation; automated check-out reaching 76.6% system-wide; and, intern partnership with UWM School of Information Studies. Statistical increases were seen in patron visits, circulation and computer hour use. Virtual use, such as e-book downloads, audiobook/music/video downloads and website visitors have also increased in 2012 compared to 2011. Literacy programs: early literacy; summer reading and teacher in the library continue to be successful.  
Priorities and goals for 2013 include: strategic planning; East Library; digital inclusion; book vending; and laptop vending. The strategic planning consultant will return in March to present data, hold workshops, and meet with stakeholders. Trustee Riemer questioned the market segmentation process to create strategies and whether it will result in reaching a few new customers and not improve the model that has attracted the current customers. He added that strategic planning needs to challenge the library to shift its paradigms about what a library is and does, and not just figure out how to sell who we already are to groups that aren't availing themselves of us. Trustee Gurda responded that you may not recognize a failed paradigm until you are in a new one. Trustee Lipscomb noted that the library's perceived market areas around the branches may be redefined with the data and will also confirm successful programs and services. There was consensus that as technology advances, it is difficult to know what the library of the twenty-first century will be.  
Director Kiely summarized the timeline for the East Library with an anticipated library opening of November 2014.  
An update on Milwaukee County Federated Library System activities was provided. A summit on Wisconsin Library Systems and Resource Libraries will be held on February 4, 2013.

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With no further business, the Milwaukee Public Library Board of Trustees Executive Committee meeting of December 12, 2012 was adjourned at 5:22 p.m.

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**MILWAUKEE**  
PUBLIC LIBRARY

**MILWAUKEE PUBLIC LIBRARY  
2012 ACCOMPLISHMENTS – YEAR-END REPORT**

**Milwaukee Public Library Expands Programs and Services in 2012**

Since 2000, the Milwaukee Public Library has faced annual budget reductions. This year alone, the Library saw a 3.6% budget reduction. With the implementation of some creative solutions such as an electronic sorting and return systems as well as self-checkout stations at all library locations, the library is thriving and able to continue to offer the public a high level of service. In addition, the library serves a resource for educators, expands both adult and childhood literacy and provides equitable service to all.

At a glance, the Library has maintained hours, increased library usage, offered expanded job and computer training courses, increased the availability of laptops at neighborhood branches, grown childhood literacy programs, and replaced an aging facility with a 21<sup>st</sup> century neighborhood library for residents. Support from grants, Community Development Block Grant funds and the Milwaukee Public Library Foundation are critical in making this possible.

**Awards (Since late 2011):**

- Villard Square Branch was recognized with a Mayor's Design Award.
- Villard Square Branch was recognized with a LISC MANDI State Farm Building Blocks Award.
- Villard Square Branch was recognized with a Public Policy Forum Innovation Award for the Best Public-Private Collaboration.
- Villard Square Branch was recognized with a Business Journal Best Public/Private Partnership Award.
- Villard Square Branch was recognized with a Daily Reporter Top Projects Award.
- Youth Services Coordinator Kelly Hughbanks received the Wisconsin Library Association's Outreach Services Librarian of the Year Award.

**Library Use in 2012:**

- Milwaukee Public Library had 2,387,030 visitors. (+14% over the prior year)
- System-wide circulation increased by 7%. 2.8 million items were borrowed.
- The Library gained 30% more new library card holders than in 2011.
- The library introduced a free music download program, Freegal (Free and Legal), in the spring of 2013. More than 24,000 songs were downloaded since the program became available.
- Digital downloads increased by 132%. As part of a statewide consortium, the library increased its ebook and digital audiobook collection to meet increased demand from the growth of e-reader use.

**Library Hours:**

In 2012, the Library increased hours at 12 of its 13 locations and was able to maintain hours at all neighborhood libraries in 2013.

In 2013, Central Library reduced hours modestly, from 57 in 2012 to 54, to meet a budget reduction.



MILWAUKEE  
PUBLIC LIBRARY

**MILWAUKEE PUBLIC LIBRARY  
2012 ACCOMPLISHMENTS – YEAR-END REPORT**

**Library Facilities:**

The Milwaukee Public library, as part of its long-term facilities plan, replaced the aging Villard Avenue Library with the new Villard Square Branch. In 2013, a new East Library will be constructed and is on target for a 2014 opening. Usage at the Villard Square Branch has skyrocketed since the opening and the library is an anchor of the Villard Avenue Business District.

*\*Villard Square Branch*

Since its opening on October 15, 2011, Villard Square Branch has seen significant increases in patron counts, circulation and new library cards. In 2012, Villard's patron count increased by 61%. Circulation increased by 65% over 2011, which translates to 63,792 additional items checked out. At the new facility, new library card holders increased 102% over last year. In all, the Villard Square Branch issued 2,184 new cards in addition to card renewals.

Villard Square Visitor Count

- Visitor count: 149,002
- 61% increase over 2011

Villard Square Circulation

- Circulation: 161,400 items
- 65% increase over 2011

*Other Facilities*

- *System-wide:* Self-service check-out stations and automatic return systems were implemented with a goal of 80% of all check-outs completed through self-service. At year's end, the library averaged 74% of all check-outs completed via self-service.
- *Washington Park:* the Library is in the final stages of completing a service point remodel project to add self-check stations and a five-bin automated return system that automatically checks in and sorts items as they are returned. The project also includes installation of a laptop vending machine (January 2013) with the utilization of stimulus funds through the Broadband Technologies Opportunities Project.
- *East:* in June, the Board of Trustees selected HGA to design the internal space of the East Library branch. Construction is set to begin in 2013. A temporary library site will be selected in the spring of 2013.



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**Jobs, Education, Computers and Other Technologies:**

With the addition of the stimulus Broadband Technologies Opportunities Project, computer use, laptop check-outs, computer class offerings and drop-in job labs saw noteworthy increases over 2011.

- \*The Library offered 1,462 computer and drop-in job help classes with 7,629 attendees. 240 more programs were offered than in 2011. Labs were held at Central, Atkinson, Center Street, Forest Home, Mill Road, Tippecanoe and Washington Park. Drop-in job labs provide help with preparing a resume for online submission, conducting online job searches, completing online job applications and obtaining an email address.
- Driven by the availability of 240 laptops and expanded library hours in neighborhood branches, public computer use increased by 16% with 487,956 hours of use. Laptop check-out has also increased.
- The Library provided monthly programming geared towards small business including starting a small business, trademarking and patents.

In 2013, laptops will be redistributed to maximize available capacity, resulting in patrons at all 13 library locations having access. A laptop vending machine will be installed at Washington Park, East, Bay View, and Tippecanoe branches. They will securely distribute 18 laptops to library patrons.

**Youth Services in 2012:**

*\*Ready to Read and Books2Go*

In its 12<sup>th</sup> year, Ready to Read serves 32 childcare centers annually which reach on average 690 children. In addition, the program has more than 1,000 childcare centers registered as Books2Go members. The participants receive an ongoing supply of books from the library's collection and educational support to encourage good teaching methods.

*\*Summer Reading Program*

The Library enrolled 21,924 Super Readers, an 8.9% increase over 2011 and a 46% increase over 2008. In addition, the Library partnered with the Housing Authority to announce the first Super Reader Neighborhood at the Highland Homes. Zablocki Library had the highest rate of program completion.

\*In its 10<sup>th</sup> year, the Summer Reading Outreach Program, with a goal to reach children who might not participate in the Summer Reading Program at the Library, had 6,079 school-age children participate at 81 sites throughout the city.

New this year, the Library partnered with the Boys & Girls Club and COA to establish an LSTA grant-funded pilot program. Through the partnership, three Reading Lounges were created within two Boys & Girls Clubs Community Learning Centers and at COA with a goal of encouraging reading for fun. 260





MILWAUKEE  
PUBLIC LIBRARY

**MILWAUKEE PUBLIC LIBRARY  
2012 ACCOMPLISHMENTS – YEAR-END REPORT**

school-age children spent an hour a day reading in the lounges four-to-five days per week. All the children completed the Super Reader program.

*Teacher in the Library*

In the 2011-2012 school-year, the library introduced a new program offering certified teachers four days per week after school at six library locations (Atkinson, Center Street, Forest Home, Martin Luther King, Villard Square and Washington Park.) Teachers assisted both students and parents with academic support, homework help and resources for completing homework assignments at home.

Teacher in the Library 2011-2012:

- 6 locations
- 469 sessions
- 2,865 children served
- 424 parents served

In the fall of the 2012-2013 school year, Teacher in the Library was added to Capitol and Mill Road Libraries. In the second half of 2012-2013 school year, Bay View Library will have a Teacher in the Library. Year-to-date participation has already surpassed the 2011-2012 school year by 31%.

*First Grade. First Card.*

In the 2011-2012 school year, the First Grade Library Card Campaign educated 5,000 first graders on how to use the library, what services the library offers and how to obtain a library card. 1,800 new library cards were distributed to first-graders.

**Programming:**

The library offered more than 5,000 free programs to adults and children with 119,000 attendees; a 37% increase over 2011. Of these, 782 programs were held at Central Library and 4,609 in neighborhood libraries or as outreach events. (This includes the drop-in job labs.)

In 2012, the Library trained 20 volunteers to work as tutors for the adult drop-in tutoring program. This program offers help with basic skills such as using the phonebook, understanding applications and reading household bills.

Among the highlights of programming for 2012: the Library focused on community collaboration.

- In partnership with JPMorgan Chase & Company, the Library hosted a touring Exhibit from the King Center in Atlanta called *The King Center Imaging Project*. The exhibit offered free access to thousands of Dr. King's written works from letters to speeches and sermons. The Library garnered significant media coverage and was noted by JPMorgan Chase & Company to be one of the most successful exhibit locations in the nation.



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**MILWAUKEE PUBLIC LIBRARY  
2012 ACCOMPLISHMENTS – YEAR-END REPORT**

- The Library participated in Project Homeless Connect in October to share information on library services available to the homeless.
- The Library had its Doors Open to the public as part of the Doors Open Milwaukee weekend in September.
- Martin Luther King, Jr. Read-Ins and voter registration programs were held throughout the MPL system.
- The Library's Virtual Development Committee hosted two social media events titled, "Which Book Next." The interactive online events conducted on Facebook recommended reading materials to patrons based on their previous reading habits.
- Wisconsin Talking Book and Braille Library provided information on services for the visually impaired to 3,399 people.
- In partnership with the Milwaukee Public Museum, Central Library hosted a Transit of Venus viewing event on the Green Roof, which attracted more than 1,000 attendees.
- In partnership with the University of Wisconsin-Milwaukee's Art & Design Department and the Wisconsin Marine Historical Society, the Library paid tribute to the 100<sup>th</sup> anniversary of the sinking of the *Rouse Simmons* "the Christmas Tree Ship," by hosting a recognition event and displaying pieces designed by UWM Design students depicting the *Rouse Simmons* at the library for two months.
- The Library hosted high profile authors including David Maraniss, Kate DiCamillo, Zane, Jane Hamilton, Libba Bray and countless others.

\*Foundation Support



September 24, 2012

Paula Kiely  
Director  
Milwaukee Public Library  
814 West Wisconsin Avenue  
Milwaukee, WI 53233-2385

Dear Ms. Kiely:

The Federal Depository Library Program (FDLP) reached another significant milestone this year. 2012 marks the 50<sup>th</sup> anniversary of the enactment of the Depository Library Act of 1962. This Act dramatically changed the FDLP by creating the current system of regional depository libraries. Please accept this special plaque as a small token of our appreciation for your dedication and services as a regional depository library.

When your library accepted its regional depository designation, it undertook certain collection and service statutory obligations. The U.S. Government Printing Office (GPO) recognizes that over the years regional depository libraries have expanded services beyond these legal responsibilities. I commend you for your leadership and dedication to ensure free public access to the information produced by the Federal Government. Your efforts contribute to the GPO mission of "Keeping America Informed."

On behalf of Acting Public Printer Davita Vance-Cooks and all the men and women of the GPO, I would like to thank you for your regional service and long-term commitment to the FDLP. We look forward to our continued partnership with you and your selective depository libraries as we strive together to provide the public with free permanent public access to Federal Government information.

Best Regards,

MARY ALICE BAISH  
Assistant Public Printer  
(Superintendent of Documents)

**Public Library System services/configuration discussion process  
December 2012**

At the August 2012 SRLAAW meeting, WiLS was asked to, “develop a proposal for a summit on system size and structure.” After discussion with the SRLAAW chair and others, WiLS is recommending that this summit, or retreat, be part of a larger process that will lead to recommendations and action steps to address concerns about and barriers to system reconfigurations, along with addressing how systems remain effective in meeting member library needs into the future.

The original proposal was presented to SRLAAW in October 2012, and garnered much discussion. Two major concerns were raised during the discussion:

1. The proposal did not include input from other libraries early in the process, which could make the results too insular to be useful.
2. The proposal did not go far enough in exploring coordinated ways for systems to provide services.

The revised recommended process is:

1. *Appoint a formal subcommittee of SRLAAW.*  
This subcommittee would further refine the proposed process and work with the output from the retreat to develop formal recommendations and action steps.
2. *Identify specific services and other areas of concern to be addressed through this process.*  
Broadening the process to include feedback from libraries and exploration of coordinated service provision means that, ideally, the scope of the process should be narrowed to 5-6 specific services or areas of concern to be addressed. Narrowing the scope will allow for more complete discussion during the retreat and more targeted surveying of the libraries.
3. *Survey Wisconsin libraries about areas identified in step 2.*  
A set of surveys would be developed to determine value of and satisfaction with system-provided service areas identified in Step 2. The surveys would also include questions related to other areas of concern identified in Step 2. A more complete plan for the survey will be developed after the areas of concern/services are identified.
4. *Hold 2-3 Q&A webinars with states that have undergone system consolidation.*  
In the original proposal, this background information was to be provided as part of the retreat. Having these webinars ahead of time would provide more time during the day of the retreat for discussion and would also give participants a chance to digest information provided through these webinars. Based on

these webinars, a document with information from all states that have gone through consolidation/reconfiguration would be distributed prior to the retreat. The webinars will be open to anyone who wanted to attend and will be archived if possible.

5. *Hold a SRLAAW retreat.*

The goals of this retreat would include:

- a. To determine the characteristics of a strong public library system and how to measure these characteristics. This work would be the basis of a list of questions and considerations for systems to use as they investigate possible mergers or other reconfigurations.
- b. To identify barriers to reconfigurations.
- c. To explore how systems remain effective in meeting member library needs into the future, including the role of resource libraries and coordinated/consolidated service provision.

More details about the retreat can be found below.

6. *Prepare a list of recommendations and action steps based on the output from the retreat.*

Members from the SRLAAW subcommittee, along with others who expressed interest during the retreat, would prepare this list, with possible administrative support from WiLS (see below).

7. *Get feedback on the list of recommendations from focus groups of supporters, critics, and others.*

Adding a wider perspective to this process will provide a reality check for our recommendations and help garner support from those outside of the library community. In this step, focus groups of individuals outside of the library community will review the recommendations and offer feedback to incorporate this larger perspective.

8. *Revise recommendations and action steps based on feedback received in Step 7.*

9. *Present the recommendations and action steps for comment and further discussion to SRLAAW.*

10. *Present the recommendations and action steps for comment and further discussion to the wider library community.*

The SRLAAW subcommittee would present the recommendations, with possible administrative support from WiLS (see below).

## The retreat

Below is a proposed draft agenda for the retreat. Each system will have three representatives at the retreat: a system representative, a resource library representative, and a third representative of their choice. The third representative could be a library staff member or a trustee or a Friend, but should be carefully selected to have enough background and information to be a full participant in the discussion.

1. **Presentations for the full group:** There will be two presentations:
  - a. A presentation to provide context for the current library system/resource library configuration in the state. The presentation will include an overview of the history and purpose of systems and resource libraries in Wisconsin.
  - b. A presentation summarizing the results of the surveys and the Q&A webinars to provide structure for the small group discussions.
2. **Small group discussion: what makes a strong public library system?:** Participants would be assigned to a small group focusing on one of the areas of concern/service areas. Using survey results and other information, each group would create a list of characteristics of a strong public library system, along with ways to measure these characteristics.
3. **Large group discussion: what makes a strong public library system?:** Groups will report out their recommended lists and the group will come to some conclusions on the characteristics that are most critical to consider.
4. **Small group discussion:** The same small groups will discuss three topics as they relate to their service or area of concern:
  - a. Barriers to system reconfigurations and potential solutions to barriers.
  - b. Ideal role of the resource libraries.
  - c. Potential coordination among systems (beyond individual system consolidation).
5. **Large group discussion:** Reporting out and discussion of small group discussions.
6. **Group discussion of planned next steps:** The subcommittee will present the planned next steps for group reaction and discussion. The group will review some of the conclusions revealed in Steps 3 and 5 and determine the priorities, actions, and appropriate organizations to carry out the action steps. This discussion should also provide attendees with the opportunity to sign up to remain involved and connected.

## **Timeline**

October 2012: Discussion of proposal, appointment of subcommittee

November 2012: Discussion of revised proposal

December 2012: Location is determined; Invitations are sent to systems; survey is created with feedback from committee and systems; Webinars are scheduled.

January 2013: Webinars are held; Survey is sent to libraries for response; Materials are created/distributed for pre-retreat review.

February 2013: Retreat is held in conjunction with Library Legislative Day

March 2013: Recommendations and action steps are finalized; Focus groups of individuals outside of the library community are conducted.

April 2013: Recommendations are modified based on focus group feedback; SRLAAW meets to discuss recommendations and action steps

May 2013: Recommendations and action steps are presented to library community at WAPL and through webinars, etc.

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: November 11, 2012 through December 22, 2012

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

|   |          |
|---|----------|
| Rebekah Cosgrove - Library Circulation Aide - Zablocki          | 11/19/12 |
| Harry Hendricks - Library Circulation Aide - Capitol            | 11/20/12 |
| Quana Fair-Lofton - Library Circulation Aide - Washington Park  | 11/26/12 |
| Hikeem Williams-Davis - Library Circulation Aide - Mill Road    | 11/26/12 |
| Duane Wepking - Library Facilities Manager - Facilities & Fleet | 12/03/12 |

EMERGENCY APPOINTMENT

|  |          |
|--|----------|
| Kathi Gardner - Library Circulation Assistant I - Extension Services | 11/16/12 |
|--|----------|

TRANSFER

|   |          |
|---|----------|
| Aladd Cobb - Library Circulation Assistant II - Capitol to Circulation    | 11/25/12 |
| Dagon Smith - Library Circulation Assistant I - East to Washington Park   | 11/25/12 |
| Daniel Stupar - Library Circulation Assistant I - Washington Park to East | 11/25/12 |

VOLUNTARY DEMOTION

|   |          |
|---|----------|
| Anahis Injasoulian - Library Reference Assistant - WTBBL<br>TO: Library Circulation Assistant I - Circulation | 12/09/12 |
|---|----------|

|   |          |
|---|----------|
| Danielle Rodriguez - Administrative Specialist Sr. - Technical Services<br>TO: Librarian Technician IV (und Admin Spec Sr. - Tech Serv) | 12/09/12 |
|---|----------|

LEAVE OF ABSENCE 24.0 or more hours.

|  |          |
|--|----------|
| Jeanette Hollenbeck - Library Circulation Assistant I - Circulation - 24.0 hrs | 11/12/12 |
| James Nowak - Library Circulation Assistant I - Circulation - 2 weeks          | 11/14/12 |
| Stacy Keppler - Library Circulation Assistant I - Zablocki - 36.1 hrs          | 11/26/12 |
| Megan Steinfeld - Librarian I - Martin Luther King - 52.0 hrs                  | 11/26/12 |
| Phaya Lem - Circulation Aide - Circulation - 1 month                           | 11/28/12 |
| Ashley Emmons - Audio Machine Technician - WTBBL - 48.0 hrs                    | 12/10/12 |
| Megan Steinfeld - Librarian I - Martin Luther King - 60.0 hrs                  | 12/10/12 |
| Charmari Canady - Library Circulation Assistant I - WTBBL - 30.0 hrs           | 12/11/12 |
| Mary Jeske - Library Circulation Assistant I - Circulation - 40.0 hrs          | 12/11/12 |

AWOL

|  |          |
|--|----------|
| Stacy Keppler - Library Circulation Assistant I - Zablocki - 18 days | 12/08/12 |
|--|----------|

RETURN FROM SUSPENSION

|   |          |
|---|----------|
| Justin McCulla - Library Technician III - Technical Services            | 11/12/12 |
| Danielle Rodriguez - Administrative Specialist Sr. - Technical Services | 11/12/12 |



RESIGNATION

|   |          |
|---|----------|
| Basia Spencer - Library Circulation Aide - East                   | 11/19/12 |
| Sarah Stoecker - Library Circulation Assistant I (1/2) - Bay View | 11/29/12 |
| Michaela Taychert - Library Circulation Aide - Zablocki           | 12/17/12 |
| Cinthia Hernandez - Library Circulation Aide - Circulation        | 12/18/12 |

TERMINATION WITHIN PROBATION

|  |          |
|--|----------|
| Quashonda Bufford - Library Circulation Aide - Capitol | 12/17/12 |
|--|----------|

RETIREMENT

|  |          |
|--|----------|
| James Nowak - Library Circulation Assistant I - Circulation<br>MPL Service Credit: 27 years 9 months 19 days | 11/29/12 |
|--|----------|

|  |          |
|--|----------|
| Virginia Schwartz - Librarian V - Subject Services<br>MPL Service Credit: 45 years 9 months 5 days | 12/22/12 |
|--|----------|

|   |          |
|---|----------|
| Carolyn Colwell - Librarian III - Subject Services<br>MPL Service Credit: 11 years 4 months 17 days | 12/23/12 |
|---|----------|

SEPARATION FROM SERVICE (DEATH)

|   |          |
|---|----------|
| Phyllis Laessig - Library Technician II (1/2) - Technical Services<br>MPL Service Credit - 16 years 2 months 9 days | 12/19/12 |
|---|----------|

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 November 30, 2012

2012

2011

REVENUES

|                                 | Budget              | Received to date    | % Received   |
|---------------------------------|---------------------|---------------------|--------------|
| Additional City Appropriation   | \$21,546,746        | \$18,618,318        | 86.4%        |
| Fines                           | \$340,000           | \$336,372           | 98.9%        |
| Lost Materials, etc.            | \$140,200           | \$96,782            | 69.0%        |
| MCFLS Contracts                 | \$791,300           | \$585,182           | 74.0%        |
| <b>Total City Appropriation</b> | <b>\$22,818,246</b> | <b>\$19,636,654</b> | <b>86.1%</b> |

|              | Budget              | Received to date    | % Received   |
|--------------|---------------------|---------------------|--------------|
|              | \$20,980,573        | \$18,390,898        | 87.7%        |
|              | \$441,000           | \$298,849           | 67.8%        |
|              | \$143,700           | \$104,571           | 72.8%        |
|              | \$800,100           | \$601,706           | 75.2%        |
| <b>Total</b> | <b>\$22,365,373</b> | <b>\$19,396,024</b> | <b>86.7%</b> |

EXPENSES

City

|                 | Budget       | Spent to date | % Spent |
|-----------------|--------------|---------------|---------|
| Salaries        | \$12,229,607 | \$10,766,968  | 88.0%   |
| Fringe Benefits | \$6,102,306  | \$5,271,603   | 86.4%   |

|  | Budget       | Spent to date | % Spent |
|--|--------------|---------------|---------|
|  | \$12,094,690 | \$10,618,825  | 87.8%   |
|  | \$6,168,292  | \$5,483,131   | 88.9%   |

Operating Expenses

|  |                    |                    |              |
|--|--------------------|--------------------|--------------|
| <i>General Office Expense</i>          | \$174,084          | \$124,855          | 71.7%        |
| <i>Tools &amp; Machinery Parts</i>     | \$26,100           | \$25,642           | 98.2%        |
| <i>Construction Supplies</i>           | \$51,400           | \$40,426           | 78.6%        |
| <i>Energy</i>                          | \$763,811          | \$543,408          | 71.1%        |
| <i>Other Operating Supplies</i>        | \$298,381          | \$261,718          | 87.7%        |
| <i>Vehicle Rental</i>                  | \$8,300            | \$4,498            | 54.2%        |
| <i>Non-Vehicle Equipment Rental</i>    | \$33,800           | \$21,264           | 62.9%        |
| <i>Professional Services</i>           | \$172,500          | \$120,093          | 69.6%        |
| <i>Information Technology Services</i> | \$245,510          | \$171,348          | 69.8%        |
| <i>Property Services</i>               | \$821,136          | \$569,864          | 69.4%        |
| <i>Infrastructure Services</i>         | \$26,000           | \$14,804           | 56.9%        |
| <i>Vehicle Repair Services</i>         | \$500              | \$108              | 21.6%        |
| <i>Other Operating Services</i>        | \$137,000          | \$152,032          | 111.0%       |
| <i>Reimburse Other Departments</i>     | \$76,900           | \$58,574           | 76.2%        |
| <b>Total</b>                           | <b>\$2,835,422</b> | <b>\$2,108,634</b> | <b>74.4%</b> |

|              |                    |                    |              |
|--------------|--------------------|--------------------|--------------|
|              | \$198,245          | \$103,818          | 52.4%        |
|              | \$26,000           | \$24,792           | 95.4%        |
|              | \$44,000           | \$27,911           | 63.4%        |
|              | \$701,040          | \$568,257          | 81.1%        |
|              | \$336,240          | \$216,181          | 64.3%        |
|              | \$5,000            | \$4,660            | 93.2%        |
|              | \$32,000           | \$26,290           | 82.2%        |
|              | \$35,500           | \$36,968           | 104.1%       |
|              | \$199,600          | \$170,805          | 85.6%        |
|              | \$697,037          | \$541,095          | 77.6%        |
|              | \$25,000           | \$23,798           | 95.2%        |
|              | \$500              | \$0                | 0.0%         |
|              | \$131,175          | \$95,575           | 72.9%        |
|              | \$79,500           | \$49,778           | 62.6%        |
| <b>Total</b> | <b>\$2,510,837</b> | <b>\$1,889,928</b> | <b>75.3%</b> |

Equipment

|                            |                     |                     |              |
|----------------------------|---------------------|---------------------|--------------|
| <i>Library Materials</i>   | \$1,493,700         | \$1,348,414         | 90.3%        |
| <i>Computers, etc.</i>     | \$105,260           | \$99,407            | 94.4%        |
| <i>Other</i>               | \$51,951            | \$41,628            | 80.1%        |
| <b>Total</b>               | <b>\$1,650,911</b>  | <b>\$1,489,449</b>  | <b>90.2%</b> |
| <b>Total City Expenses</b> | <b>\$22,818,246</b> | <b>\$19,636,654</b> | <b>86.1%</b> |

|              |                     |                     |              |
|--------------|---------------------|---------------------|--------------|
|              | \$1,435,000         | \$1,272,977         | 88.7%        |
|              | \$107,000           | \$93,323            | 87.2%        |
|              | \$49,554            | \$37,840            | 76.4%        |
| <b>Total</b> | <b>\$1,591,554</b>  | <b>\$1,404,140</b>  | <b>88.2%</b> |
| <b>Total</b> | <b>\$22,365,373</b> | <b>\$19,396,024</b> | <b>86.7%</b> |

MILWAUKEE PUBLIC LIBRARY  
 FINANCIAL REPORT  
 November 30, 2012

**2012**

**ADDITIONAL FUNDING SOURCES**

|                             | Budget   | Spent to date | % Spent |
|-----------------------------|----------|---------------|---------|
| <b>Other Dept. Appr.</b>    |          |               |         |
| <i>Villard Square Lease</i> | \$13,182 | \$13,182      | 100.0%  |

**Contract Grants**

|                               |                    |                  |              |
|-------------------------------|--------------------|------------------|--------------|
| <i>Teacher in the Library</i> | \$40,000           | \$24,909         | 62.3%        |
| <i>WTBBL</i>                  | \$968,700          | \$329,880        | 34.1%        |
| <i>ILS</i>                    | \$84,690           | \$31,670         | 37.4%        |
| <b>Total</b>                  | <b>\$1,093,390</b> | <b>\$386,459</b> | <b>35.3%</b> |

**Trust Fund**

|                    |                 |                 |              |
|--------------------|-----------------|-----------------|--------------|
| <i>Materials</i>   | \$53,770        | \$44,853        | 83.4%        |
| <i>Programming</i> | \$20,500        | \$20,370        | 99.4%        |
| <i>Training</i>    | \$7,000         | \$5,749         | 82.1%        |
| <i>Marketing</i>   | \$10,000        | \$9,406         | 94.1%        |
| <i>Contingency</i> | \$1,470         | \$1,015         | 69.0%        |
| <b>Total</b>       | <b>\$92,740</b> | <b>\$81,393</b> | <b>87.8%</b> |

**Foundation Funds**

|                    | Balance          | Spent to date    | % Spent      |
|--------------------|------------------|------------------|--------------|
| <i>Materials</i>   | \$395,223        | \$200,593        | 50.8%        |
| <i>Programming</i> | \$215,151        | \$185,350        | 86.1%        |
| <b>Total</b>       | <b>\$610,374</b> | <b>\$385,943</b> | <b>63.2%</b> |

**2011**

| Budget | Spent to date | % Spent |
|--------|---------------|---------|
| \$0    | \$0           | 0.0%    |

|                    |                  |              |
|--------------------|------------------|--------------|
| \$208,000          | \$189,990        | 91.3%        |
| \$968,700          | \$309,981        | 32.0%        |
| \$86,715           | \$32,289         | 37.2%        |
| <b>\$1,263,415</b> | <b>\$532,260</b> | <b>42.1%</b> |

|                  |                 |              |
|------------------|-----------------|--------------|
| \$68,500         | \$64,497        | 94.2%        |
| \$20,500         | \$11,603        | 56.6%        |
| \$8,000          | \$6,575         | 82.2%        |
| \$19,000         | \$11,498        | 60.5%        |
| \$2,000          | \$544           | 27.2%        |
| <b>\$118,000</b> | <b>\$94,717</b> | <b>80.3%</b> |

| Balance          | Spent to date    | % Spent      |
|------------------|------------------|--------------|
| \$439,620        | \$327,258        | 74.4%        |
| \$187,632        | \$179,006        | 95.4%        |
| <b>\$627,252</b> | <b>\$506,264</b> | <b>80.7%</b> |

## Director's Report

November / December 2012 / January 2013

The Library and staff have leaped right into the start of the New Year. Programs are either underway or being planning for the coming year, customers are adjusting to the new service changes, and several new technology offerings are nearly complete.

My activities since the last Board meeting include completion of the Rouse Simmons Anniversary project (see events) and continued work on strategic planning with consultant Marc Futterman and co-chair Judy Pinger (Central Library Coordinator, Business, Science, and Technology). My service with the UWM Research and Screen Committee for the Dean of the School of Information Studies was completed when our recommendation was forwarded to the Chancellor and Provost in November. In January, I attended a Leadership Breakfast at MATC, part of the NAACP's Young Adult Committee initiative, One MKE. Trustee Joan Prince was the keynote speaker. Magda Peck, the new Dean of UWM's new School of Public Health, and I discussed a potential partnership between our two organizations.

### Events

Author Visit. On November 13, the fabulous Sherman Alexie wowed an audience of 638 fans in Centennial Hall. Mr. Alexie was very entertaining, recounting his convoluted trip to Milwaukee, sans luggage, and reading from his book Blasphemy. He signed books until 10:30 p.m. Librarians Jacki Potratz (Technical Services) and Tim Rush (Periodicals) worked with Boswell Books on the event and several Friends of the Library volunteers also greeted the guests.

Rouse Simmons Exhibit. A unique partnership resulted in an exhibit of original posters and design work commemorating the centennial of the sinking of the Rouse Simmons, better known as the Christmas Tree Ship. The exhibit opened on November 20, 2012 and closes on January 31, 2013. UWM's School of Art and Design incorporated this project into the curriculum for an undergraduate illustration class taught by Corbett Toomsen and one of the initial projects in the schools' new Design Research Institute. Library Director Kiely and Wisconsin Marine Historical Society President Peter Hirthe approached Associate Professor Lee Ann Garrison with the partnership idea in the spring of 2012, which she enthusiastically endorsed. The project was featured on the UWM Currents Homepage and in a WUWM story. The reception was sponsored by Alterra Coffee Roasters and cash awards for the top three poster designs were provided by Claudia Reilly of Reilly Insurance. Sign-A-Rama sponsored the printing of the posters. Poster judges were Michael Dillon and Karen Duffy, both from McDill Design.

Milwaukee Bucks Reading Challenge Kick-Off. The Milwaukee Bucks "Reading Challenge" got off to a great start with an event in the Central Library Betty Brinn Children's Room the afternoon of Monday, January 7. The statewide program for grades 3-10 is coordinated between the Milwaukee Bucks, the Northwestern Mutual Foundation, MCFLS and MPL, and runs from January 2-February 28, 2013. At the event, Milwaukee Bucks players Mike Dunleavy Jr. and John Henson, along with Bucks announcer Jim Paschke, talked with 50 engaged and energetic 5th graders from Bruce Guadalupe School about their favorite books, and why reading is important for their careers and in their personal lives. The students also learned details of the reading program. Students can sign up at any Milwaukee Public Library location. Those who read 500 or more pages before February 28 will earn a voucher for a free Milwaukee Bucks

ticket, and those who read 750 or more pages in that timeframe will have a chance to win additional prizes such as an autographed basketball, on-court recognition at a game and more.

### **Exhibits**

Abraham Lincoln. Milwaukee Public Library hosted an exhibit on Abraham Lincoln from November 12-December 10. *Abraham Lincoln: A Man of His Time, A Man for All Times* was a national traveling exhibition organized by the Gilder Lehrman Institute of American History and funded by the National Endowment for the Humanities. A program, "Abraham Lincoln and the National Soldiers Home" was held on November 25. Fifty people enjoyed the program. Presenter Patricia Lynch and several guests came in period costumes. Two now retired librarians, Virginia Schwartz and Carolyn Colwell (Humanities & Archives) coordinated the exhibit and the program.

### **Programs**

Let's Get Digital @ MPL. Librarian Brett Rohlwing (Periodicals) and circulation aide Sarah Wangerin (Central Registration) instructed patrons on using electronic devices to download and enjoy material from the Overdrive audio and e-book collections and music from Freegal on December 8. Four attendees took part in this program, "Let's Get Digital @ MPL".

Poetry from Wisconsin. The Fellowship of Wisconsin Poets met in the Rare Books Room on November 10. Fifty-one poets and friends attended this annual event, coordinated by librarian Judi Gloyer (Humanities & Archives). Poets read and discussed poetry from the Wisconsin Poets' Calendar.

Star Wars. On Saturday, October 6, libraries and bookstores had the chance to participate in the first Star Wars Reads Day, sponsored by Lucasfilm and several publishers of Star Wars books. Zablocki Library received a packet of materials from Lucasfilm and the publishing sponsors of the event, which included giveaways such as temporary tattoos, Star Wars Reads Day wristbands, buttons, bookmarks, posters, and two books to give away. The event had twenty-five children and sixteen adults attend, many of whom came in costume. There were a variety of Star Wars-themed activities planned and supervised by librarians and volunteers, including Star Wars trivia provided by Lucasfilm, a Jedi training station, video games, and Star Wars origami from Tom Angelberger's Origami Yoda series of books.

Theatre. The Milwaukee Chamber Theatre presented excerpts from their fall production "Collected Stories," in the Rare Books Room on November 10. Fourteen people attended the presentation and discussion that followed. On February 9, 2013, they will return to provide similar previews of the production "Underneath the Lintel".

Bead Mania. Patty Wanninger of Polaris Library Systems offered a beading class for children on December 11 at the Capitol Library. Children were able to select from a wide variety of colors, shapes and sizes of beads to create a beautiful piece of jewelry. Thirteen children and four parents participated in the beading class. Participants made necklaces and/or bracelets for themselves or to give as a holiday gift. Ms. Wanninger generously donated all of the supplies as well as her time and the children thoroughly enjoyed it!

Black Cinema Film Series. Librarian Jeffrey Gold and BLK ART founder Jody Alexander initiated the Black Cinema Film Series at Washington Park Library in mid-2012. The program's goal was to screen approximately six documentary films per year with a focus on African American themes, and provide a discussion platform for sharing debate. Films are chosen for their intellectual merit and provocative ideas. More Than a Month was the first film of the series, shown in July. Over twenty community members attended and participated in the after-screening discussion. Sisters of Selma was viewed by twelve participants in October and was accompanied by several panels from the Sisters of Freedom display currently on show at Mt. Mary College. Fifteen were in attendance for November's film was A Man Named Pearl which started off with a live demonstration of the Japanese topiary art of bonsai by a Milwaukee hobbyist.

Department of Corrections. The Council on Libraries and Network Development (COLAND) is working on a project with the Department of Corrections to have new or gently used books donated to prison library collections. Milwaukee Public Library is participating in this project by donating withdrawn library books that meet the collection guidelines of the project. Statewide delivery service (SCLS Delivery) will pick up donations at public library system delivery headquarters and return them to Madison for delivery to the Department of Corrections. Capitol and Mill Road Library are the branches currently participating in this project and 70 books were donated so far. Enid Gruszka, Manager of Capitol and Mill Road is coordinating MPL's contributions and anticipates that approximately 20 books will be donated per month.

Author Visit. MPL and Boswell Books presented a book signing and talk on December 4, 2012 by Paul Geenen in celebration of his new book, Sherman Park: a Legacy of Diversity. Forty-five attendees visited to hear Paul bring this neighborhood's history to life. Many were old friends of Geenen, who was raised in the Sherman Park area. The presentation was as much an informal reunion as it was a library program, and all enjoyed themselves immensely.

## **Staff**

Security Training. In May of 2012, MPL Security Manager Michael Weber developed and implemented staff training on "How to Survive an Active Shooter Situation." The majority of MPL staff have received this training as of December 2012. The training includes the screening of a short video, follow-up discussion and tips on developing a plan for how to respond in this situation. The plan should include escape routes and hiding places, so a physical assessment of the work area is included when there is time. The training will be repeated on an annual basis and offered to other departments that request it.

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**November 2012**  
**PATRON COUNT**

| Circulation Unit       | This Month     | Same Month Last Year | % Increase or Decrease | Year to Date     | Previous Year to Date | % Increase or Decrease |
|------------------------|----------------|----------------------|------------------------|------------------|-----------------------|------------------------|
| Central                | 44,868         | 41,613               | 7.8%                   | 516,111          | 486,161               | 6.2%                   |
| Atkinson               | 9,083          | 7,620                | 19.2%                  | 95,806           | 87,261                | 9.8%                   |
| Bay View               | 13,961         | 11,257               | 24.0%                  | 150,356          | 130,789               | 15.0%                  |
| Capitol                | 9,028          | 9,629                | -6.2%                  | 109,316          | 107,827               | 1.4%                   |
| Center Street          | 12,723         | 12,075               | 5.4%                   | 142,707          | 134,818               | 5.9%                   |
| East                   | 14,048         | 13,372               | 5.1%                   | 163,146          | 139,611               | 16.9%                  |
| Forest Home            | 12,143         | 12,382               | -1.9%                  | 149,083          | 137,546               | 8.4%                   |
| Martin Luther King     | 9,616          | 7,875                | 22.1%                  | 111,096          | 92,485                | 20.1%                  |
| Mill Road              | 8,190          | 7,797                | 5.0%                   | 102,875          | 91,086                | 12.9%                  |
| Tippecanoe             | 10,669         | 9,427                | 13.2%                  | 120,525          | 109,665               | 9.9%                   |
| Villard Square         | 8,895          | 9,457                | -5.9%                  | 139,234          | 83,027                | 67.7%                  |
| Washington Park        | 20,020         | 13,076               | 53.1%                  | 209,819          | 154,475               | 35.8%                  |
| Zablocki               | 17,395         | 13,969               | 24.5%                  | 180,791          | 156,579               | 15.5%                  |
| YCOS - Outreach        | 344            | 282                  | 22.0%                  | 4,025            | 3,965                 | 1.5%                   |
| Drive-Up Traffic Count | 2,616          | 2,210                | 18.4%                  | 31,747           | 29,442                | 7.8%                   |
| <b>TOTAL</b>           | <b>193,599</b> | <b>172,041</b>       | <b>12.53%</b>          | <b>2,226,637</b> | <b>1,944,737</b>      | <b>14.50%</b>          |

28.6% increase in public service hours February 28, 2011-December 31, 2011 = Bay View, East, Washington Park, Zablocki

2012 increase in public service hours per week vs 2011:

4 hrs increase per week vs 2011 = Central, Atkinson, Bay View, Capitol, East, Forest Home, Villard Square, Washington Park, Zablocki

5 hrs increase per week vs 2011 = Martin Luther King, Mill Road, Tippecanoe

**Factors affecting statistics this month:**

**Increases:**

Atkinson, Bay View, Center Street, East, Tippecanoe, Washington Park, Zablocki - Presidential election polling sites

**Decreases:**

Capitol - Capitol Drive road construction (completed mid-November)

Villard Square - significant congestion on Villard Avenue entire election day

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**November 2012**  
**CIRCULATION**

| Circulation Unit   | This Month     | Same Month Last Year | % Increase or Decrease | Year to Date     | Previous Year to Date | % Increase or Decrease |
|--------------------|----------------|----------------------|------------------------|------------------|-----------------------|------------------------|
| Central            | 55,102         | 53,736               | 2.5%                   | 606,267          | 601,769               | 0.7%                   |
| Atkinson           | 6,851          | 7,012                | -2.3%                  | 79,427           | 80,095                | -0.8%                  |
| Bay View           | 24,524         | 23,637               | 3.8%                   | 285,227          | 267,175               | 6.8%                   |
| Capitol            | 13,139         | 15,837               | -17.0%                 | 170,167          | 169,903               | 0.2%                   |
| Center Street      | 6,411          | 5,804                | 10.5%                  | 69,769           | 66,487                | 4.9%                   |
| East               | 22,735         | 22,605               | 0.6%                   | 255,151          | 242,353               | 5.3%                   |
| Forest Home        | 13,289         | 13,590               | -2.2%                  | 157,541          | 143,897               | 9.5%                   |
| Martin Luther King | 7,753          | 6,044                | 28.3%                  | 85,746           | 75,429                | 13.7%                  |
| Mill Road          | 9,557          | 10,876               | -12.1%                 | 121,929          | 125,918               | -3.2%                  |
| Tippecanoe         | 17,439         | 14,861               | 17.3%                  | 191,897          | 163,752               | 17.2%                  |
| Villard Square     | 11,627         | 13,104               | -11.3%                 | 151,411          | 85,178                | 77.8%                  |
| Washington Park    | 10,181         | 10,643               | -4.3%                  | 135,058          | 120,772               | 11.8%                  |
| Zablocki           | 22,749         | 23,778               | -4.3%                  | 272,459          | 262,433               | 3.8%                   |
| YCOS - Outreach    | 5,942          | 4,755                | 25.0%                  | 61,826           | 51,446                | 20.2%                  |
| <b>TOTAL</b>       | <b>227,299</b> | <b>226,282</b>       | <b>0.4%</b>            | <b>2,643,875</b> | <b>2,456,607</b>      | <b>7.6%</b>            |

28.6% increase in public service hours February 28, 2011-December 31, 2011 = Bay View, East, Washington Park, Zablocki

2012 increase in public service hours per week vs 2011:

4 hrs increase per week vs 2011 = Central, Atkinson, Bay View, Capitol, East, Forest Home, Villard Square, Washington Park, Zablocki

5 hrs increase per week vs 2011 = Martin Luther King, Mill Road, Tippecanoe

**Factors affecting statistics this month:**

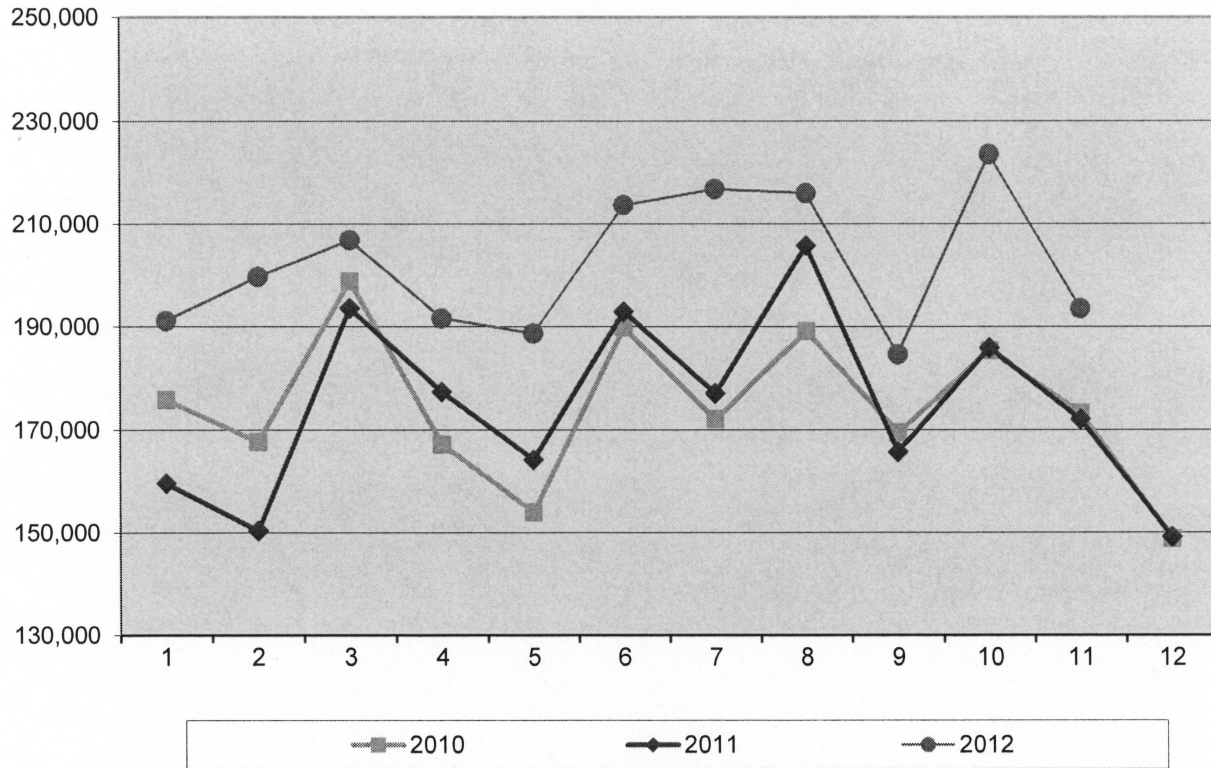
**Increases:**

**Decreases:**

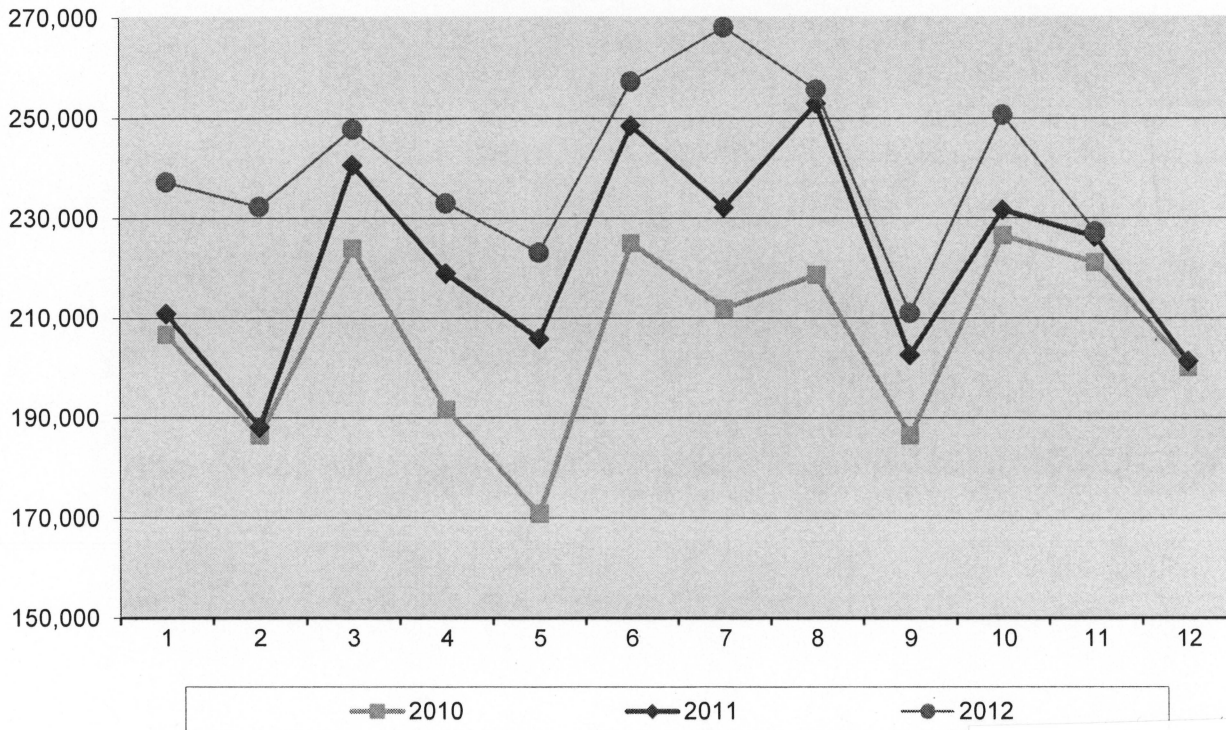
Capitol - Capitol Drive road construction (completed mid-November)



**Milwaukee Public Library  
Monthly Patron Totals  
2010 Through November 2012**



**Milwaukee Public Library  
Monthly Circulation Totals  
2010 through November 2012**



**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**December 2012**  
**PATRON COUNT**

| Circulation Unit       | This Month     | Same Month Last Year | % Increase or Decrease | Year to Date     | Previous Year to Date | % Increase or Decrease |
|------------------------|----------------|----------------------|------------------------|------------------|-----------------------|------------------------|
| Central                | 38,198         | 36,697               | 4.1%                   | 554,309          | 522,858               | 6.0%                   |
| Atkinson               | 6,198          | 6,075                | 2.0%                   | 102,004          | 93,336                | 9.3%                   |
| Bay View               | 10,135         | 9,924                | 2.1%                   | 160,491          | 140,713               | 14.1%                  |
| Capitol                | 8,072          | 8,324                | -3.0%                  | 117,388          | 116,151               | 1.1%                   |
| Center Street          | 9,479          | 10,176               | -6.8%                  | 152,186          | 144,994               | 5.0%                   |
| East                   | 13,115         | 10,909               | 20.2%                  | 176,261          | 150,520               | 17.1%                  |
| Forest Home            | 10,208         | 9,825                | 3.9%                   | 159,291          | 147,371               | 8.1%                   |
| Martin Luther King     | 7,972          | 6,812                | 17.0%                  | 119,068          | 99,297                | 19.9%                  |
| Mill Road              | 6,726          | 6,442                | 4.4%                   | 109,601          | 97,528                | 12.4%                  |
| Tippecanoe             | 8,461          | 8,709                | -2.8%                  | 128,986          | 118,374               | 9.0%                   |
| Villard Square         | 9,768          | 9,608                | 1.7%                   | 149,002          | 92,635                | 60.8%                  |
| Washington Park        | 15,729         | 11,721               | 34.2%                  | 225,548          | 166,196               | 35.7%                  |
| Zablocki               | 13,684         | 11,582               | 18.1%                  | 194,475          | 168,161               | 15.6%                  |
| YCOS - Outreach        | 391            | 357                  | 9.5%                   | 4,416            | 4,322                 | 2.2%                   |
| Drive-Up Traffic Count | 2,257          | 2,006                | 12.5%                  | 34,004           | 31,448                | 8.1%                   |
| <b>TOTAL</b>           | <b>160,393</b> | <b>149,167</b>       | <b>7.53%</b>           | <b>2,387,030</b> | <b>2,093,904</b>      | <b>14.0%</b>           |

28.6% increase in public service hours February 28, 2011-December 31, 2011 = Bay View, East, Washington Park, Zablocki

2012 increase in public service hours per week vs 2011:

4 hrs increase per week vs 2011 = Central, Atkinson, Bay View, Capitol, East, Forest Home, Villard Square, Washington Park, Zablocki

5 hrs increase per week vs 2011 = Martin Luther King, Mill Road, Tippecanoe

**Factors affecting statistics this month:**

**Increases:**

December 2012 open 23 days versus December 2011 open 22 days

**Decreases:**

Capitol - lingering impact of road construction

Washington Park - visits estimated due to electronic counter disconnected beginning December 4 for remodeling

**MILWAUKEE PUBLIC LIBRARY**  
**Monthly Statistical Report**  
**December 2012**  
**CIRCULATION**

| Circulation Unit   | This Month     | Same Month Last Year | % Increase or Decrease | Year to Date     | Previous Year to Date | % Increase or Decrease |
|--------------------|----------------|----------------------|------------------------|------------------|-----------------------|------------------------|
| Central            | 49,307         | 47,282               | 4.3%                   | 655,574          | 649,051               | 1.0%                   |
| Atkinson           | 6,493          | 6,654                | -2.4%                  | 85,920           | 86,749                | -1.0%                  |
| Bay View           | 22,096         | 21,537               | 2.6%                   | 307,323          | 288,712               | 6.4%                   |
| Capitol            | 12,995         | 14,446               | -10.0%                 | 183,162          | 184,349               | -0.6%                  |
| Center Street      | 5,676          | 4,858                | 16.8%                  | 75,445           | 71,345                | 5.7%                   |
| East               | 20,580         | 19,764               | 4.1%                   | 275,731          | 262,117               | 5.2%                   |
| Forest Home        | 11,612         | 11,643               | -0.3%                  | 169,153          | 155,540               | 8.8%                   |
| Martin Luther King | 6,836          | 5,774                | 18.4%                  | 92,582           | 81,203                | 14.0%                  |
| Mill Road          | 7,895          | 9,365                | -15.7%                 | 129,824          | 135,283               | -4.0%                  |
| Tippecanoe         | 14,333         | 13,539               | 5.9%                   | 206,230          | 177,291               | 16.3%                  |
| Villard Square     | 9,989          | 12,430               | -19.6%                 | 161,400          | 97,608                | 65.4%                  |
| Washington Park    | 9,805          | 10,187               | -3.7%                  | 144,863          | 130,959               | 10.6%                  |
| Zablocki           | 20,523         | 19,025               | 7.9%                   | 292,982          | 281,458               | 4.1%                   |
| YCOS - Outreach    | 5,528          | 4,839                | 14.2%                  | 67,354           | 56,285                | 19.7%                  |
| <b>TOTAL</b>       | <b>203,668</b> | <b>201,343</b>       | <b>1.2%</b>            | <b>2,847,543</b> | <b>2,657,950</b>      | <b>7.1%</b>            |

28.6% increase in public service hours February 28, 2011-December 31, 2011 = Bay View, East, Washington Park, Zablocki

2012 increase in public service hours per week vs 2011:

4 hrs increase per week vs 2011 = Central, Atkinson, Bay View, Capitol, East, Forest Home, Villard Square, Washington Park, Zablocki

5 hrs increase per week vs 2011 = Martin Luther King, Mill Road, Tippecanoe

**Factors affecting statistics this month:**

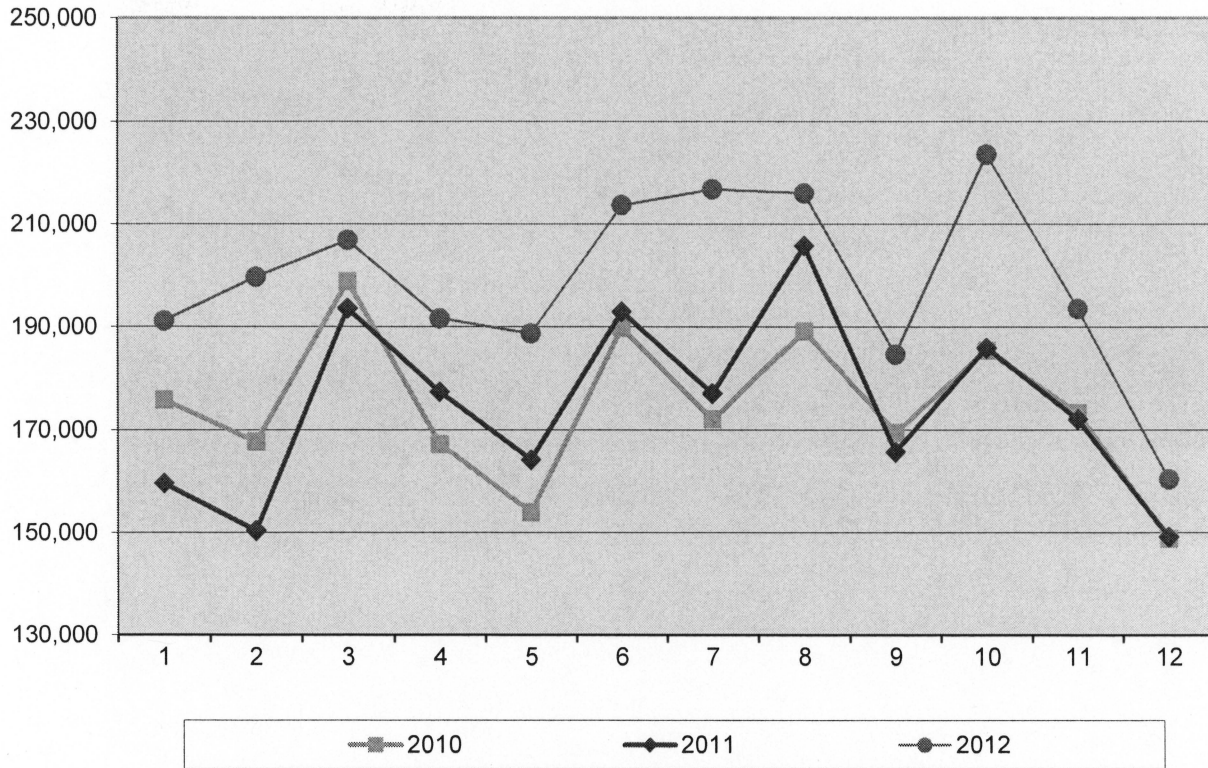
**Increases:**

December 2012 open 23 days versus December 2011 open 22 days

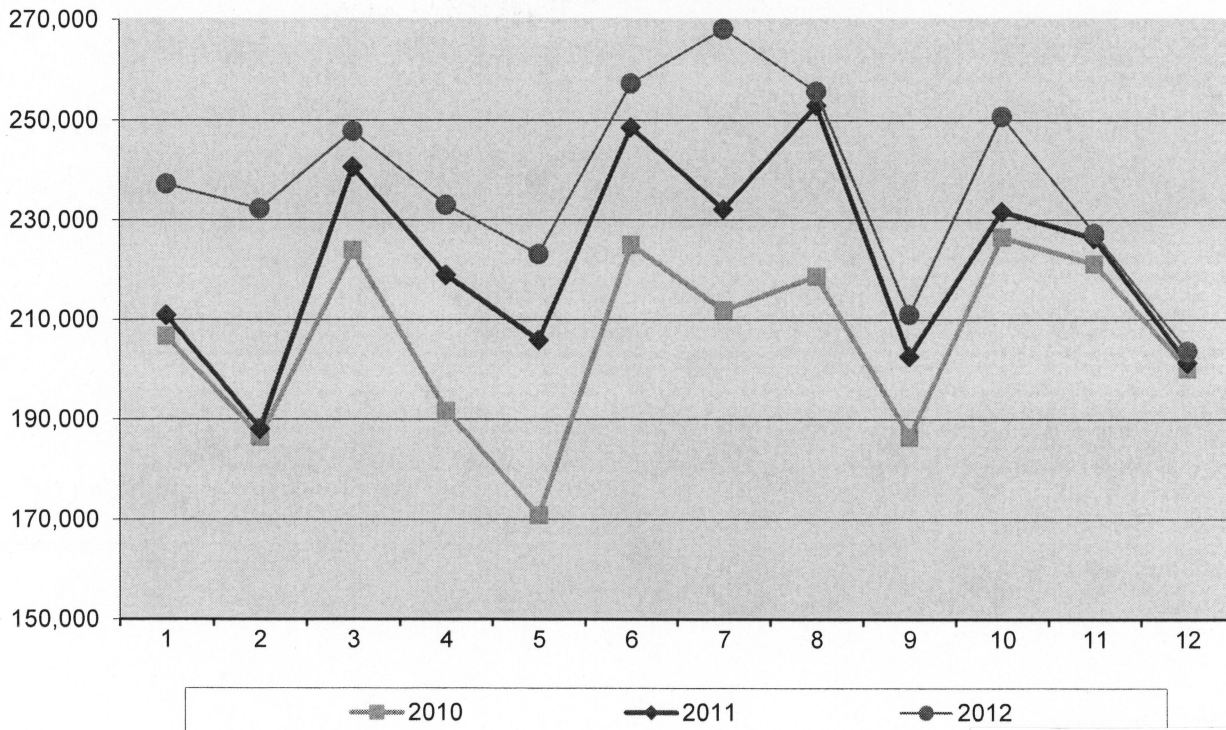
**Decreases:**

Capitol - lingering impact of road construction

**Milwaukee Public Library  
Monthly Patron Totals  
2010 Through December 2012**



**Milwaukee Public Library  
Monthly Circulation Totals  
2010 through December 2012**



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
November, 2012**

| <b>Unique Visitors to the MPL Website</b> |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|   | 91,020     | 81,980               | 11.0%                  | 1,023,606    | 895,935               | 14.3%                  |

| <b>Database Hits</b> |                              |                                  |                        |                                  |                                  |                        |
|----------------------|------------------------------|----------------------------------|------------------------|----------------------------------|----------------------------------|------------------------|
|                      | This Month                   | Same Month Last Year             | % Increase or Decrease | Year to Date                     | Previous Year to Date            | % Increase or Decrease |
|                      | 4,068                        | 4,696                            | -13.4%                 | 53,309                           | 57,634                           | -7.5%                  |
|                      | 39% In-library<br>61% Remote | 34.1% In-library<br>65.9% Remote |                        | 33.5% In-library<br>66.5% Remote | 34.4% In-library<br>65.6% Remote |                        |

| <b>OverDrive Digital Download Circulation, by format</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| eBooks   | 3,090      | 1,031                | 199.7%                 | 23,872       | 6,326                 | 277.4%                 |
| Audiobooks,<br>Music & Videos                            | 1,386      | 877                  | 58.0%                  | 12,929       | 9,325                 | 38.6%                  |

| <b>Downloads of Digital Music through Freegal</b> |            |            |                        |              |                       |                        |
|---|------------|------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Last Month | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| Songs downloaded                                  | 2,448      | 2,548      | -3.9%                  | 21,967       |                       |                        |

| <b>Milwaukee Patron Holds Placed Through CountyCat</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|  | 36,680     | 38,103               | -3.7%                  | 430,718      | 411,401               | 4.7%                   |

| <b>Paging Slips</b> |               |                      |                        |                |                       |                        |
|---------------------|---------------|----------------------|------------------------|----------------|-----------------------|------------------------|
|                     | This Month    | Same Month Last Year | % Increase or Decrease | Year to Date   | Previous Year to Date | % Increase or Decrease |
| Central             | 9,860         | 11,218               | -12.1%                 | 119,917        | 106,516               | 12.6%                  |
| Atkinson            | 468           | 641                  | -27.0%                 | 6,975          | 5,776                 | 20.8%                  |
| Bay View            | 2,471         | 2,731                | -9.5%                  | 30,021         | 28,155                | 6.6%                   |
| Capitol             | 2,049         | 2,083                | -1.6%                  | 25,113         | 24,232                | 3.6%                   |
| Center Street       | 902           | 1,011                | -10.8%                 | 10,094         | 10,087                | 0.1%                   |
| East                | 2,378         | 2,481                | -4.2%                  | 27,692         | 26,709                | 3.7%                   |
| Forest Home         | 735           | 768                  | -4.3%                  | 9,025          | 9,006                 | 0.2%                   |
| Martin Luther King  | 643           | 735                  | -12.5%                 | 7,739          | 8,377                 | -7.6%                  |
| Mill Road           | 776           | 1,143                | -32.1%                 | 11,147         | 12,684                | -12.1%                 |
| Tippecanoe          | 1,286         | 1,397                | -7.9%                  | 15,391         | 14,117                | 9.0%                   |
| Villard Square      | 676           | 770                  | -12.2%                 | 7,997          | 7,676                 | 4.2%                   |
| Washington Park     | 920           | 946                  | -2.7%                  | 10,821         | 10,094                | 7.2%                   |
| Zablocki            | 1,606         | 1,834                | -12.4%                 | 21,362         | 15,841                | 34.9%                  |
| YCOS--Outreach      | 318           | 331                  | -3.9%                  | 3,984          | 2,760                 | 44.3%                  |
| <b>TOTAL</b>        | <b>25,088</b> | <b>28,089</b>        | <b>-10.7%</b>          | <b>307,278</b> | <b>282,030</b>        | <b>9.0%</b>            |

**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
December, 2012**

| <b>Unique Visitors to the MPL Website</b> |            |                      |                        |              |                       |                        |
|---|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|   | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|   | 79,387     | 76,157               | 4.2%                   | 1,102,993    | 972,092               | 13.5%                  |

| <b>Database Hits</b> |                              |                                  |                        |                                  |                                  |                        |
|----------------------|------------------------------|----------------------------------|------------------------|----------------------------------|----------------------------------|------------------------|
|                      | This Month                   | Same Month Last Year             | % Increase or Decrease | Year to Date                     | Previous Year to Date            | % Increase or Decrease |
|                      | 3,576                        | 5,032                            | -28.9%                 | 56,885                           | 62,666                           | -9.2%                  |
|                      | 35% In-library<br>65% Remote | 30.7% In-library<br>69.3% Remote |                        | 33.6% In-library<br>66.4% Remote | 34.1% In-library<br>65.9% Remote |                        |

| <b>OverDrive Digital Download Circulation, by format</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
| eBooks   | 3,648      | 1,370                | 166.3%                 | 27,520       | 7,696                 | 257.6%                 |
| Audiobooks,<br>Music & Videos                            | 1,396      | 976                  | 43.0%                  | 14,325       | 10,301                | 39.1%                  |

| <b>Downloads of Digital Music through Freegal</b> |            |            |                        |              |  |  |
|---|------------|------------|------------------------|--------------|--|--|
|   | This month | Last Month | % Increase or Decrease | Year to Date |  |  |
| Songs downloaded                                  | 2,561      | 2,448      | 4.6%                   | 24,528       |  |  |

| <b>Milwaukee Patron Holds Placed Through CountyCat</b> |            |                      |                        |              |                       |                        |
|--|------------|----------------------|------------------------|--------------|-----------------------|------------------------|
|  | This Month | Same Month Last Year | % Increase or Decrease | Year to Date | Previous Year to Date | % Increase or Decrease |
|  | 34,008     | 35,145               | -3.2%                  | 464,726      | 446,546               | 4.1%                   |

| <b>Paging Slips</b> |               |                      |                        |                |                       |                        |
|---------------------|---------------|----------------------|------------------------|----------------|-----------------------|------------------------|
|                     | This Month    | Same Month Last Year | % Increase or Decrease | Year to Date   | Previous Year to Date | % Increase or Decrease |
| Central             | 9,295         | 9,437                | -1.5%                  | 129,212        | 115,953               | 11.4%                  |
| Atkinson            | 578           | 552                  | 4.7%                   | 7,553          | 6,328                 | 19.4%                  |
| Bay View            | 2,242         | 2,168                | 3.4%                   | 32,263         | 30,323                | 6.4%                   |
| Capitol             | 2,049         | 1,891                | 8.4%                   | 27,162         | 26,123                | 4.0%                   |
| Center Street       | 727           | 773                  | -6.0%                  | 10,821         | 10,860                | -0.4%                  |
| East                | 1,940         | 2,062                | -5.9%                  | 29,632         | 28,771                | 3.0%                   |
| Forest Home         | 642           | 663                  | -3.2%                  | 9,667          | 9,669                 | 0.0%                   |
| Martin Luther King  | 505           | 695                  | -27.3%                 | 8,244          | 9,072                 | -9.1%                  |
| Mill Road           | 657           | 972                  | -32.4%                 | 11,804         | 13,656                | -13.6%                 |
| Tippecanoe          | 1,100         | 1,224                | -10.1%                 | 16,491         | 15,341                | 7.5%                   |
| Villard Square      | 589           | 629                  | -6.4%                  | 8,586          | 8,305                 | 3.4%                   |
| Washington Park     | 664           | 784                  | -15.3%                 | 11,485         | 10,878                | 5.6%                   |
| Zablocki            | 1,305         | 1,734                | -24.7%                 | 22,667         | 17,575                | 29.0%                  |
| YCOS--Outreach      | 238           | 248                  | -4.0%                  | 4,222          | 3,008                 | 40.4%                  |
| <b>TOTAL</b>        | <b>22,531</b> | <b>23,832</b>        | <b>-5.5%</b>           | <b>329,809</b> | <b>305,862</b>        | <b>7.8%</b>            |

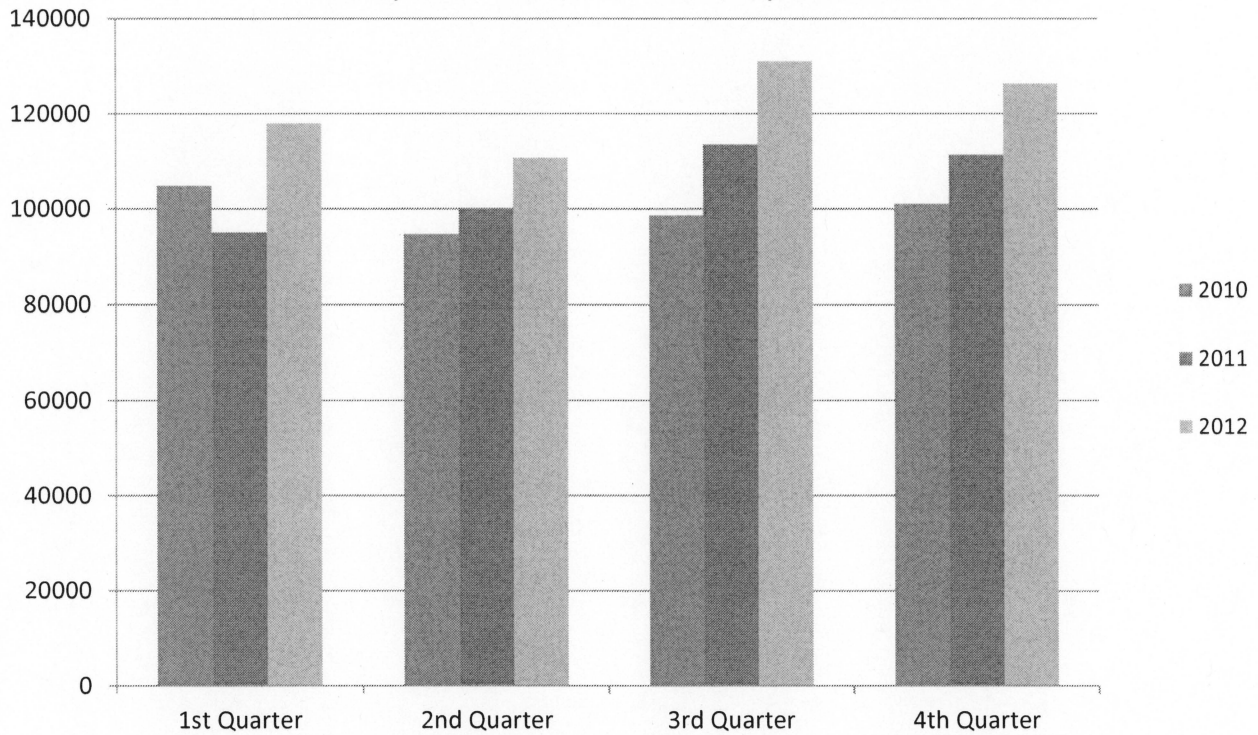
**MILWAUKEE PUBLIC LIBRARY  
COMPUTER USE REPORT**

| <b>Library Computer Use, in Hours, Fourth Quarter of 2012</b> |                       |             |               |                     |             |               |
|---|-----------------------|-------------|---------------|---------------------|-------------|---------------|
|   | <b>Fourth Quarter</b> |             |               | <b>Annual Total</b> |             |               |
|   | <b>2012</b>           | <b>2011</b> | <b>Change</b> | <b>2012</b>         | <b>2011</b> | <b>Change</b> |
| Central   | 31,275                | 28,671      | 9.1%          | 122,531             | 110,591     | 10.8%         |
| Atkinson  | 6,602                 | 7,208       | -8.4%         | 26,987              | 28,009      | -3.6%         |
| Bay View  | 5,242                 | 5,178       | 1.2%          | 20,747              | 19,443      | 6.7%          |
| Capitol   | 6,459                 | 5,821       | 11.0%         | 24,153              | 22,405      | 7.8%          |
| Center Street   | 12,608                | 14,427      | -12.6%        | 50,741              | 54,646      | -7.1%         |
| East  | 6,707                 | 6,332       | 5.9%          | 27,471              | 24,040      | 14.3%         |
| Forest Home   | 9,096                 | 6,947       | 30.9%         | 34,252              | 24,764      | 38.3%         |
| Martin Luther King  | 7,907                 | 6,010       | 31.6%         | 28,842              | 22,003      | 31.1%         |
| Mill Road   | 6,838                 | 5,203       | 31.4%         | 25,068              | 21,320      | 17.6%         |
| Tippecanoe  | 3,789                 | 3,158       | 20.0%         | 14,725              | 13,169      | 11.8%         |
| Villard Avenue  | 10,520                | 5,690       | 84.9%         | 38,294              | 19,784      | 93.6%         |
| Washington Park   | 11,761                | 10,078      | 16.7%         | 46,406              | 35,969      | 29.0%         |
| Zablocki  | 7,527                 | 6,651       | 13.2%         | 27,737              | 24,006      | 15.5%         |
| <b>Total</b>  | 126,331               | 111,374     | 13.4%         | 487,954             | 420,149     | 16.1%         |

| <b>Laptop Computer Circulation, Fourth Quarter of 2012</b> |                       |             |               |                     |              |  |
|--|-----------------------|-------------|---------------|---------------------|--------------|--|
|  | <b>Fourth Quarter</b> |             |               | <b>Annual Total</b> |              |  |
|  | <b>2012</b>           | <b>2011</b> | <b>Change</b> | <b>2012</b>         | <b>2011*</b> |  |
| Atkinson   | 1,062                 | 1,060       | 0.2%          | 3,920               | 1,907        |  |
| Capitol  | 20                    | n/a         |               | 20                  | n/a          |  |
| Center Street  | 652                   | 402         | 62.2%         | 2,073               | 685          |  |
| Forest Home  | 1,976                 | 1,168       | 69.2%         | 7,052               | 1,884        |  |
| Martin Luther King   | 1,592                 | 861         | 84.9%         | 5,072               | 1,922        |  |
| Mill Road  | 797                   | n/a         |               | 1,724               | n/a          |  |
| Villard Avenue   | 4,449                 | 2,146       | 107.3%        | 15,633              | 3,645        |  |
| Washington Park  | 2,209                 | 1,321       | 67.2%         | 7,369               | 2,542        |  |
| Zablocki   | 12                    | n/a         |               | 12                  | n/a          |  |
| <b>Total</b>   | 12,769                | 6,958       |               | 42,875              | 12,585       |  |

\*2011 Annual total includes only six months of availability, so a percentage change is not calculated.

### Computer Use, in hours, by Quarter



### Computer Use, in hours, by Month

