

Bridges Library System Staff Reports

January 2023

Karol Kennedy – Library System Director

Annual Evaluations: I completed performance evaluations for staff. I met with each staff member to review the past year and talk about their goals for the year ahead. Rounding sessions will be scheduled throughout the year to check in on these goals and revise, if necessary, review other accomplishments, and discuss any other performance topics.

Year-End Meeting with County Executive: I met with Waukesha County Executive Paul Farrow in December. We had an opportunity to discuss System goals, challenges, and successes in 2022 and goals for 2023.

Annual Reports: We are in the process of gathering the statistics and information to pre-populate all the data we can for our libraries' annual reports. This information is due to the state by January 18. DPI plans to open the annual report portal to libraries on or about January 24. State statutes require library and system boards file their annual reports by March 1. Thank you to Mellanie who does so much to ensure these numbers are accurate and ready to go by the deadline!

Executive Assistant Position: We are still in the process of trying to hire for this open position. Additional interviews were held this week. It has been a challenge, especially at this time of year, to be without someone in this important position in our organization. I am grateful to the Bridges staff who have stepped up to help in many areas and to Danielle Igielski, Waukesha County Accounting Services Manager, and her team for all of their assistance.

New Bridges Trustees: I am pleased to welcome two new trustees appointed by Waukesha County to the Bridges Library System Board. Diane Knutson has served on the Oconomowoc Library Board since 2008. Robert Kraus joined the Butler Public Library in 2022.

Library Legislative Day 2023: Time is running out! Registration for LLD closes on Friday, January 13. Please consider if you or someone from your library or community can join us to tell your library success stories. State library aid items in the biennial state budget benefit all Wisconsin libraries.

Mellanie Mercier – Automation Coordinator & Assistant Director

A Look at 2022:

Circulation

4,820,865 Physical Items circulated

819,499 Electronic items circulated

392,196 e-audio

419,889 e-books

7,484 streaming video through Hoopla

33,344 e-magazine uses

Items in the Collection

2,064,387 Physical items
1,635,343 books
141,789 audio materials
204,566 Video materials
300,962 Electronic materials
174,618 e-books in Overdrive; 13,993 accessed in Hoopla
71,921 e-audio in Overdrive; 33,537 accessed in Hoopla
6,893 streaming video accessed in Hoopla

Top circulating print collection items:

The Last Thing He Told Me
The Paris Apartment
The Lincoln Highway
We Were Never Here

Top circulating e-books:

The Four Winds: A Novel
The Last Thing He Told Me: A Novel
Apples Never Fall
The Girl in His Shadow: A Novel
Verity

Top circulating e-audio

False Witness (unabridged)
101 Essays That Will Change the Way You Think (unabridged)
Apples Never Fall (unabridged)
The Four Winds: a Novel (unabridged)
The Last Thing He Told Me: A Novel (unabridged)
Where the Crawdads Sing (unabridged)

Top circulating e-magazines

Us Weekly
Woman's World
Minecraft World Magazine
The Economist
HGTV Magazine
The Week Magazine

Laurie Freund – Coordinator of Library Development

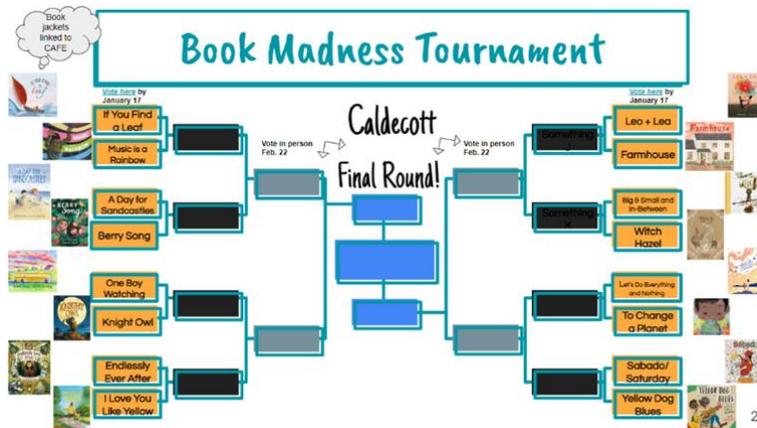
Wild Wisconsin Winter Web Conference (Jan 25-26): Don't forget to register and attend any of the great lineup of sessions for this annual online conference. You can sign up for any of the 14 sessions available in four different tracks: Management, Marketing, Reference and Reader's Advisory (*New!*), and

Sustainability (*New!*). There will also be “Stretch Breaks” during the conference lunchtime, led by Regan Dahnert, a certified personal trainer and Director of Health and Safety Programs at the Greater Green Bay YWCA. Regan will guide participants into stretches that can easily be done in your own office space. New library directors (or those who are thinking about becoming one) may be interested in the 1:00 pm Wednesday titled “15 Things a New Library Director Should Know” presented by our own Bridges member library director, Kaushalya Iyengar. All sessions will be recorded and made available after the conference. For more information and registration, go to <https://www.wildwiscwinterweb.com/>.

Angela Meyers – Coordinator of Youth and Inclusive Services.

Library Memory Project: As we turn the page on a new year, we are also taking a closer look at the Library Memory Project, now in its 9th year. I am taking part in Jill’s Marketing Plan Guided Group with the idea of writing a marketing plan for the Library Memory Project. In addition, we are contracting with WiLS to develop a Strategic Plan. The Planning Team includes Kelly Nelson (Pewaukee), Eric Huemmer (Mukwonago), Paula Jacob (Waterloo), and Jennie Bahnman (Sussex). This group is charged with some initial work to get the strategic planning process off the ground and running.

Youth Services: I have a lot of balls in the air right now with Youth Services. I am finalizing agreements with our six performers; requesting coupon counts from the library staff for summer 2023; planning the first Youth Services Meet Up and Teen Think Tank Meetings of the year; launching the Book Madness Tournament which is a spin on the Mock Awards and Best Books Bonanza which has previously been offered; and lastly, getting everything ready for the Kids’ Choice Awards voting period which starts January 30 and ends February 10.



The Book Madness Tournament includes three brackets with matchups of Caldecott, Newbery, and Printz Bridges’ nominated titles.

Professional Development: Cultural Competence Symposium on Working with Refugees & Book Connections (TeachingBooks): Collection Development Analysis Tool & Homeschool Support

Jill Fuller - Marketing & Communications Librarian

Lifelong Learning Campaign

For the past month, I have worked on a Lifelong Learning marketing plan and toolkit for our libraries. The promotional materials in the toolkit promote both of the learning platform options we offer: Gale Courses and Udemy, highlighting the benefits of the online classes. The toolkit includes social media

graphics, a handout card, bookmarks, flyers, sample text for social media and e-blasts, and a sample email to send to local businesses and community leaders. Spanish-language materials will be coming soon. The toolkit will be sent to the libraries within the next week.



Website Redesign Update

Greenleaf Media has been building our new website and moving over our content. They plan to send initial previews of the entire site within the week and then we will start providing our feedback and editing.

2023 Marketing Planning

I spent the last week of December planning out projects and ideas for 2023. Due to the success of the program last year, we will be doing another Read With B93 advertising campaign in the spring to coincide with a library passport program to encourage people to visit their libraries. I am also planning to create new outreach materials to promote the Library of Things collections at our member libraries, since we get asked about those a lot at outreach events. Finally, I will be writing a new System marketing plan and style guide, and developing a full system survey to accompany that this spring. Other initiatives and partnerships are in the works!

Consulting

I met with the Marketing Plan Guided Group this month to go over their marketing plan SMART goals. In January, they will be starting to write their marketing plans, so we discussed that process as well. I also created a marketing survey for member library staffs to fill out so I can get feedback on what worked in 2022 and what they'd like me to focus on in 2023.

Beth Bechtel – Database Management Librarian

Meeting and Library Visits: This month's virtual CAFÉ cataloger meetup included discussions on how to request the book repair machine, handling holds on different versions of Colleen Hoover's popular books, and call number label printers. In 2023 the cataloger group will continue to have drop-in virtual meetups in the months between the three formal CAFÉ Cats meetings.

I attended the Youth Services meetup to learn about an online Collection Analysis Toolkit from BookConnections.org.

I visited Elm Grove Public Library for serials and cataloging consulting with the cataloger.

CAFÉ Cataloging: Cataloging staff in our member libraries use templates to create brief bibliographic records as needed in the CAFE catalog. As non-traditional items are added to libraries' collections, the number of brief bib records increases. In 2022, I reviewed and/or enhanced 1,169 of these temporary bib records.

Annual Report Prep: In mid-December, I reviewed item codes to look for outliers needing editing before annual report collection statistics were compiled in January. In some cases, I contacted catalogers at individual libraries so they could determine whether their codes needed to be changed. There were no major mistakes, mostly small problems caused by clicking on an adjacent code in a dropdown menu during cataloging.

Continuing Ed: I attended a Polaris User Group virtual discussion forum about using SQL to retrieve data from library catalogs. I also attended a virtual OneDrive training provided by Waukesha County. OneDrive is a replacement for existing networked file folders.