



WHITEFISH BAY PUBLIC LIBRARY 2014 ANNUAL REPORT TO THE COMMUNITY

-released June 2015

#1

in Milwaukee County for uses of downloadable items, such as Overdrive & Zinio per capita.

in Milwaukee County for circulation of children's materials per capita.

in Milwaukee County for % of cardholders 18 and younger.

in Milwaukee County for % of active cardholders.

ACCESS



- 194,000 people came through our doors and checked out over 348,000 items
- Patrons love our self-check machine! We had 77,500 self-checkouts = 22% of total checkouts

SERVICE



- 14,000 people got their questions answered by reference staff
- 16,000 people used our computers and untold numbers used our free wireless

COMMUNITY



- 376 programs with nearly 10,000 attendees
- # of programs and attendees increased significantly for adult and children's programs

EDUCATION & FUN!



Whitefish Bay Public Library Community Survey

~ 545 Community Members took our 2014 survey.



VALUE



An overwhelming majority of survey respondents (93%) strongly value the Whitefish Bay Public Library.

“High quality library, excellent staff, great events. We love visiting.”

~Survey Respondent

What makes the Library something that is of value to our community?



CUSTOMER SERVICE

Patrons are quite satisfied with our service. 92% rated service at all service points as Excellent/Good.

“The library staff is truly excellent! They are helpful and friendly each and every time I come in!” *~Survey Respondent*

“I am always overjoyed to visit the WFB Library, as the staff is stupendous, and particularly accommodating to my son and his special needs!” *- Survey respondent*



COLLECTIONS

The Library's book collection is the highest rated part of the collection, scoring an Excellent/Good rating. Other materials received Good/Average ratings.

Look for these improvements in the coming year!

In response to feedback we are focusing efforts on:

- Purchasing a variety of materials to meet the diverse and wide-ranging desires of the community
- Providing more instructional classes on how to access electronic materials and databases
- Enhancing the DVD and CD collections (We increased our DVD collections by 17% and our audio collection by 7% in 2014)

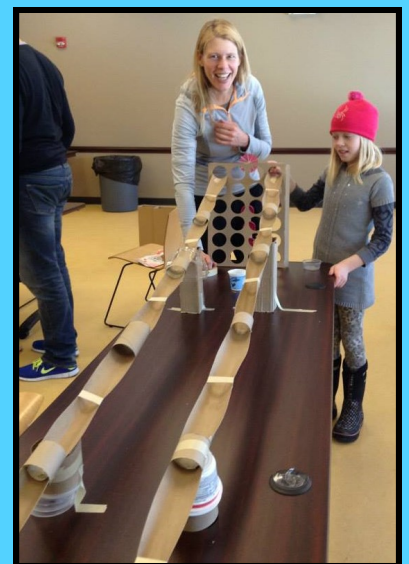
“Having books available is a necessary part of my life. It's great to have a very nice library that has a very friendly staff.” ~Survey Respondent



PROGRAMS

WFB has the highest percentage of children under 18 of the Milwaukee County communities.

Survey results indicate the Library has done an excellent job meeting the programming needs of children and families. In an effort to provide excellent service and programming to all community members, we are working to provide more programming options for Senior Citizens and Young Adults. Feedback and suggestions are always welcome.



**“My son and I just joined our first activity last month, and had an amazing time!”
~Survey Respondent**



MISSION STATEMENT

The Whitefish Bay Public Library strives to be a cornerstone of the community by supporting an informed citizenry, promoting a love of learning and providing easy access to ideas, information, and resources for patrons of all ages.

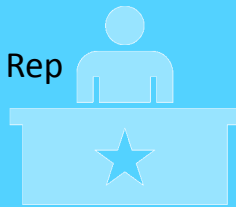
2014 LIBRARY BOARD OF TRUSTEES

Georgia Mavrincac, President

Pam Woodard, School District Rep

Debra Jenkins

Elaine Griffin



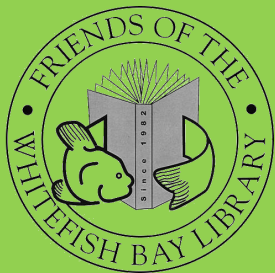
Susan Hopwood, Vice President

Richard Foster, Village Board Rep

Anne Bittle Burroughs

**THANK YOU
FOR YOUR
SERVICE!**

FRIENDS OF THE WHITEFISH BAY LIBRARY



Friends of the Whitefish Bay Library continuously help the library excel.

Here are some of their 2014 contributions:

- iPads for in-library use
- Support for adult, children, and teen programming including "1,000 Books before Kindergarten"
- Prizes for Adult & Children's summer reading programs

**THANK YOU FRIENDS
FOR YOUR
GENEROSITY!**

BOARD OF DIRECTORS

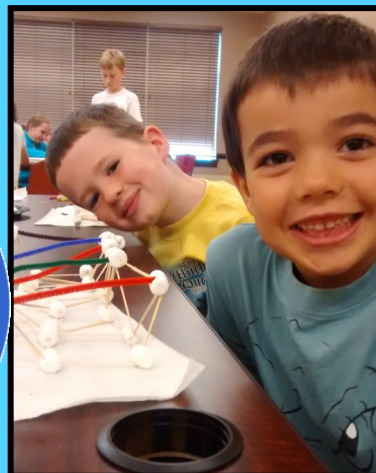
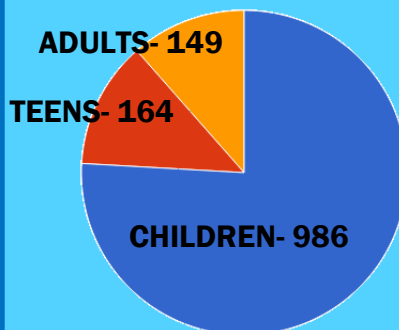
Judy Guelig, President, 2014 Maureen Hart-Donahue, Secretary

Pat Gosch, President, 2015 Vicky Dargis, Treasurer

2014 SUMMER READING PROGRAM

PARTICIPANTS

TOTAL: 1,299



**Increased
participation
in SRP for
children's and
teens!**



"The entire summer reading program is very impressive. I love to come to the special events, because they're all so entertaining!" - Survey respondent