

# KENOSHA PUBLIC LIBRARY 2013 ANNUAL REPORT

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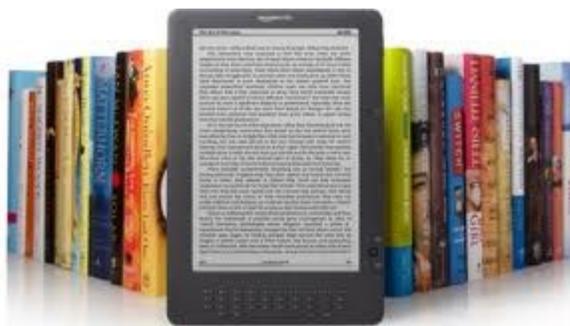
## SPECIAL POINTS OF INTEREST:

- Meeting room use up 10%
- WiFi sessions up 57% while computer workstation use drops 4%
- Database use up 14%
- Visits up 1%
- Program attendance up 10%

## DIGITAL TAKES OFF

Libraries are about books, and the good news is, people are reading more than ever. But if statistics tell us anything, our library users are steering their reading habits toward the digital environment, changing from a hard copy print book to electronic files on their Kindles, Nooks, iPads and tablets. In 2013, KPL watched use of its Overdrive ebooks and Zinio e-magazine subscriptions double, totaling more than 50,000 downloads from the library's website. It's a trend we can't ignore, but it's wrought with challenges for libraries in a market still unsure of profit margins and the digital threat to intellectual copyright.

Public libraries have been watching their users trend to



ward digital formats for years, some quicker than others. And they've also been watching as publishers struggle with licensing rights, attempting to position themselves in an Amazon-driven marketplace that maximizes competition and reduces profit margins. The big question for these publishers is where the library market fits in this new digital book world. The early answer is, not so well. Libraries have been squeezed to pay three or four times the price for an electronic book than the average consumer, placing us in the unwelcome position of fewer copies to fill

user demand. Some publishers have been unwilling to sell ebooks to libraries at all. That's hard to explain to our users who depend on us to fulfill their reading needs. But take heart! Librarians continue to work with the big publishers, and as the market matures, I feel confident that publishers will loosen their reins on sales to libraries. In the meantime, I invite you to make the leap to digital and discover the large collection of ebooks and e-magazines available to you with your KPL library card.

**Barbara Brattin**  
*KPL Director*

## TECHIES BIGGEST LIBRARY FANS

The Pew Internet Research group spends a lot of time studying libraries, and according to its latest study, our greatest admirers are those people in the community who use technology the most. "From Distant Admirers to Library Lovers— and Beyond: A Typology of Public Library Engagement in Ameri-

ca" identifies public libraries as essential or very important to 91% of people polled. It seems that in an age increasingly digital, Americans are looking to their libraries more and more to guide them in how to engage with the world of information. Instead of the public library fading away, it's more essential

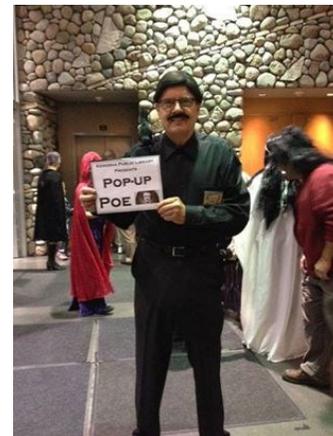
than ever in our digitally connected world. Here at KPL, we saw a 57% increase in use of WiFi in our buildings in 2013, alongside a decrease in library computer use. We're listening. Look for more work tables and comfortable seating as we accommodate your preferences in our buildings this year.

## BIG READ RESOUNDING SUCCESS

Big Read 2013 featured *Great Tales and Poems* by Edgar Allan Poe. The Book Giveaway put **2410** books into the hands of readers at **13** distribution sites throughout Kenosha. 60 total programs for kids, teens and adults included book discussions, art exhibits, performances, film events, lectures, writing workshops, open mic sessions, a bus trip and a bake sale! All these

fantastic events happened with the cooperation of **31** different organizations and businesses, and many individuals throughout Kenosha. Attendance at programs was robust: 179 people attended book discussions, and 3,090 people attended programs, for a total attendance of **3269**. The Big Read 2013 achieved the National Endowment for the Arts' goal of encouraging citizens to read

for pleasure and enlightenment. NEA's \$17,300 grant to KPL was the largest of 77 grants awarded nationally for the 2013 grant cycle. This was Kenosha's third NEA-funded Big Read.



## HELPING CHILDREN SUCCEED

Our Youth Services team continues its commitment to promoting early literacy and school readiness. Staff presented 517 infant, one-year-old, toddler, and preschool story times this year, supporting the development of early literacy skills with a total attendance of 16,272. The Ready to Read Room, which offers early literacy activities at Southwest Library, saw 5,798 visits by young chil-

dren and their caregivers. Staff presented a 5 week session of Kindergarten Countdown, helping 240 children and caregivers prepare for their first school experience. KPL supported local schools through 75 class visits reaching 2,056 students. Visits included teaching students how to use library resources and do research, presenting story times, offering tours of the

historic Simmons Library, and presenting a six week session of Motherread, modeling to school age parents how to share books with their children. Our summer program encourages students to continue reading and served 976 children and teens in 2013. In December of 2013, the Youth Services department opened the new Teen Space at Southwest Library in order to give middle and high school students their own place to go in the library.



## BEHIND THE SCENES

KPL's Collection Development team is responsible for selecting and ordering our wide selection of books, DVDs, CDs, magazines, newspapers, and electronic resources for the Kenosha community. In 2013, the team added 23,551 books, 2,223 audio products, and 3,477 DVDs to KPL's collec-

tion. They received 18,704 issues of magazines and newspapers and provided 24/7 access to 96 periodicals via KPL's electronic magazine product Zinio. This year they added the IndieFlix database to provide streaming video of independent films.

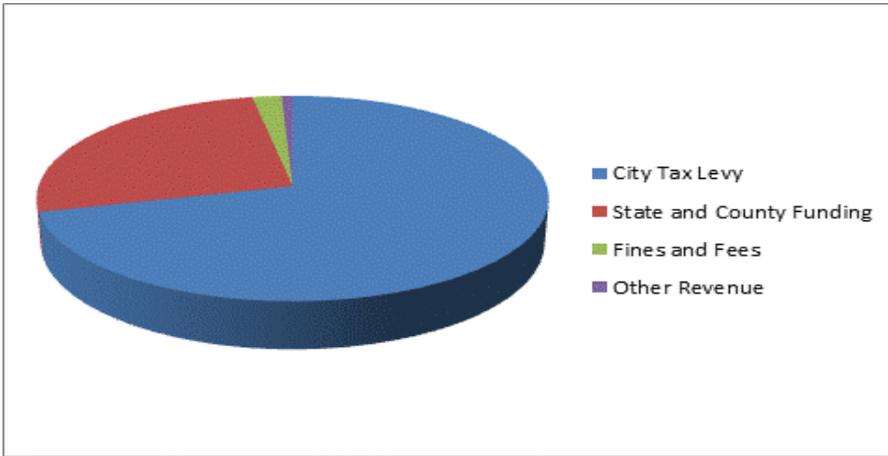
KPL's Collection Team is responsible for shipping ma-

terials from our central location to all of the Kenosha Public Library branches. They mend, weed, and replace library materials, as well as perform collection analysis on various parts of our collection

Total budget? \$523,510



**WHERE THE MONEY COMES FROM**



Our beloved Simmons Library, finished in 1900, saw 65,000 visitors in 2013.

**KENOSHA COUNTY LIBRARY SYSTEM**

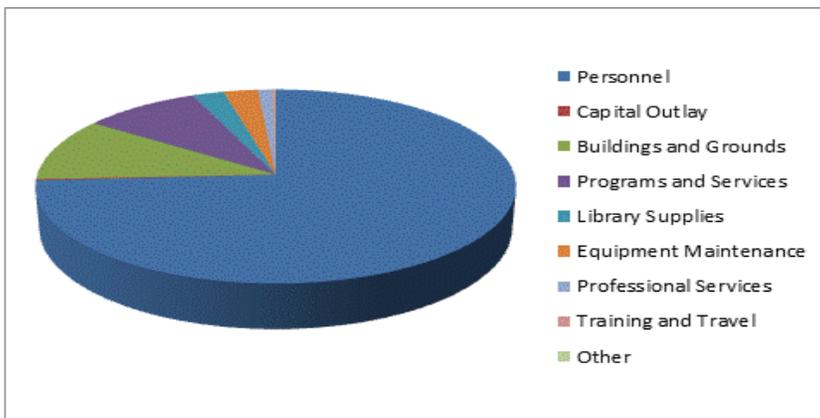
Did you know that Kenosha Public Library serves as the resource library for Kenosha County Library System? The system includes both KPL and Community Libraries in the western portion of Kenosha County. KPL hosts the software that powers a shared online catalog and the functions behind the scenes that catalog our collection and give you access to the shared database of

titles. In addition, with support from Kenosha County and the state of Wisconsin, we purchase online products together including Overdrive ebooks, and share the costs of Internet access. Wisconsin provides tremendous support for sharing resources among libraries by reimbursing libraries that serve people outside their district borders. For instance, Kenosha Public

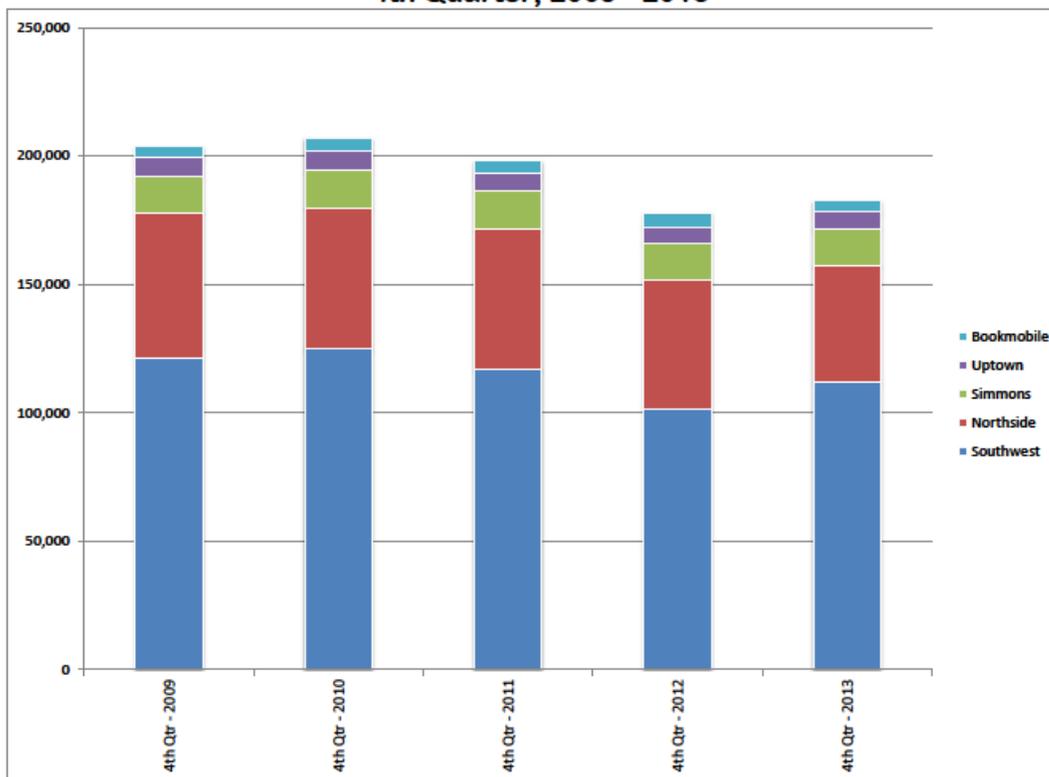
Library is reimbursed when someone from Racine County uses our libraries. This helps libraries manage unexpected costs while ensuring that every citizen in Wisconsin has access to convenient library service. In 2013, KPL received over \$1.5million in reimbursements for reciprocal borrowing activity in our libraries. We turn that money around to provide better technology and internet access to everyone who visits.

“I LOVE SIMMONS LIBRARY, SUCH A GREAT LOOKING BUILDING WITH A GREAT SENSE OF HISTORY. I SPEND MANY AFTERNOONS JUST READING HERE.”

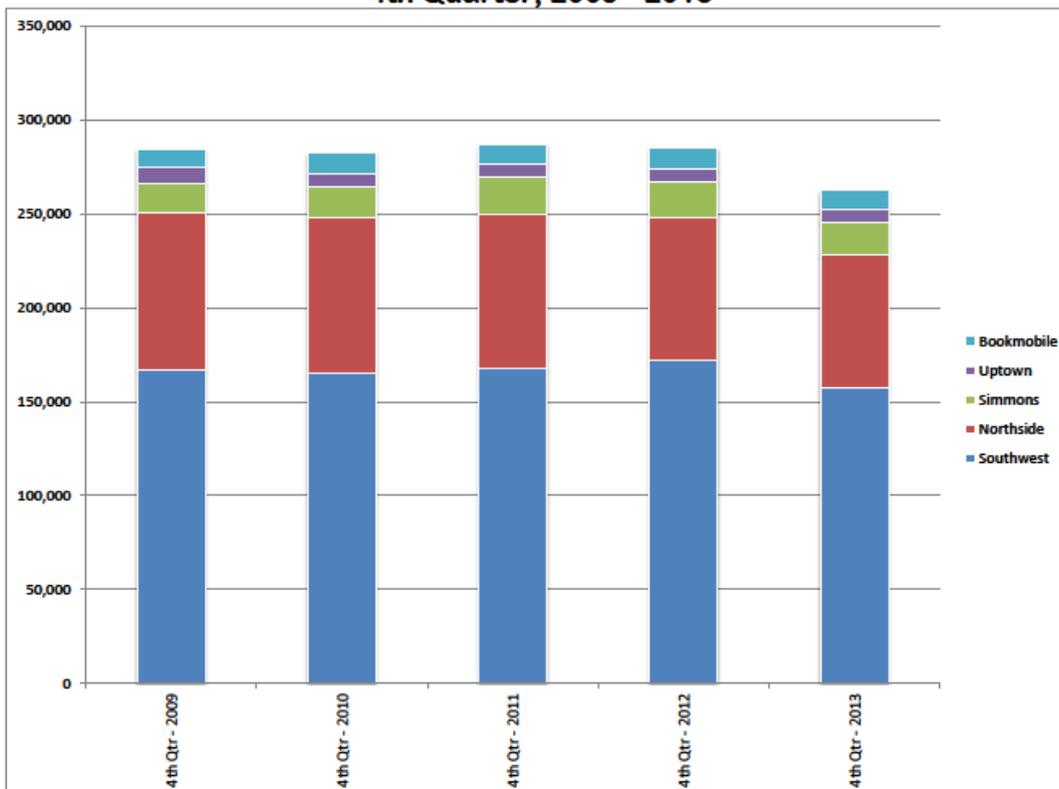
**SPENDING BY CATEGORY 2013**



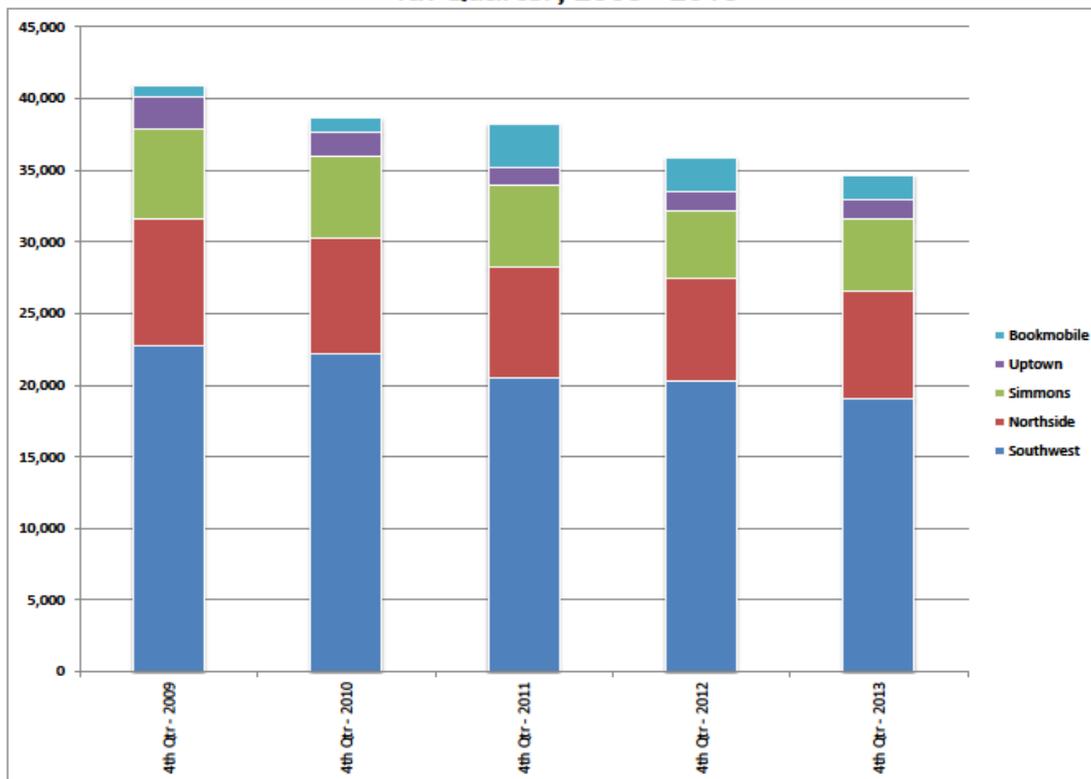
### LIBRARY VISITS 4th Quarter, 2009 - 2013



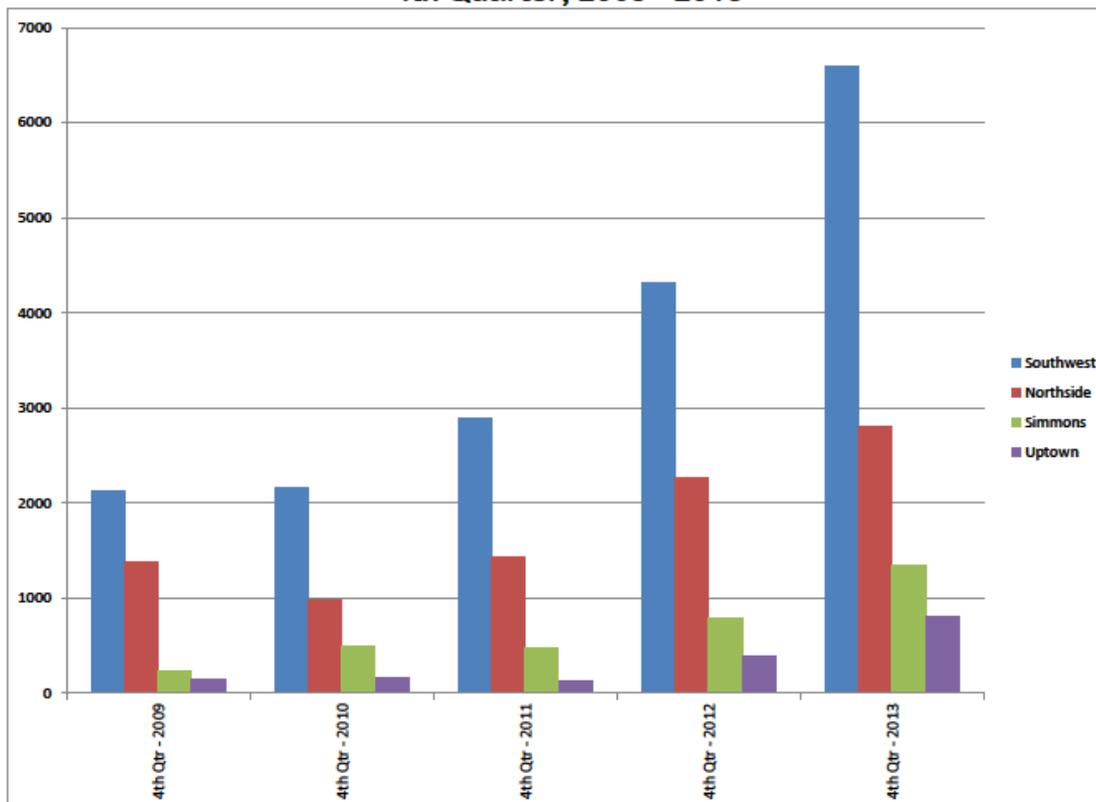
### CHECKOUTS 4th Quarter, 2009 - 2013



### REFERENCE AND INFORMATION QUESTIONS 4th Quarter, 2009 - 2013



### COMPUTER WIFI SESSIONS 4th Quarter, 2009 - 2013



## **Kenosha Public Library Mission Statement**

The mission of the Kenosha Public Library is to provide the highest quality library resources for information, recreation, and lifelong learning for residents of all ages in the City and County of Kenosha.

*To accomplish this, we will:*

- Provide high quality library services in a timely and cost effective manner;
- Build, organize, and maintain high interest library collections representing diverse points of view for reading, viewing, and listening;
- Build, organize, and maintain an up-to-date collection of informational and factual resources;
- Build, organize, and maintain up-to-date library collections for children, young adults, and adults of all skill levels to pursue self-guided learning;
- Provide elementary and secondary level students access to library collections and services which help them meet their formal educational objectives;
- Provide high quality customer assistance in utilizing the Library's collections and its reference, information, and readers' advisory services;
- Provide a wide range of current information on community organizations, activities, issues, and services;
- Enhance the educational and personal development of school age and preschool children by providing high quality, high interest children's programming to foster reading readiness and encourage reading;
- Uphold the *Library Bill of Rights* and the *Freedom to Read* and *Freedom to View* statements;
- Assure that library services are available to people with special needs;
- Provide well maintained library facilities for quiet study and research, as well as for appropriate civic and community group activities; and
- Contribute to the community's cultural life.

**LOOKING FORWARD: STRATEGIC PLAN 2014-2017**

Throughout 2013, community members, staff and friends came together to finalize an exciting strategic plan for Kenosha Public Library, focused on connecting library programs and services with our community. The goal was not to change the direction of the library mission. Rather, the goal was to develop strategic priorities by considering potential future scenarios. The Strategic Planning Committee identified these five priorities:

⇒ Make Key Technology Enhancements

- ⇒ Develop Staff
- ⇒ Pursue New Funding/ Partnership Opportunities
- ⇒ Enhance User/ Community Understanding
- ⇒ Develop Marketing Materials and PR Enhancements

Through this plan, KPL commits to :

- ◇ Nourish Kenosha’s passion for reading, personal growth, and lifelong learning.
- ◇ Be the Information Access Leader for the Kenosha Community.

- ◇ Enrich Kenosha through a better understanding of the community and positively contribute to the community’s cultural life.
- ◇ Build partnerships to fulfill a shared vision for a better community.
- ◇ Create an organizational environment that fosters innovation, flexibility, and the free exchange of new ideas.

We hope you are energized by the passion we have for libraries and our service to you, our community!

**2014-2018 Capital Improvement Plan**

Project Year	2014	2015	2016	2017	2018	2014 -- 2018 TOTAL
<b>NORTHSIDE LIBRARY – ROOF REPLACEMENT</b>						
Design/Engineering		\$13,500				\$13,500
Roof Replacement		\$191,500				\$191,500
<b>Subtotal</b>		<u>\$205,000</u>				<u>\$205,000</u>
<b>SIMMONS LIBRARY – SIMMONS LIBRARY RESTORATION</b>						
Design/Engineering	\$46,000					\$46,000
Construction – Dome, Gutter, Lights	\$443,000					\$443,000
Construction – Limestone, Window Wells, Stairs			\$100,000			\$100,000
<b>Subtotal</b>	<u>\$489,000</u>		<u>\$100,000</u>			<u>\$589,000</u>
<b>TOTAL COSTS</b>	<u>\$489,000</u>	<u>\$205,000</u>	<u>\$100,000</u>			<u>\$794,000</u>

# Kenosha Public Library

## KPL Board of Trustees

Barbara L. Micheln, President  
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Ellen M. Kupfer  
Tracy L. Nielsen  
Thomas J. Noer

Leonard P. Iaquina  
Jennifer K. Schlie-Reed  
Karin Sconzert

## KPL Locations

### Southwest Library

7979 38<sup>th</sup> Avenue

Monday – Thursday 9am – 9pm  
Friday 9am – 6pm  
Saturday 9am – 5pm  
Sunday (Sept – May) noon – 4pm

### Northside Library

1500 27<sup>th</sup> Avenue

Monday – Thursday 9am – 9pm  
Friday 9am – 6pm  
Saturday 9am – 5pm  
Sunday (Sept – May) Noon – 4pm

### Simmons Library

711 59<sup>th</sup> Place

Monday – Thursday 9am – 8pm  
Friday 9am – 6pm  
Saturday 9am – 5pm

### Uptown Library

2419 63<sup>rd</sup> Street

Monday – Thursday 9am – 6pm  
Friday Closed  
Saturday 10am – 2pm

### Bookmobile/Outreach Office

(262) 564-6190

Bookmobile Schedules are available at any Kenosha Public Library location. The Bookmobile is housed at the Northside Library when not on the road.

### Administration and Support Center

812 56<sup>th</sup> Street

(262) 564-6300

Monday – Friday 8:00am – 4:30pm

## Important Telephone Numbers

General Library Information	564-6100
Renewals/Checkout	564-6101
Overdues/Fines	564-6102
Reference	564-6130
Programs and Events	564-6130
Friends of Kenosha Public Library	564-6384
KPL Foundation, Inc.	564-6385

Visit our website at: [www.mykpl.info](http://www.mykpl.info)