1980 ANNUAL REPORT

L.E. Phillips Memorial Public Library
Éau Claire, Wisconsin
To the Board of Trustees:

The library was pleased to provide much needed services to a record number of people in 1980. More than 33,000 area citizens borrowed 457,264 items, an increase of 7% over 1979. In addition, an outstanding program of cultural and educational activities was developed and implemented by the library's staff. The pages that follow provide just a summary of the year's activities.

There are several problem areas which received special attention during the year. The most prominent problem is the greatly increased workload caused by continuing, sharp increases in library use. To help with this serious and worsening difficulty City Council approved $225,000 in bond funds to enable the library to computerize its Circulation Department.

The second problem for which the library received special help is that of lagging funds for the purchase of books and other items for the collection. Expenditures for purchase of these materials have not been able to keep pace with inflation and increased demand. Recognizing this, the Hobbs Foundation generously granted $30,000 for the purchase of books, and City Council provided $7,500 to cover the additional costs of processing those books.

To assist the library with the problem of inadequate heating and air conditioning, City Council authorized the hiring of an engineering consultant, Walter Ratai, Inc., to examine the system and make recommendations for adjustments to correct the inadequacies.

The library now faces three especially difficult problems which should be highlighted. Inadequate staffing is a pressing problem which has been caused by huge increases in library use in recent years. The automation project, which will computerize circulation department functions, is designed to avoid future staffing increases for that department. The library's other departments, however, are not adequately staffed to handle the surge in public demand for library services, and they will not be computerized under the present automation project. Additional staffing is needed for these departments now, and the need becomes more acute as library use continues to increase.

The second of these problems is insecure funding for many of the staff positions which the library currently does have. Fully 28% of the library's 37.5 F.T.E. workers are funded by uncertain federal programs
(Senior Aides, Western Dairyland, and student work-study) or are funded by the Indianhead Federated Library System which is in financial trouble, or are volunteers who come and go. The loss of these workers would cause severe damage to public library services in Eau Claire.

The library faces another difficult problem with the issue of fair and adequate County funding for library services. The library is already addressing this problem by working with a committee of the County Board to come up with a mutually agreeable formula for County funding for services to county residents at L.E. Phillips Memorial Public Library.

I would like to thank the staff for their initiative during 1980 in suggesting and planning new activities for the library, for their inventiveness in finding more efficient ways to do things, for the generous way in which they kept the overall good of the library in mind, and for their dedication to serving the public.

My thanks also to you, the members of the Library Board, for your commitment to providing the best possible service within the library's limitations, for your careful concern in setting the library's policies, and for your continuing support and direction.

Respectfully submitted,

Mark Morse
Library Director

bkh
REPORT ON THE AUTOMATION PROJECT

In the Spring of 1980 City Council approved, as a cost containment measure, the issuance of $225,000 in general obligation bonds to enable the library to automate its Circulation Department.

The automation project is essential because of the sharp and continuing increases in library use since 1970. Between 1970 and 1974 library use, as measured by the number of items borrowed, increased 17%. Between 1974 and 1978 use soared an additional 50%. These great increases have continued during the past two years, with a 9% increase registered in 1979 and a 7% increase recorded in 1980.

These huge increases in library use have already caused severe tie ups and backlogs in the Circulation Department. Projected increases in library use over the next few years will require the addition of many new staff positions to the Circulation Department unless the library employs new computer technology to limit increases in staff in that department.

The pressing need for automating the Circulation Department has been apparent for some time and was confirmed by a 1979 study of the Circulation Department done by the staff of the City's Data Processing Department.

During 1980 a library task force headed by Joyce Mitchell worked closely on the project with a library data processing consultant provided by the State. A detailed request for proposal was written and sent out to various vendors of automated circulation systems. At the same time the staff planned and initiated the complicated and time-consuming process of converting information about the library's collection to machine readable form.

REPORT OF THE ART, MUSIC, AND AUDIOVISUAL DEPARTMENT

The Art, Music, and Audiovisual Department was increasingly busy during the year due to greater activity in two primary areas: 1) In-library use and check out of materials and equipment and 2) instruction on equipment. Circulation of equipment and some AV materials is rising at a higher percentage than general library circulation. Equipment rental rose 15.9% in 1980, 16mm film circulation went up 13.2%, and Super 8 films circulated 44.2% more.

Increased circulation has had an impact on the department's workload because 1) people who check out equipment have to be instructed on it and 2) all equipment and AV materials are manually inspected by AV department staff upon return to the library. Growth has also been seen in the number of junior high and high school students wishing to be licensed on AV equipment; instruction is provided whenever there is staff to do so.

Art exhibits were mounted throughout the year. Those of special note were: "Einstein", funded by the Wisconsin Humanities Committee; Guthrie
Costume Exhibit, funded by Northwest Fabrics; and "America's First Ladies", funded by First Wisconsin National Bank.

In the areas of programming AV Department staff organized or offered:

- **Long Search religious discussion series**
  (Wisconsin Humanities Committee funding)
  5 programs in 1980
  Attendance: 111

- **Brown Bag movies, 30 programs**
  Attendance: 823

- **Guthrie Theatre & Picasso trips, 7 trips**
  Attendance: 329

- **Lectures: Picasso, Einstein, Guthrie (2)**
  Attendance: 329

- **Junior High TV Class (with Access Center), 11 classes, 13 children**

- **Children's film and discussion series during Summer Library Program**
  9 programs

- **Two workshops on film programming for Indianhead Library System**

In the area of long-range planning it should be noted that there is very little money in the library budget for adult programming, there is no plan yet for equipment replacement, and there is no item in the budget for Super 8 films, all areas which showed significant activity in 1980.

**REPORT OF THE CHILDREN'S DEPARTMENT**

The fourth full year in the new building was another lively one for the patrons and staff members in the Children's Room. For example, the total attendance at library-sponsored activities was 9,205, which includes the following:

- **Story times (mostly preschool story times)** -------------- 1,818
- **New audiovisual licenses earned** ---------------------- 180
- **Use of the media desk** ------------------------------- 3,727
- **"All Creatures Great and Small" summer library program.** (283 of these children were interviewed on television through the Public Access Center) ---- 1,387
- **Film showings** -------------------------------------- 380
  (mostly summer film programs co-sponsored by the Audiovisual Department)
- **Other activities** ------------------------------------- 1,713

**TOTAL** 9,205
In addition, 2,025 children in school classes and other groups visited the library, 661 children participated in a restaurant chain's reading club program in honor of National Library Week, and 1,321 request slips to operate audiovisual equipment in the Children's Room were submitted by patrons (mostly licensed children).

The other activities included a puppet show on dental health, a puppet show on ecology, a workshop on handmade paper, two drama programs (Eau Claire Area Humane Association), three craft sessions, a creative drama class, a Junior Great Books reading and discussion group, two puppet manipulation demonstrations, three storytelling workshops for junior and senior high school students, and nine presentations about children's services and children's literature to adult groups (parents, students, and teachers).

The children's librarian visited twenty-two schools in late spring to promote the summer library program and was a guest storyteller in one school and a guest at a classroom puppet show at another school. Other examples of the library's community work included the two exhibits at London Square Mall, cooperation with the dental poster contest, the mental retardation bookmark contest and the Law Day poster contest, two displays of children's art works, other displays (such as the wildlife display on loan from the Chippewa Valley Museum), the loan of library materials for a nutrition workshop, and the preparation of several bibliographies for special uses.

Some of the above programs were presented by volunteers or were conducted by library staff members with the assistance of volunteers. Many children assisted in the summer library program by assembling mobiles, inflating balloons, painting windows, designing and painting the backdrop used in the television interviews, and working at the registration table.

During the year the children's librarian served on two statewide committees: The Children's Services State Survey Committee and the 1981 Summer Library Program Planning Committee.

Late in 1980 the Children's Room staff began weeding the collection. The weeding of the following sections was completed by the end of the year: Picture books, easy readers, easy nonfiction, phonograph records, and paperbacks. In addition, work on the compilation of an audiovisual licensing/media desk procedure manual was initiated with the help of a temporary employee.

The two continuing main problems in 1980 were inadequate staffing and the crowded conditions in both floor and shelving space. Weeding of the collection will temporarily alleviate this latter situation. Probably the most serious problem of crowded conditions is in the audiovisual area. The inadequate staffing situation greatly limits the number of hours the media desk can be operated and the audiovisual licensing program can be conducted, as well as causing other obstacles in providing service.

Nineteen-eighty was an exciting and active year of progress in spite of the problems mentioned above. Overall participation in the children's programs continued to increase, as did the involvement of volunteers in some of these activities.
REPORT OF THE HOMEBOUND PROGRAM

In July, 1980, federal funds for homebound service by Indianhead Federated Library System ceased. Thereafter, the counties affected had to decide whether to try to find a way to continue the service or drop it. Eau Claire Public Library was awarded the initial grant in 1977 and purchased a van, materials, and A-V equipment. These items reverted to the library when plans to continue the service were submitted to the State. The "Friends of the Library" assumed the funding for the van and miscellaneous expenses, and the in-house program is staffed by two Senior Aides. Deliveries are made by them, "Friends of the Library", and RSVP volunteers.

From July 24 through December 31, 1980, 4,248 items were selected, delivered, and returned for homebound patrons in Eau Claire County. The number of people served varies; however, it has been as high as 217 and has never been fewer than one hundred at any one time. Besides those confined to their homes, others who receive the service are residents of health care facilities throughout the county.

REPORT OF THE INFORMATION/REFERENCE DEPARTMENT

The Information/Reference Department's activities were pretty much "business as usual" in 1980 with adult reference questions leveling off from a fairly heavy increase in 1979. The adult reference question count came in at 22,586, a decrease of 4½% over the 23,671 of 1979.

The department and the library became involved early in the year with the Wisconsin State Data Center Affiliate Program as an affiliate. This program is made up of a network of organizations located throughout the state that provide access to census materials and data, assistance in locating and understanding them, and referrals to the State Data Center. The census microfilm collection in the department was pretty fully rounded out in 1980 by the addition of reels of the Wisconsin State censuses for 1855, 1875, 1885, and 1895.

The demand for consumer information continued to increase dramatically in 1980, and a strong push was put on the further development of the department's consumer corner. A decision was made to begin Machine-Assisted Reference Service (MARS) as an integrated part of our total reference effort in 1981. MARS will be offered through Lockheed Information Systems' online information retrieval service, DIALOG, with access to more than 125 databases. A decision was also made to purchase a college catalogs-on-microfiche service to begin use in 1981. The service will give the department access to over 2,900 institutions including graduate, professional, medical, law, engineering, vocational, and technical.

Captioned Feature Films Update

Offering a host of fine films such as "Bridge on the River Kwai" and "Butch Cassidy and the Sundance Kid", the library's captioned feature film series finished up its first year of showings in December with "Gone With the Wind". Designed to enable moviegoers who have a hearing loss to fully
experience the total film, captioning does not reduce or eliminate the sound but is merely the addition of printed words. The series was fairly successful in 1980 and will be continued throughout 1981. The films are provided free under a grant obtained by Joyce Mitchell, Adult Services Coordinator, and have been shown each month by the library's Reference Librarian, John Stoneberg, who selects the films, sees to their PR, and has given his own time to their setup and showing.

REPORT OF THE TECHNICAL PROCESSING DEPARTMENT

During 1980 more than 19,000 items were added to the library's collection. These items were ordered, invoiced, cataloged, and processed by the department; and cards describing these items were then filed in the public catalog and in the shelflist. Of the items handled, 6.4% required original cataloging; and the department's error rate on these was only 1%.

The department also had to handle the withdrawal from the collection of 10,570 items, which involved pulling cards from the shelflist and the public catalog.

Members of the department had to spend 876 hours away from their regular work in order to help the Circulation Department with its backlogs.
REGISTRATIONS

Borrowers' Cards in force January 1, 1980-- 30,644
Cancelled or Expired Cards------------- - 7,820
Registered or Re-registered------------ +11,016

Borrowers' Cards in force Dec. 31, 1980----- 33,840

LIBRARY COLLECTION

Number of items January 1, 1980--------- 153,754
Number of items added during year------- +19,494
Number of items withdrawn during year----- -10,570

Number of items December 31, 1980-------- 162,678

The library collection includes:

Books--------------154,536 8mm Films----------201
Phonograph Records- 4,872 Framed Art Prints--173
Cassettes---------2,054 Juvenile Art Prints-104
Periodical Titles--396 Microfilm Titles---173
16mm Films-------278 Filmstrips---------592

CIRCULATION

Fiction Books------------------------239,532
Non-Fiction Books-------------------154,145
Phonograph Records-----------------21,883
Periodicals------------------------21,750
Cassettes--------------------------7,255
Films and Filmstrips---------------6,196
Pamphlets--------------------------3,274
Art Prints--------------------------1,267
Miscellaneous----------------------1,437
Equipment Rental-------------------525

TOTAL 457,264
L.E. PHILLIPS MEMORIAL PUBLIC LIBRARY

Financial Report for 1980

Beginning Balance January 1, 1980 ........................................ $22,105.23

RECEIPTS

City of Eau Claire .................................................. $899,007.00
County of Eau Claire .............................................. 40,000.00
Indianhead Library System ........................................ 58,338.00
Fines and Fees ..................................................... 12,868.29
Federal CETA Funds ............................................... 2,514.40
Gift Revenue ....................................................... 12,031.29
Miscellaneous ...................................................... 25,662.47  +1,050,421.45

DISBURSEMENTS

Regular Salaries ................................................... $366,433.75
CETA Salaries ...................................................... 2,256.06
Regular Benefits .................................................. 79,014.14
CETA Benefits ..................................................... 275.01
Purchased Services ............................................... 164,079.58
Materials and Supplies .......................................... 133,157.03
Miscellaneous ..................................................... 10,648.37
Gift Expenses ..................................................... 11,912.17
Debt Service ....................................................... 293,800.00  -1,061,576.11

Balance December 31, 1980 ......................................... $10,950.57
GIFTS RECEIVED (in excess of $100) DURING 1980:

Hobbs Foundation--------------------------------------$11,912.17
(donation for books)

Dr. Cora Rust Owen------------------------------------$ 2,000.00
(held in reserve for sculpture outside library)

First Wisconsin National Bank-------------------------$ 100.00
(donation for "America's First Ladies" art exhibit)

Friends of the Library--------------------------------$ 158.34
(support of Homebound Program)

ORGANIZATIONS VOLUNTEERING TIME DURING 1980:

Friends of the Library------------574 hours

Service League of Eau Claire------340 hours