



L.E. Phillips Memorial Public Library

PUBLIC NOTICE

There will be a meeting of the Board of Trustees of the L. E. Phillips Memorial Public Library on **January 21, 2016 at 5:00 p.m.** in the **Board Room of the Library at 400 Eau Claire Street, Eau Claire, Wisconsin**

AGENDA

- 1) Member Roll Call
- 2) Citizen Comments (limited to 5 minutes per citizen)
- 3) Presentations (Programming & Communications Services Manager Isa Small)
 - a. Recommended first use of endowment funds and future endowment fund supported projects
- 4) Presentation: Draft Strategic Plan (WiLS Planning Consultant Bruce Smith) (Page 3)
- 5) Approval of Previous Minutes of the Library Board (Page 7)
- 6) Communications
- 7) Report of the Library Director (Page 10)
- 8) Report of the Library Board President
- 9) Committee Reports
 - a. Planning (Bob Hauser, Chair)
 - i. Update and review of the 2015 library goals and year five of the library's strategic plan
 - ii. Discussion of and action on recommended 2016 library goals
 - iii. Discussion of and action on the new recommended strategic plan for the library
 - b. Development and Endowment (Penny France, Chair)
 - i. Discussion and action on the first use of endowment funds
 - ii. Rating of future uses of endowment funds
 - iii. Discussion of "Love Your Library" campaign
- 10) Friends of the Library Report

- 11) IFLS Board Report
- 12) Financial Reports (**NOTE:** There are no financial reports this month as there are year-end bills still being processed. There will be a preliminary year-end report in February or March and a final year-end report later in the spring when the City Audit is complete.)
- 13) Action on Bills and Claims – Handouts will be available at the meeting
- 14) Statistical Report (Page 17)
- 15) Consideration of New Business
 - a) Discussion and action on year-end budget adjustments – Handouts will be available at the meeting (Business Manager Teresa Kriese)
 - b) Discussion and action on annual CIP transfer (Business Manager Teresa Kriese) (Page 25)
 - c) Discussion, review and/or possible action on Library policies:
 1. Identification Required for Library Cards (Page 26)
- 16) Update on the Library Director recruitment.
- 17) Directives from the Library Board of Trustees to the Library Director
- 18) Adjournment

In order to accommodate the participation of individuals with special needs at this meeting, the Library will provide the services of a sign language interpreter or make other reasonable accommodations on request. To make such a request, please notify the Library at 715/833.5318 at least two days prior to the meeting.

Trustees: If you are unable to attend this meeting, please notify the Library's Administrative Office by calling 715/833.5318

L.E. Phillips Memorial Public Library

Foundational Planning Elements

Mission Statement

The library promotes lifelong learning, creates collaborative spaces, and supports open access to diverse materials and resources to enhance the quality of life in the community.

Values

- Access: The library strives to enhance learning and to ensure open access to information for all.
- Intellectual freedom: The library strives to provide resources and programs that offer a wide variety of viewpoints on a broad range of topics.
- Privacy: The library protects every individual's right to explore information and ideas in a confidential manner.
- Stewardship: The library recognizes that it belongs to the people of the community and strives to be an exceptionally good steward of the investment and trust that the public has placed in it.
- Collaboration: The library works together with non-profit organizations, other governmental entities, businesses and individuals that share the library's mission to maximize the benefits available to every resident of the Eau Claire area.
- Service: The library provides knowledgeable assistance and quality resources to ensure a positive and welcoming customer experience.

Core Strategies

- Contribute to the development of an informed and engaged community.
- Grow a new generation of young readers and foster the joy of reading for all generations.
- Attract and nurture new library customers.
- Enhance services valued by traditional library customers.
- Create spaces and opportunities that promote community connections, creativity and collaboration.
- Provide excellent customer service and library spaces that foster a convenient, welcoming and inclusive environment for all.

Brand

- *So much more.*
The purpose of this brand is to highlight the diverse range of materials, programs and services offered by the library. It also encourages customers to consider how the library can add value to the quality of their lives.

Service Goals

- 1. Develop a marketing plan that, through new branding, broad promotion and targeted messaging, expands and enhances awareness of the library's services, resources and value to the community.**

Initiatives

- A. Create an advertising campaign based on customer profiles (e.g., college students, job seekers, DIYers, and families with early readers).
- B. Develop a social media outreach plan.
- C. Explore tools to identify and reach non-users.
- D. Place library posters and message boards throughout the community.
- E. Develop marketing around customer stories and outcomes.
- F. Create a presence at community events (e.g., farmer's markets and summer concerts).
- G. Engage local "celebrities" in advocacy interviews and advertising.
- H. Develop flyers to hand out at downtown housing units, businesses and parking ramps which target programming and resources for that customer profile.
- I. Pursue exterior electronic signage options.

Future Innovative Ideas

- Consider and evaluate the need for a staff marketing position.
- Launch a library podcast with community members as guests.

- 2. Increase outreach services and partnerships in the community by expanding the library's delivery of and access to services and resources outside of the library, both physically and virtually.**

Initiatives

- A. Provide outreach services to the retirement-age population.
- B. Develop programming outside of the library (e.g., Big Read, pub crawl/quiz, and scavenger hunts).
- C. Coordinate with local organizations (e.g., job service, veteran affairs, and social services) to provide space for service to library customers .
- D. Develop a team of library staff and board trustees to regularly meet with organizations and businesses in the community to assess needs and gather partnership ideas.
- E. Connect collection displays to local events, festivals, etc.
- F. Prepare all staff for basic level advocacy; all management staff and board trustees to actively advocate for the library.
- G. Develop mobile library services.
- H. Explore potential for creating additional instructional videos to make better use of library services and resources.

Future Innovative Ideas

- Provide technology outreach at local events and public locations.

3. Optimize space utilization to increase the flexibility of facility use and to align spaces with programming and community needs to position the library as a community center and destination.

Initiatives

- A. Ensure library interests and needs, such as parking and driver-side book drops, are addressed in the Eau Claire Street project, including a potential plaza development.
- B. Create small group meeting spaces.
- C. Perform a space needs analysis, including an analysis of the physical collections.
- D. Enhance exterior library lighting.
- E. Improve comfort of meeting rooms and seating in the library.
- F. Condense first floor public computer stations.
- G. Reduce the physical footprint of the Information & Reference desk.

Future Innovative Ideas

- Develop the area outside of the Eau Claire Room.
- Enclose and develop the covered portion of the lower-level parking area.
- Develop seasonal roof area outside magazine and media areas on the second floor.
- Develop access to the riverfront.

4. Foster a culture of creativity and innovation.

Initiatives

- A. Enhance and diversify DIY programming (e.g., cooking, home improvement, sewing, knitting, gardening, bicycle repair, and job searching).
- B. Invite performing artists to appear in the public areas of the library.
- C. Develop a multipurpose space and provide a variety of equipment and materials which will allow customers and local organizations to create and collaborate.
- D. Broaden the scope of programming on popular topics (e.g., develop programs on cooking and canning to complement garden programs).

Future Innovative Ideas

- Develop a program which allows customers to schedule one-on-one time with a community or staff expert on a variety of topics (e.g., photography, playing guitar, and knitting).
- Create video series on website of local experts (e.g., technology, domestic skills, oral history).
- Expand the circulating collection to include materials that encourage creativity and innovation (e.g., MaKey MaKey, geocaching, music theory).

5. Develop all resources, services, programs and staff to provide the best patron experience possible through increasing satisfaction and convenience.

Initiatives

- A. Evaluate service hours.
- B. Enhance and promote device-charging options.
- C. Implement self-check.
- D. Provide color copier and explore color printer options.
- E. Assess organizational structure.
- F. Continue to assess and improve internal communication.
- G. Provide regular in-service training and development (e.g., division retreats, all-day in-service, cross-training, staff expert talks at staff meetings) in areas such as customer service and team building.

Future Innovative Ideas

- Allow customers to have food in the library.
- Offer a license plate renewal kiosk.
- Expand the circulating collection to include materials that offer a convenience to customers (e.g., specialty tools and bakeware).

L.E. PHILLIPS MEMORIAL PUBLIC LIBRARY
Minutes of a Meeting of the Board of Trustees

A meeting of the Board of Trustees of the L.E. Phillips Memorial Public Library was held on Thursday, December 21, 2015 at 5:00 p.m. in the Board Room of the Library.

Board members present: Brant, Eierman, France, Fraser, Hardebeck, Harless, Hauser, Klinkhammer and Stelter. Board members absent: None. Staff present: Kriese, Stoneberg and Troendle, Amenson, Collins-Fuerbringer. Guests present: Dale Peters and Carrie Riepl.

CITIZEN COMMENTS

John Stoneberg announced that at the end of June 2016, Bob Fraser will have been on the Library Board of Trustees 18 of the last 30 years—three six year terms.

UPDATE ON LIBRARY DIRECTOR RECRUITMENT

Carrie Riepl gave an update on the recruitment process and distributed an updated recruitment schedule.

APPROVAL OF PREVIOUS MEETING MINUTES

On a motion made by Bob Fraser and seconded by David Klinkhammer, the Board unanimously approved the Board minutes of the November 19, 2015 Board meeting as presented.

COMMUNICATIONS

None.

REPORT OF THE LIBRARY DIRECTOR Included:

- The draft Strategic Plan will be presented to the Library Board of Trustees at the January, 2016 Board meeting.
- An update on the possible City Hall/Library plaza was given.
- An update on the new City parking ordinance changes affecting the Library was given.
- The Library Board was given the updated 2016 Board Calendar.
- An update on the 2016 Library Legislative Day was give. Bob Eierman, Brenda Brant, David Klinkhammer, and John Stoneberg all expressed an interest in attending.
- Other highlights and management staff reports.
- On a motion made by Bob Fraser and seconded by Bob Eierman, the Board unanimously approved a formal resolution of thanks to John Stoneberg for his 38 years of dedicated service to the L.E. Phillips Memorial Public Library.

REPORT OF THE LIBRARY BOARD PRESIDENT

None.

COMMITTEE REPORTS

Development and Endowment Committee

The Library Board's Development and Endowment Committee is planning an endowment fundraising event tied to National Library Week in April 2016. Penny France asked for the Library Board of Trustees' support. On a motion made by David Klinkhammer and seconded by Linda Stelter, the Board unanimously approved a motion that the Library Board of Trustees will actively support the fundraising efforts by assisting with making personal appeals to community members to help grow the Library's endowment fund.

REPORT FROM THE FRIENDS OF THE LIBRARY

None.

REPORT OF THE REPRESENTATIVE TO THE IFLS BOARD

None.

On a motion made by Bob Fraser and seconded by Mary Ann Hardebeck, the Board unanimously approved the appointment of Bob Eierman as the LEPMPL representative to the IFLS Board.

FINANCIAL REPORTS

Were reviewed.

ACTION ON BILLS & CLAIMS

On a motion made by David Klinkhammer and seconded by Bob Eierman, the Board unanimously approved the Bills & Claims of November, 2015.

STATISTICAL REPORTS

The Board reviewed the November statistical report.

NEW BUSINESS

- *On a motion made by Mary Ann Hardebeck and seconded by Bob Eierman, the Library Board of Trustees of the L.E. Phillips Memorial Public Library unanimously voted to convene into closed session at 5:50 p.m. to consider the professional and support staff pay plans and the hourly wage for the library pages, which for competitive or bargaining reasons, is permitted in accordance with Section 19.85 (1) (c) of the Wisconsin Statutes.*
- *On a motion made by Linda Stelter and seconded by Penny France, the Library Board of Trustees of the L.E. Phillips Memorial Public Library unanimously voted to reconvene in open session.*
- On a motion made by David Klinkhammer and seconded by Bob Eierman, the Library Board of Trustees of the L.E. Phillips Memorial Public Library unanimously approved the 2016 compensation pay scales for all library staff.
- On a motion made by Linda Stelter and seconded by Sarah Harless, the Library Board of Trustees of the L.E. Phillips Memorial Public Library unanimously voted to

approve the first year of a multi-year plan to bring the LEPMPL into compliance with Affordable Health Care regulations.

- On a motion made by Brenda Brant and seconded by Linda Stelter, the Library Board of Trustees of the L.E. Phillips Memorial Public Library unanimously approved the acceptance of a State Energy Program grant and authorization of the use of appropriated 2016 Capital Improvement funds for the required matching funds.
- On a motion made by David Klinkhammer and seconded by Linda Stelter, the Board unanimously approved the policy review regarding Circulation of Materials and Addendum.
- On a motion made by Linda Stelter and seconded by Bob Fraser, the Board unanimously approved the policy review regarding Exhibits.
- On a motion made by Bob Eierman and seconded by Penny France, the Board unanimously approved the policy review regarding Travel.

DIRECTIVES TO THE LIBRARY DIRECTOR

A directive was given to write up a short scenario regarding the current Affordable Health Care compliance issue to be used for upcoming director interview questions.

ADJOURNMENT

The Board unanimously adjourned at 7:22 p.m.

Respectfully submitted,
Teresa Kriese, Business Manager

TO: The Library Board of Trustees
FROM: Shelly Collins-Fuerbringer, Interim Library Director
DATE: January 15, 2016
SUBJECT: Report of the Library Director

Administration

Interim Library Director, Shelly Collins-Fuerbringer

John Stoneberg retired at the end of December, so there is not a report from him this month. I will be writing my first Director's report for January to include in the February Board packet.

One item that did come to my attention recently is the Years of Service report that was run at the end of 2015. The combined years of service amongst all of the library's employees is 835 with an average number of years worked equaling 12.02. The employee at the top of the list started in June of 1973 and has 42 years of service at the library.

Assistant Director/Human Resources (Mark Troendle)

- Participated in a conference call with Shelly Collins-Fuerbringer and Bruce Smith to review the latest strategic plan draft and discuss the next steps in the planning process. Prior to the call, had various meetings with Programming and Communications Services Manager Isa Small and Shelly to further refine the wording of the strategic plan.
- Attended a meeting organized by Shelly and Rod Bonesteel to review building projects and the assignment of custodial staff.
- Working with the Friends of the Library and Reference Associate II Peter Rudrud on details related to a forthcoming book discussion kit for adults.
- The Employee Handbook was updated to reflect current benefits information for 2016.
- The Staff Affairs Committee hosted the annual staff holiday party on January 8. The committee is in a transition phase as two members, Associate II Jackie Depa and Isa Small, are concluding their much-appreciated service to the committee and staff, allowing for two new members to be welcomed aboard, Patty Baier and Jenny Karls.
- Attended a Clear Vision Eau Claire board meeting.

Business Manager Teresa Kriese

Meetings/Trainings Attended:

- Attended Endowment Committee Meeting to discuss future projects for endowment funding
- Attended Collection Development Meeting to discuss WIFI Hot Spots
- Attended multiple meetings with Library and City staff on the Energy Grant for re-lamping the library.
- Met with City and Library staff to discuss the grants application and acceptance process. Revised wording for the grants policy will be included in the February Board Packet.
- Attended a Strategic Planning Meeting with management team to review and discuss draft strategic plan.

- Attended the December 22nd City Council Meeting to answer Council questions on the Energy Grant.
- Met with Penny France on the “Love Your Library” project.

2015 CIP Projects Update:

- Media Shelving – This project was completed in December.
- Generator Replacement - Final punch list items continued through December. There are two items left to complete which Rod Bonesteel (Building and Grounds Manager) is currently addressing.
- Reference Desk Renovation – Construction of the new reference desk has begun. The new carpeting and cabinetry for the new desk should be installed mid-February with the custom countertop following in approximately 2-3 weeks. Completion is now set for the end of February or the first week of March.
- Energy Grant – Both the Library Board and the City Council approved the acceptance of the \$75,000 state energy grant awarded to the library in December. Rod Bonesteel, Jackie Depa and Teresa Kriese have begun work on contract requirement compliance and gathering information on our current lighting. This information will be used by Focus on Energy to decide on a custom rebate program for the lighting upgrade.

Youth Services (YS)

The Young Adult Advisory Board (YAAB) sponsored Letters to Santa once again this year. Children could drop a letter into the special North Pole mailbox at the Youth Services desk between November 23 and December 6. The YAAB elves met on 2 dates early in the month to help Santa write letters that were delivered the week of December 14.

Youth Services had a fun passive display up on the main display wall during December. “What do you like to do in December? Write it on a bell and we will hang it on the wall.” We put out paper bells and markers and made a writing station and ended up with 102 children participating. Not only is it fun to read the responses but it’s a great literacy activity, especially for those children just learning to write.

A Teen PinterFest program was held on December 12. 18 kids attended and pictures are available: <https://www.facebook.com/teensepubliclibrary/posts/1066497103384818> Participants had a choice of making four fun crafts that they could keep or give as a gift. Ashley reported that she had three boys come, one of which told her “now I just have to sneak these by my mom so I can wrap them without her seeing.” There was a lot of socializing going on as well, a great sign that teens see the library as a safe place they can meet new friends outside of their usual circles.

A Polar Express party was offered on December 29 while kids were on winter break. Youth Services received several party starter kits donated by the publisher. The kits included books to raffle off, stickers and other goodies to give out as well as activity sheets. There were crafts and games that included ornament bowling and marshmallow bean bag toss. Participants also had an opportunity to view the movie and enjoy snacks.

Because Youth Services received several party kits it was decided to have a Facebook giveaway on December 21 of two of the oversized hardcover copies of *The Polar Express*. This is the second book giveaway that they have offered on Facebook and it has proved to be a great way to promote programs but also to expose the library's offerings to people that might not otherwise know of them. Overall, the results were: 1,318 views, 94 likes, 50 comments, 42 shares, 10% engagement rate and 8 new library page likes.

Youth Services rang in the New Year – a little early – with their New Year's Early Rockin' Eve party on December 31. Activities filled the lower level of the library, including a family dance, refreshments, photo booth and activities hosted by Visit Eau Claire (including their mascot Barkley) in the Eau Claire Room, crafts in the Chippewa Room and board games in the Red Cedar Room. The evening wrapped up with a countdown to 5:00 and a ball drop and everyone was treated to a New Year's Kiss (Hershey's Kiss, that is) on their way home.

Programming and Communications Services (PCS)

PCS staff continued their management of digital entries for Wisconsin ArtsWest 37. Entries were accepted for consideration through January 5. The digital photos of the entries along with title, dimension, and media information were sent to the juror the following week for his consideration.

49 requests were completed during the month of December. Highlights of activities and projects included:

Associate Larry Nickel

- Created and printed 11 Book Link brochures from content provided by Reference staff.
- Updated the library's parking brochure to reflect changes in downtown parking regulations effective January 1.
- Created Curl Up & Read winter reading program publicity.
- Updated Tech Tuesday flyers for 2016.

Associate Melany Bartig

- Created flyers for *Midwestern Icons*, exhibit by David Knowlton; *Writers Read: New Beginnings*, *Beginning Again*; and *Sir Gawain and the Green Knight*.
- Created Lucky Day labels and signage for the new shelving.
- Ongoing social media posts.
- Created "Love Your Library" logo.

Assistant Kris Jarocki

- Updated and posted all new DVD end cap signs.
- Began processing ArtsWest 37 mail and online entries.
- Scheduled the reservations for January's "What's It Worth? Antique & Collectible Appraisal Event."
- Verified titles, reprinted and cut 228 new magazine labels.

Reference Services (RS)

Reference Services/HRS/Home Delivery Manager Renee Ponzio:

- Webinar: “Go out and play”.
- Meetings: Strategic planning.

Reference Services Associate Jennifer Cook:

- Tech Tuesday was held in December; 4 people attended.
- Created a Book Link Readers’ Advisory website, this site will contain book trailers, book reviews, best of reading lists and other Readers’ Advisory content. It will also host the newly launched Book Link Personalized Reading service. This is a form that patrons can fill out and library staff will recommend books for them to read based on the provided information.
- Created one Book Link Personalized Reading Suggestion.
- Finalized Winter Reading Details and created a news release to send out, created decorations for the program. Curl Up and Read will run January 4 – February 29.
- Created content for three Book Link brochures, Historical Fiction, Romance and Women’s Fiction. Worked with Larry from PCS to proofread several other brochures. These will be available to the public in January.
- Reference Staff completed 17 Genealogy/Obituary requests this month.
- Webinars: Time Saving Technology, Digital Habits of Public Library Members, 3D Printers.

Reference Services Associate Peter Rudrud:

- Presented webinar training on the Reference Interview sponsored by IFLS that had over 90 registered participants. The recorded webinar “Reference Interview” is archived and can be viewed here:
<https://vimeo.com/user17962125/review/148374161/22f8a452b1>
- Proctored 9 student’s exams.
- Attended a Social Media Committee meeting that focused on the library’s Twitter account.
- Attended the kick-off meeting of the Wisconsin Library Association’s (WLA) Literary Awards Committee (LITA). Discussed the list of possible titles and participated in the assignment of first readers to begin the selection process.
- Presented Lynda Labs in December. This program was set to present a training video on “Social Media Marketing with Facebook and Twitter.” This second installment also failed to attract any attendees.
- Helped other RS staff with their edits to genre-themed Book Link brochures that will be introduced in January.
- Co-presented with Jennifer Cook for the Nebraska Library Association a webinar presentation about our Tech Tuesday’s program. There were 105 registered participants. The recorded webinar “Tech Tuesdays; Taking Time to Teach Technology to Technophobes” is archived and can be viewed here:
<https://www.youtube.com/watch?v=ByXDTkT-biw&feature=youtu.be> ; Presentation slides here <http://www.slideshare.net/nebraskaccess/ncompass-live-tech-tuesdays-taking-time-to-teach-technology-to-technophobes>

Reference Services Associate Melissa Ida

- Helped several Tech Tuesday customers with Windows 10 questions and concerns.
- Weeded a cart of Reference items that were in the 950s – 970s.
- Within the Community Information Database, updated 76 records, added 2 new ones, and deleted 42.
- Worked on getting donations as prizes for the Curl Up & Read program (such as a gift basket on behalf of the Hallmark Country Treasures store).
- Finished revising and editing Book Link brochures.

Reference Services Assistant Susan DeBolt

- Updated 15 businesses in the Business Resource File and added 1 new business.
- Looked up current market prices of books in Special Collections for insurance valuation.
- Researched for the Science Fiction genre Book Link brochure.

Reference Services Assistant Michaela Walters

- Added 7 films to the “Foreign Affairs”.
- Made revisions to my Book Link brochures, New Adult Fiction and Thrillers.

Reference Services Assistant Jon Lebakken

- Continued to be more comfortable assisting patrons and enforcing library policies.
- Finished two Book Link brochures (Westerns and Dystopian Fiction).
- Began setting up Home Delivery for the New Year.

Home Delivery Service (HDS) (Associate Kathy Herfel)

- The Home Delivery customer total is 195. One woman passed away in December; no new customers were added.
- Ten residents at Heatherwood Assisted Living (5) and The Glen (5) participated in Reminisce with the Library, and reading in the memory care wing. In the memory care side, we read Christmas poems and short stories, and sang. For Reminisce we read parts of the book “Polka heartland: Why the Midwest Loves to Polka.”

Holds and Resource Sharing (HRS) (Assistant Amy Marsh reporting)

- HRS pages Larry Berg and Paul Marshall-Potter worked on December 24th emptying the offsite return boxes and checking in materials. Desk Clerk Jon Marten searched for materials for paging slips.
- MORE libraries claimed 11 of the 16 book and CD good donations that were offered during December.

Circulation

- New Circulation policy changes were instituted after the Library Board approval on December 18, 2015. This included an increase in the amount of adult DVDs a customer can check out (from 8 to 10); and a decrease in the daily fine rate for Juvenile DVDs and software (from \$1.00/day to .50 per day).

- Chris Zimmerman was hired as the new afternoon Circulation page in December.
- Circulation Desk staff created 4,468 new library cards in 2015.

Technical Services (TS)

2015 Statistics

19096 orders added, received and invoiced.

25500 items added to the database.

27282 items withdrawn from the database.

9032 bibliographic records withdrawn from the database and holdings deleted from OCLC.

62755 items inventoried.

- Cataloged and exported 1099 bibliographic records from OCLC database into MORE.
- Original cataloging for 15 items (3 hr., 19 min.).
- Created 1696 order records.
- Received and invoiced 2021 items.
- Input and processed 2741 new items.
- Scanned 7385 items during weekly inventory.
- Adult fiction C thru G.
- Researched and resolved missing items report from inventory scanning.
- Withdrew 4117 items.
- Deleted 616 bibliographic records in MORE database and deleted holdings in OCLC (if last copy).
- Deleted 976 blind authority records from MORE database (Donna Swenson, Julie).
- Worked on Marcive (MORE consortium's authority vendor) reports (Julie).
- Exported 41 authority records into MORE database (Julie).
- Updated subject/genre headings in bibliographic records to current authorized forms.
- Continued project to print spine labels retroactively (Jean Pickerign, Jackie Hagenbucher).
- Adult fiction (printing FICTION D call numbers).
- Pages began adding new labels (almost through FICTION D call numbers).
- Once through the FICTION D call numbers, over 9000 items will have labels; around 20% of the adult fiction collection.
- Attended Strategic Planning meeting (Julie).
- Co-presented an Acquisitions Workshop with MORE staff at the IFLS office (Julie).
- Attended the IFLS Acquisitions workshop (Mary, Teri).
- Selection of adult fiction print and audiobooks (Julie).
- Ordered new materials.
- Weeded adult fiction (E's, F's, partial W's) collection.
- Dealt with donations and replacements for damaged and lost materials.
- Curated New Large Print items list for online catalog (Julie).
- Met with staff and discussed further workflow changes to streamline operations.
- Worked on getting Lucky Day collection ready for checkout (ordering, cataloging, processing procedures).

- Started annual magazine withdrawal project (pull all 2014 and withdraw from system).
- Wrapped up a full cart (six shelves) of donated music CDs (Donna).
- Acquisitions staff worked on closing out the 2015 materials budget.

Information Technology (IT)

Kris Nickel (Network Manager)

- Upon checking monthly Windows 7 updates for PCs, discovered a problem with one and removed from auto-update.
- Troubleshoot PC problem, worked with Dell to replace motherboard on a YS staff PC.
- Met with Mark and Shelly to discuss e-mail and phone changes for John Stoneberg.
- Worked with Heartland engineers to complete conversion to replacement network switches in server room as well as decommission old e-mail server (replaced in October).
- Troubleshoot issues with VoiceMail system after County's VoIP upgrades.
- Participated in Strategic planning meeting.
- Investigated alternative sources for obtaining WiFi Hotspots, as originally proposed by Renee Ponzio.
- Troubleshoot printing issues with Barland Room PCs.
- Converted Home Delivery database to 2016 at year-end.
- Resolved reimaging issue with returned iPads.

Jeff Burns (Digital Services Coordinator)

- Continued with obituary and history database migration to new search and editor interface for website and GRSEC staff.
- Created and published new online form/content for the Curl Up and Read program.
- Updated/published Distinguished Service Award online form and added new page/content highlighting past recipients.
- Continued working with staff to create new bib item slideshow widgets which link to the online catalog. We are working on creating a widget on the homepage which will include categories (example: Popular, New, Fiction, Non-Fiction, Games, Kids, etc.) allowing for quicker browsing and highlighting of materials.
- Edited and published monthly newsletter to our online subscribers.
- Began testing new/improved website editing software – update to current software being used on all 3 websites.

Safety and Security (Associate Larry Nickel)

- Worked with Reference staff to create and place new “courtesy” signs detailing some of the library’s basic rules of conduct.
- Worked with PerMar on the migration to a new version of the electronic door software and received training on the basics of the new interface.
- Updated the list of volunteers who may borrow a key fob which will give them access to the book sale storage area.

LE PHILLIPS MEMORIAL PUBLIC LIBRARY
Statistical Report - DECEMBER

2013	2014	2015	Chng. Prev. Yr.	Description
AVERAGE ADJUSTED DAILY NUMBER OF LIBRARY VISITS IN BUILDING				
1,179	1,226	1,107	-9.7%	Month of DECEMBER
1,458	1,353	1,253	-7.4%	Year to date
AVERAGE DAILY NUMBER OF LIBRARY VISITS TO YOUTH SERVICES				
453	857	481	-43.9%	Month of DECEMBER
756	798	757	-5.1%	Year to date
ATTENDEES AT YOUTH SERVICES OUTREACH PROGRAMS:				
257	278	346	24.5%	Month of DECEMBER
6,373	8,705	9,020	3.6%	Year to date
% SHARE OF CHECKOUTS AND RENEWALS (Does NOT incl outgoing MORE)				
72.1%	71.6%	71.2%	-0.6%	City of Eau Claire - Figures given for January through current month
16.0%	16.4%	17.2%	4.8%	Remainder of Eau Claire County participating in Co. Lib. Svcs. Agreement
11.8%	12.0%	11.6%	-3.9%	All other users checking something out or renewing from this building
NUMBER OF CUSTOMERS CHECKING SOMETHING OUT FROM THIS BLDG:				
10,131	10,452	9,884	-5.4%	Month of DECEMBER
160,327	143,317	139,371	-2.8%	Year to date
CHECKOUTS (includes items loaned outside our system)				
45,244	47,491	44,586	-6.1%	Month of DECEMBER
747,115	681,595	642,350	-5.8%	Year to date
RENEWALS (includes items loaned outside our system)				
System	16,157	16,163	0.0%	Month of DECEMBER
Issues	206,555	194,987	-5.6%	Year to date
MORE CONSORTIUM CHECKOUTS				
INCOMING MATERIALS (included in CHECKOUTS in above section)				
7,316	7,365	7,162	-2.8%	Month of DECEMBER
108,954	95,092	92,571	-2.7%	Year to date
OUTGOING MATERIALS (NOT included in CHECKOUTS above)				
8,623	7,028	6,749	-4.0%	Month of DECEMBER
110,480	103,111	86,356	-16.2%	Year to date
MORE CONSORTIUM CHECKOUTS OF JUVENILE MATERIALS				
Incoming materials (included in CHECKOUTS above)				
1,369	1,936	1,908	-1.4%	Month of DECEMBER (includes renewals)
23,063	23,806	22,924	-3.7%	Year to date (includes renewals)
OUTGOING MATERIALS (NOT included in CHECKOUTS above)				
1,056	1,229	1,163	-5.4%	Month of DECEMBER
18,514	17,774	15,456	-13.0%	Year to date
FREGAL DOWNLOADS				
2,345	2,516	3,225	28.2%	Month of DECEMBER
33,232	n/a	24,431	N/A	Year to date
382	371	307	-17.3%	Unique Users - Month of DECEMBER
5,684	n/a	3,320	N/A	Year to date
FREGAL STREAMING - Note: Streaming began in January of 2015				
N/A	N/A	6,337	N/A	SONGS STREAMED - Month of DECEMBER
N/A	N/A	64,264	N/A	Year to date
N/A	N/A	248	N/A	Unique Users - Month of DECEMBER
N/A	N/A	2,616	N/A	Year to date

LE PHILLIPS MEMORIAL PUBLIC LIBRARY
Statistical Report - DECEMBER

2013	2014	2015	Chng. Prev. Yr.	Description
FREADING DOWNLOADS				
77	95	76	-20.0%	Unique Users - Month of DECEMBER
783	947	1,001	5.7%	Year to date
194	280	144	-48.6%	Total Downloads - Month of DECEMBER
2,572	2,371	2,602	9.7%	Year to date
OVERDRIVE DOWNLOADABLE MATERIALS BY EAU CLAIRE CARDHOLDER (Not included in checkouts above)				
***NOTE: Technical difficulties would not allow data to generate for this section for March, 2013.				
OVERDRIVE DOWNLOADABLE AUDIO BOOKS				
1,113	1,409	1,824	29.5%	Month of DECEMBER
n/a	17,699	19,562	10.5%	Year to date
OVERDRIVE DOWNLOADABLE E-BOOKS				
<i>Note: Includes Adobe, Kindle, Open ebooks in both EPUB and pdf.</i>				
3,119	3,856	4,186	8.6%	Month of DECEMBER
n/a	43,588	48,700	11.7%	Year to date
OVERDRIVE DOWNLOADABLE MUSIC				
-	-	-	0.0%	Month of DECEMBER
n/a	4	-	-100.0%	Year to date
OVERDRIVE DOWNLOADABLE VIDEO & STREAMING				
2	29	8	-72.4%	Month of DECEMBER
7	133	166	24.8%	Year to date
**Note: Streaming began in June of 2014 and is added to video stats				
INTERLIBRARY LOANS				
INCOMING MATERIALS (included in CHECKOUTS above)				
153	191	110	-42.4%	Month of DECEMBER (without renewals)
2,415	2,069	1,882	-9.0%	Year to date (without renewals)
OUTGOING MATERIALS (included in CHECKOUTS above)				
299	268	250	-6.7%	Month of DECEMBER (without renewals)
3,415	3,649	3,407	-6.6%	Year to date (without renewals)
OUTGOING MATERIALS RENEWALS (included in CHECKOUTS above)				
36	26	6	-76.9%	Month of DECEMBER (renewals)
143	232	133	-42.7%	Year to date (renewals)
HOME DELIVERY (included in CHECKOUTS above)				
1,163	1,213	1,115	-8.1%	Month of DECEMBER (without renewals)
12,252	13,043	12,704	-2.6%	Year to date (without renewals)
HOME DELIVERY RENEWALS (included in CHECKOUTS above)				
128	115	190	65.2%	Month of DECEMBER Renewals
1,837	1,379	2,021	46.6%	Year to date Renewals

Main Website Report

Oct 1, 2015 - Dec 31, 2015



Total Visits(Sessions)

51,678

% of Total: 100.00% (51,678)



New and Returning User (Sessions)

User Type	Sessions
Returning Visitor	34,301
New Visitor	17,377

Users

21,485

% of Total: 100.00% (21,485)



Pageviews

88,998

% of Total: 100.00% (88,998)



Device Sessions

Device Category	Sessions
desktop	34,663
mobile	11,001
tablet	6,014

Avg. Session Duration

00:01:48

Avg for View: 00:01:48 (0.00%)



Social User Sessions

653

% of Total: 1.26% (51,678)

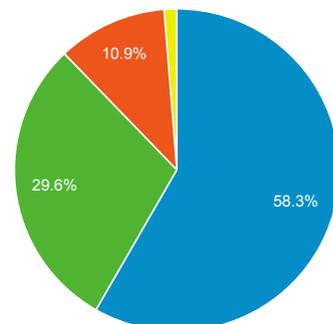


Sessions by Social Network

Social Network	Sessions
Facebook	563
Twitter	24
Blogger	14
SlideShare	13
Diigo	12
Netvibes	12
AmericanTowns	8
Tumblr	4
WordPress	2
Pinterest	1

Sessions by Default Channel Grouping

Organic Search Direct Referral Social



Bounce Rate

21.01%

Avg for View: 21.01% (0.00%)



Page path level 1	Pageviews	Unique Pageviews
/	58,138	44,807
/hours-parking/	4,939	4,607
/downloadable-media-music-books	4,870	3,862
/		
/events/	3,547	2,419
/explore/	2,747	1,864
/library-services/	1,577	1,201
/databases-research/	833	486
/genealogy-research/	746	620
/contact-the-library/	711	539
/about-the-library/	610	522

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Kids Website Report

Oct 1, 2015 - Dec 31, 2015



Total Visits(Sessions)

2,880
% of Total: 100.00% (2,880)



New and Returning User (Sessions)

User Type	Sessions
New Visitor	2,073
Returning Visitor	807

Users

2,247
% of Total: 100.00% (2,247)



Pageviews

5,240
% of Total: 100.00% (5,240)



Device Sessions

Device Category	Sessions
desktop	2,031
mobile	553
tablet	296

Avg. Session Duration

00:01:07
Avg for View: 00:01:07 (0.00%)



Social User Sessions

108
% of Total: 3.75% (2,880)

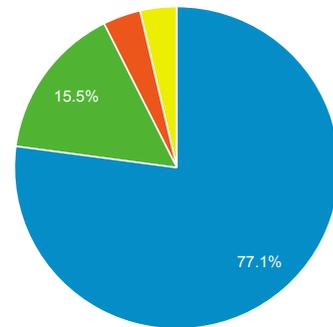


Sessions by Social Network

Social Network	Sessions
Pinterest	54
Facebook	52
Twitter	1
YouTube	1

Sessions by Default Channel Grouping

■ Direct ■ Organic Search ■ Social ■ Referral



Bounce Rate

62.99%
Avg for View: 62.99% (0.00%)



Page path level 2	Pageviews	Unique Pageviews
/	3,220	2,484
/programs/	611	495
/die-cuts/	357	271
/tumble.php	281	212
/great-reads/	238	157
/reading-lists/	123	69
/parents-and-teachers/	121	86
/ysdisplay/	97	93
/finger-play-fun/	73	57
/play-and-learn/	70	58

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Teens Website Report

Oct 1, 2015 - Dec 31, 2015



Total Visits(Sessions)



New and Returning User (Sessions)

User Type	Sessions
New Visitor	283
Returning Visitor	95

Users



Pageviews



Device Sessions

Device Category	Sessions
desktop	273
tablet	55
mobile	50

Avg. Session Duration



Top Page Content

Page path level 1	Pageviews	Unique Pageviews
/teens/	743	484
/archive/	8	4

Social User Sessions

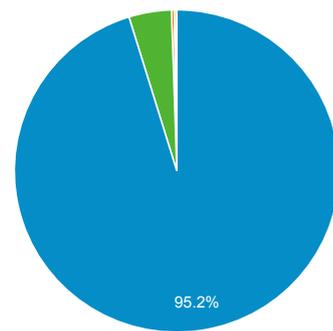


Sessions by Social Network

Social Network	Sessions
Pinterest	1

Sessions by Default Channel Grouping

Direct Organic Search Referral Social



Bounce Rate

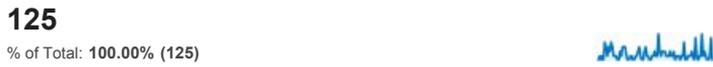


Youtube Website Report

Oct 1, 2015 - Dec 31, 2015



Total Visits(Sessions)



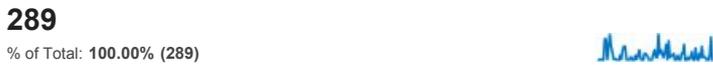
New and Returning User (Sessions)

User Type	Sessions
New Visitor	93
Returning Visitor	32

Users



Pageviews



Device Sessions

Device Category	Sessions
desktop	106
mobile	17
tablet	2

Avg. Session Duration



Top Page Content

Page path level 1	Pageviews	Unique Pageviews
/channel/	197	77
/user/	89	61
/results?search_query=how+to+create+adobe+id	1	1
/watch?v=wpytBeOcJWo	1	1
/watch?v=XNdusUERNgA	1	1

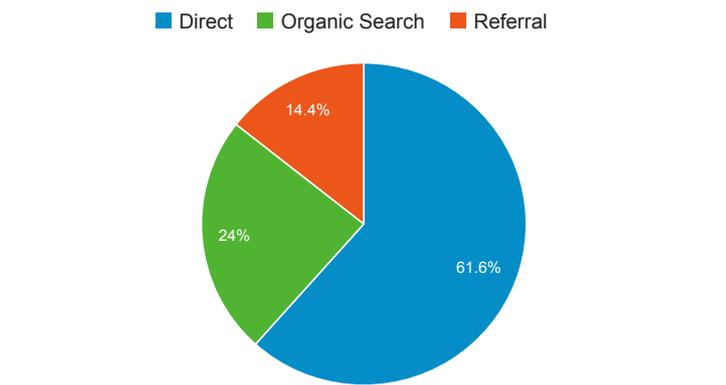
Social User Sessions



Sessions by Social Network

Social Network	Sessions
There is no data for this view.	

Sessions by Default Channel Grouping



Bounce Rate



ADMINISTRATIVE MEMORANDUM

TO: Library Board

FROM: Teresa Kriese, Business Manager

DATE: January 21, 2016

SUBJECT: 2016 Annual CIP Fund Transfers

The annual transfer from the Operating Fund to the Capital Improvement Fund for 2015 will include the following transfers:

250 1010	Cash (Library Operating)	\$ 156,500
250 2040 7044	Transfer to Capital Improvements	\$ 156,500
490 1010	Cash (CIP)	\$ 156,500
49001 5114	Transfer from Library	\$ 156,500

Teresa Kriese
Business Manager



L.E. Phillips Memorial
Public Library

Number: 5
**Category: Circulation and Collection
Development Management**

Policy Title: IDENTIFICATION REQUIRED OF APPLICANTS FOR LIBRARY CARDS
Date adopted: 11/21/86
Date amended: 11/20/92; 09/17/09
Date last reviewed: 03/21/13

Applicants are required to provide one form of identification showing name and current residential address before being issued a library card.

The identification presented must be adequate for verifying that the person is who he or she says, and that the address is current. Staff are authorized to determine whether the form of identification presented is adequate for these purposes and what constitutes acceptable identification in special circumstances.