Introduction

On the following pages, you will find the Oconomowoc Public Library Business Plan for 2014 along with a statistical record of 2013 services. This Business Plan contains new initiatives for 2014. The 2013 statistics serve as a reminder that Oconomowoc Public Library will continue to provide the same excellent basic services that it has for many years. We will work to blend the new initiatives with current services to make the library an even more valuable asset to the people of Oconomowoc. The last page of the plan outlines the areas of concentration concerning the new initiatives for 2014.

The plan will be reviewed monthly by the Library Director for progress made and a report will be provided to the Library Board at mid-year and year-end.

The Oconomowoc Public Library Board and Director welcome questions and suggestions regarding the services Oconomowoc Public Library provides.

History

The Oconomowoc Public Library is one of the oldest libraries in the state, progressing from a private association in 1870 to a public library in 1893. In 1918, the City of Oconomowoc took over operation of the library from the Oconomowoc Public Library Association.

From 1900 to 1987 the library was located at 212 N. Lake Road in a three building complex that was constructed during the 1850’s and 60’s. In 1950 Oconomowoc High School graduate Josephine Machus was appointed Library Director. Among Ms. Machus’ qualifications was the fact that she had earned a Master Degree in Library Science from UW Madison in 1944. Under Ms. Machus’ direction, the library started children’s story hours and the material collection continued to expand. In 1962, the Oconomowoc Public Library Board recognized the need for a new library building. In 1987, the library moved to the current building at 200 South Street. The library has grown from a modest collection of 200 books to over 100,000 pieces of material including books, magazines, DVDs, CDs, and e-books. In 1999 the library automated its operation and now provides access to its catalog and other services via the Internet.

During the first decade of the new millennium, Oconomowoc Public Library added new types of audio-visual material and program attendance grew. In addition, the Library Board formed a Fund Raising Committee to help keep up with the cost of a wide variety of library materials and other library needs. As the library passed its 20th anniversary in the new building, a variety of building needs were planned for and taken care of to keep the facility as welcoming and as vital as it was when it opened in 1987. In 2013 the newly remodeled Teen Area opened to the public. These developments will help Oconomowoc Public Library remain the vital place it is in the community.
The Library Board and staff look forward to future developments in library service for the citizens of Oconomowoc.

**Oconomowoc Public Library Board of Trustees**

Mary Rampolla, President  
Denise Salamone, Vice-President  
Jan Duff, Secretary  
Melissa Krahn  
Diane Knutson  
Tom Strey  
Hollie Schick

**Oconomowoc Public Library Full-Time Staff**

Ray McKenna, Director  
Elizabeth Bromley, Children’s Services  
Diane Galbari, Technical Services  
Carol Gonzales, Adult & Reference Coordinator  
Linda Karpinski, Clerical Assistant  
Marilyn Muehlenberg, Circulation Supervisor  
Lissa Radder, Administrative Assistant

200 South Street  
Phone: 262-569-2193  
Fax: 262-569-2176  
rmckenna@cooney.lib.wi.us  
Library web site: [www.oconomowoc.lib.wi.us](http://www.oconomowoc.lib.wi.us)  
Facebook page: [www.facebook.com/oconomowoclibrary](http://www.facebook.com/oconomowoclibrary)  
Monday through Thursday: 10 a.m. to 9 p.m.  
Friday: 10 a.m. to 5 p.m.  
Saturday: 9 a.m. to 5 p.m.  
Sunday: 1 to 4 p.m. (October thru April only)  
Summer hours vary
**Mission Statement**

The Oconomowoc Public Library provides materials, services, facilities, technology and up-to-date resources and programs to meet the educational, informational, cultural, and recreation needs of the community. The library is a free and vital resource, providing the community with the opportunity to explore, discover, learn, grow, ultimately enriching individual lives and the community as a whole. The library actively promotes an interest in and appreciation for reading and encourages lifelong learning.

**Key Library Roles**

**Popular Materials Center**

The Oconomowoc Public Library features current, high-demand, high-interest materials in a variety of formats for persons of all ages.

**Preschool Door to Learning**

The Oconomowoc Public Library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together.

**Reference and Information Center**

The Oconomowoc Public Library actively provides timely, accurate, and useful information for community residents.

**Independent Learning Center**

The Oconomowoc Public Library supports individuals of all ages pursuing independent learning.

**Philosophy of Service**

As Library staff, we seek to provide courteous, responsive, quality service to our citizens by creating a respectful, positive, and enjoyable work environment.

In order to best achieve our commitment to provide a wide range of quality services, we support a philosophy of public service, which is embodied in the following statement:

- We care about our patrons and believe in providing courteous and attentive service.
- We seek innovative approaches to serve our citizens in the best way possible.
- We believe in meeting our patrons’ informational needs by providing accurate, complete, up-to-date information.
- We believe that patrons are entitled to efficient service from staff that is knowledgeable and motivated to provide customer satisfaction.
- We believe in listening to our patrons and responding to their ideas and concerns.
We value teamwork within and between departments and recognize that all staff members are important to quality service.

We strive to make decisions with input from those most likely to be affected.

We encourage creativity and differing points of view.

We believe that each staff member is special and that one person can make a difference.

Adopted by: Oconomowoc Public Library Board of Trustees

**Ongoing Service Goals**

Deliver high quality library services to citizens of our community and region.

Provide a safe, clean, and comfortable Library building for patrons and staff.

**Comparison of Selected Statistics**

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardholders</td>
<td>18,503</td>
<td>18,324</td>
<td>19,153</td>
<td>20,490</td>
</tr>
<tr>
<td>Circulations to Homebound Customers</td>
<td>2,611</td>
<td>2,117</td>
<td>2,333</td>
<td>3,600</td>
</tr>
<tr>
<td>Conference Room Bookings</td>
<td>150</td>
<td>106</td>
<td>97</td>
<td>82</td>
</tr>
<tr>
<td>Items Circulated</td>
<td>307,525</td>
<td>297,367</td>
<td>281,568</td>
<td>276,794</td>
</tr>
<tr>
<td>Materials in Collection</td>
<td>112,207</td>
<td>114,514</td>
<td>125,574</td>
<td>120,265</td>
</tr>
<tr>
<td>Overdrive/E-books</td>
<td>17,007</td>
<td>39,063</td>
<td>63,222</td>
<td>103,097</td>
</tr>
<tr>
<td>Proctored Exams</td>
<td>30</td>
<td>27</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>Programs - Adult's</td>
<td>53</td>
<td>52</td>
<td>29</td>
<td>40</td>
</tr>
<tr>
<td>Programs - Children’s</td>
<td>245</td>
<td>257</td>
<td>259</td>
<td>256</td>
</tr>
<tr>
<td>Program Attendance - Adult's</td>
<td>448</td>
<td>514</td>
<td>201</td>
<td>338</td>
</tr>
<tr>
<td>Program Attendance - Children's</td>
<td>15,141</td>
<td>15,270</td>
<td>15,109</td>
<td>17,339</td>
</tr>
<tr>
<td>Program Registrants – Adult Summer Reading</td>
<td>181</td>
<td>179</td>
<td>116</td>
<td>140</td>
</tr>
<tr>
<td>Program Registrants – Children Summer Reading</td>
<td>1,566</td>
<td>1,800</td>
<td>1,731</td>
<td>1,982</td>
</tr>
<tr>
<td>Program Registrants – Teen Summer Reading</td>
<td>134</td>
<td>125</td>
<td>135</td>
<td>142</td>
</tr>
<tr>
<td>Public Computer Uses</td>
<td>16,262</td>
<td>15,636</td>
<td>15,258</td>
<td>14,446</td>
</tr>
<tr>
<td>Room Bookings</td>
<td>282</td>
<td>288</td>
<td>194</td>
<td>121</td>
</tr>
<tr>
<td>Questions Answered</td>
<td>13,922</td>
<td>12,551</td>
<td>11,860</td>
<td>11,363</td>
</tr>
<tr>
<td>Visitors</td>
<td>161,214</td>
<td>153,893</td>
<td>150,887</td>
<td>148,038</td>
</tr>
</tbody>
</table>
Looking Ahead To 2014

Goals for the year ahead as proposed by the Board of Trustees

1. Visibility of Oconomowoc Public Library (OPL)
   a. Continue public relations efforts through distribution of information to the community via flyers, electronic media, local newspapers, and community events.
      • Keep a file
   b. Be included in Recreational Department program flyer.
      • Yes or No
   c. Hold early childhood literacy event with the help of the Children’s Librarian and others within the community.
      • Yes or No

2. Collection Management
   a. Continue to work with the Waukesha County Federated Library System (WCFLS) on e-book content provision by contributing money to statewide consortium.
      • Yes or No
   b. Continue to maintain the library’s collection of materials by expending book budget.
      • Yes or No

3. Adult outreach
   a. Continue to provide book service to local nursing homes using staff.
      • Yes or No

4. School and community relations
   a. Enhance the relationships between the library, schools, and community groups in the area by including school students and personnel in library programs and activities.
      • Yes or No
   b. Participate in at least three local community events such as parades, fairs, etc. with participation of Library Board Members.
      • Yes or No
   c. Continue school visits.
      • Yes or No
   d. Increase school involvement in continued collaboration with the new School Superintendent appointed Library Board Member.
      • Yes or No

5. Administrative
   a. Continue to address diversity within the Oconomowoc community via collection development and possible programing tracking how many foreign language books are added.
      • Count number of items added to collection
b. Review staffing needs, responsibilities, and productivity – evaluation and duty assignments as needed.
   • Yes or No
c. Advocate for better funding from Waukesha County by working with new WCFLS Director and APL.
   • Yes or No

6. Board development
   a. Continue walk through with new member orientation.
      • Yes or No
   b. Schedule regular committee meetings.
      • Yes or No

7. Miscellaneous
   a. Finish establishing a formal plan for handling emergency situations using city resources by June 2014.
      • Present plan to Board

8. Building
   a. Make best use of space and furniture to continue to serve the public at a high level.
      • Finish rearranging furniture.
   b. Work with library and maintenance staff to plan updating various sections of the library including cost to do so.
      • Present plan to Board and Planning Committee