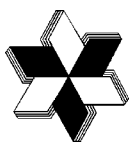


*Wichita Public
Library*

*2005 Annual
Report*



WICHITA PUBLIC LIBRARY
The Discovery Center
www.wichita.lib.ks.us



In an average day in 2005, the Wichita Public Library (system-wide):

Circulated over 5550 items

Registered 50 customers with new accounts

Added 200 new items to the Library's collection

Received 49 interlibrary loan requests from other libraries

Answered 850 questions from customers

Provided 420 public computer sessions

Attracted 220 customers to Library programs

Had 40 people attend community events held in Library meeting rooms

Logged 1060 visits to its website

Table of Contents

Mission Statement	4
Vision Statement	4
Values	4
2005 Goals	5
The Year in Review	5
Circulation and Collections	7
Information Services	8
Programming	9
Additional Achievements	11
Partnerships	13
Volunteers	14
Support Organizations	15
Friends of the Wichita Public Library	15
Wichita Public Library Foundation	16
Wichita Genealogical Society	17
Library Board Membership	18
Donations	20
Monetary Gifts	20
Memorial and Tribute Gifts	21
Statistics	23
General Fund Balance Sheet	23
Output Measures	24
Customer Registration	25
Material Circulation	26
Library Holdings by Branch	27
System-Wide Holdings by Media Type	28
Technical Services	23
Reference Transactions	30
Electronic Information Services	31
Other Library Services	32
Programming Services	33
Appendix I: Wichita Public Library Department Goals	34
Appendix II: Vision Partner 2005 Activity Report	37
Your Return on Investment: A Quick Breakdown	39

Front cover: Secretary of Health and Human Services Michael Leavitt visits the Wichita Public Library's Central Library on August 24, 2005, to explain Medicare's prescription drug plans for 2006. The Library's eight programs with Senior Health Insurance Counseling for Kansas (SHICK), promoted at Leavitt's appearance, also had large audiences. Cover photographs by Jaime Oppenheimer and reprinted courtesy of The Wichita Eagle.

Mission Statement

The Wichita Public Library System is a community service, which strives to address the core informational needs of children and adults. The Library provides print, non-print, and electronic resources covering a broad variety of topics related to work, school, and personal life. Through knowledgeable, friendly staff, the Library strives to provide life-long learning opportunities to promote personal growth and development. As a public entity, the Library pledges to provide equitable access to information for the citizens of the greater Wichita area. The institution is responsive to the community's changes, interests and needs, and pledges to respect the diversity of its patrons.

Adopted by the Wichita Public Library Board of Directors
June 15, 1999

Vision Statement

Our vision is to be recognized as one of the premier public libraries in the state, region and nation. Our measure of success will be our ability to comply with *Measurements of Quality: Public Library Standards for Kansas* and *Hennen's American Public Library Ratings*.

Values

- Our commitment to **excellence** is uncompromising. We strive for quality in the performance of our duties and in the delivery of services to each member of the community.
- Our commitment to **integrity** ensures that activities of our organization will be conducted with fairness, openness and honesty. We will do the right things, not just the easy things.
- Our commitment to **responsiveness** to the needs of residents will be achieved by a willingness to be flexible and to consider change rather than to limit our energy on sustaining the status quo.
- Our commitment to **continuous improvement** will be measured by our ongoing efforts to identify ways to make use of our resources more effective, delivery of our services more efficient and to ensure that the knowledge, skills and abilities of our employees are relevant to the needs of the community.

2005 Goals

- I. Provide equitable access to information by systematically developing and maintaining library facilities and points of service.
- II. Strengthen human resources by adding and continuing to develop knowledgeable staff and providing them with the tools, materials and administrative support necessary to accomplish the Library's mission.
- III. Develop and enhance collections designed to meet the needs of the community.
- IV. Deliver high quality information and reference services that meet the needs of customers.
- V. Promote the Library's presence in the community by actively marketing library materials and services.

The Year in Review

In 2005, the Wichita Public Library not only broke important benchmark records, but also looked to the future. After accomplishing two of its goals with the openings of the Evergreen District Branch Library (November 2002) and Alford Regional Branch Library (April 2003), the need for an updated strategic plan became a top priority for the Wichita Public Library. While registering more youth than ever before for summer reading programs, the Library undertook a study to determine participants' motivations, satisfaction and perceived outcomes. The Library also shattered circulation and materials budget records.

Developing a New Strategic Plan

With the financial backing of the Wichita Public Library Foundation and the Friends of the Wichita Public Library, the Library selected Gossen Livingston Associates to develop a new master plan considering the facilities and services Wichitans expect from their library system. This plan will replace the 1999 Strategic Plan for Branch Service and consider the role and future of the Central Library, ignored by that plan.

One key component of the planning process was a study by The Research Partnership, consisting of citizen focus groups and telephone surveys. Comprised of library users and non-users with a mix of ages, genders, ethnic backgrounds and life experiences, the focus groups were a useful tool in exposing the Library's strengths and weaknesses. The research sought to determine features users would like in their libraries, clarify how far citizens are willing to drive for library service, and quantify current levels of satisfaction with Library programs, services and facilities.

Though the plan will not be completed until 2006, the steps taken in 2005 will lay the foundation for a solid library system for years to come. The feedback received from the research has already begun to shape the Library's service to Wichita.

Summer Reading Satisfaction

The Wichita Public Library has long believed that the summer reading programs it offers to youth (2005's theme: *Dragons, Dreams and Daring Deeds*) and teens (*Joust Read!*) are important for maintaining reading skills over the summer and developing a lifelong love of learning, but had no way to document that hypothesis. With the financial backing of the Leonard and Celia Levand Trust, the lead underwriter of the Library's summer reading programs, the Library commissioned a study from the Self Help Network at Wichita State University.

At the Evergreen and Westlink branches, parents and guardians received questionnaires as children registered in summer reading programs and or attended special events. The Self Help Network followed up with random phone surveys conducted at the end of the program. The majority (94.5%) of

What is the greatest benefit to participating in the program?

- Just keeps them reading
- He learns both Spanish and English at an early age
- Reading stops you from being an idiot

Self Help Network survey responses, summer 2005

parents and guardians agreed that program participation was beneficial as their children returned to school; 64.3% felt that participation helped improve children's reading levels. Even more encouraging was the high praise received: 95.8% surveyed at the end of the summer reported that their children enjoyed participating in the program, and nearly everyone (98.2%) indicated they would recommend the program to others.

The positive word-of-mouth from happy families, combined with dedicated promotional efforts by staff in area schools reaching 36,806 students, led to record breaking summer reading program participation by 8,230 children (up 16.77%) and 1,474 teens (up 13.39%). Participation was not only more voluminous, but also focused on achievement. The number of children who achieved their summer reading goals increased 24% over the 2004 program. Summer Reading Club participants reported 137,188 books read. In the Teens Read program, where participants tracked time read instead of books completed, 1,474 youth reported 30,759 hours spent reading.

A Record-Breaking Year

The Wichita Public Library produced a 2.3% rise in circulation for 2005, circulating nearly 1.95 million items. All branches showed strong performances, particularly at Orchard Park (up 16.1%), Comotara (up 9.8%), Rockwell (up 6.8%) and Alford (up 5.2%). System circulation per capita increased to 5.5, with a collection turnover rate of 181%, the highest rates in five years.

Some of the circulation increase correlates to the strong participation in summer reading programs. June, the first month of the annual reading programs, is always a strong month for circulation, but June 2005 was the highest materials circulation month in Wichita Public Library history. Five branches (Alford, Angelou, Evergreen, Rockwell and Westlink) set all-time monthly materials circulation records. Comotara had its best ever month for adult circulation and very nearly surpassed its all-time high for monthly circulation while Orchard Park recorded a 19.8% increase.

The Library was able to fuel the increased circulation levels with the development of materials acquisitions funding that surpassed \$1,000,000 for the first time in any single year. The City's general fund budget of \$690,840 was supplemented with receipts from the Wichita Public Library Foundation, the Friends of the Wichita Public Library, state funding, and several grants, gifts and memorials. Of particular popularity was the financial support of the Friends that allowed 100 copies of *Harry Potter and the Half-Blood Prince* to be ready and waiting for customers as Library facilities opened on July 16, the first day retailers could sell the book.

Circulation and Collections

While the Library noted an increase in circulation per capita, the number of active customers declined in 2005. Customers opened exactly 300 fewer new Wichita Public Library borrower's accounts in 2005 than in 2004. The Library had 147,259 active customer accounts in 2005, down 5,671 from 2004. Fewer new customers registered at nearly every branch than in 2004, except for Rockwell and Comotara. Database cleanup in preparation for the 2006 migration to Horizon, the next generation of the Dynix circulation system currently used by the Library, resulted in the deletion of thousands of expired and unused accounts. The Central Library registered 47.55% of all new customers, regional/district branches attracted 41.38%, and neighborhood/outlet branches processed 11.07%. Most were for residents of Wichita, but 7.56% were for Sedgwick County residents outside the city limits with another 7.46% of new users residing outside the county. Increasingly, those customers are visiting branches – particularly Westlink, Alford and Comotara – instead of the Central Library to sign up for library cards.

Remarkably, the collection turnover rate bounded over 2004's small decline and soared to a level not seen in five years, largely due to the interest of audiovisual materials. While books remain vital and heavily used, the overwhelming zeal for audiovisual materials cannot be denied. In spite of the growth of the DVD (videodisc) collection from 4,332 items in 2004 to 7,889 in 2005, the turnover rate fell only slightly from 2159.00% to 2094.74%. The Library ceased buying videocassettes except on rare occasions, due to the waning popularity of that format. Circulation statistics reflect that: while the videocassette collection grew by a modest 3% in 2005, the turnover rate declined by 136.24% to 978.44%. Spoken books followed the same pattern: circulation on compact disc increased while audiocassettes declined, although both remained strong. The reintroduction of Books & More Boxes in November 2004 remained successful, with a turnover rate of 604.41%. Audiovisual items accounted for 33.30% of all circulated items in 2005 although they comprised only 9.10% of the Library's cataloged holdings.

Books made up 61.79% of the Library's collection and were responsible for 65.45% of total circulation. Print is *not* dead.

Due to efforts begun in 2004, such as dropping the threshold in accounts sent to collections, fee payments increased 4.4% above last year's figures. The first quarter alone showed an increase of nearly 23% compared to the same quarter in 2004. Desk receipts (fines) and miscellaneous sales including fees paid for items lost in circulation accounted for much of the increase.

I love this branch [Central Library]! The service I receive is fab. They are all so nice and I love being able to put the items that I want on hold and they are ready when I get there. And the email reminder notices are great. Keep up the good work!

Customer comment, 9/15/05

Employee teams, such as the Customer Service Initiatives (CSI) and Process Improvement groups, looked for ways to improve service delivery and increase customer satisfaction. Several recommendations implemented by these teams resulted in immediate positive results, such as raising the loan limit for spoken audiocassettes. Other improvements for customer service included the redesign of the Borrower's Guide, the first in over five years.

Some customers unable to meet their needs with materials owned by the Wichita Public Library used interlibrary loan to borrow items from other libraries. Requests went up 3.47% in 2005; of those requests, the Library filled 59.1%. While requests from other libraries for materials declined by 2.70%, the Library's fill rate raised to 40.47%. The drop in requests and ability to successfully fill a larger percentage were due to efforts to remove listings for titles no longer owned from the Kansas Library Catalog and OCLC WorldCat databases.

Information Services

Many customers rely on the Library not just for research and recreational reading, but also for reference services, computer and Internet access, and electronic databases. The Library's website is a vital research tool for Library customers as they access their account, browse the catalog and use electronic resources; the Library's website is the 24/7 branch.

That virtual branch was drastically "remodeled" and reopened for business in December 2005. Customer response to the redesigned website was positive and swift. Most notable improvements included an interactive calendar, navigation, photographic banners and contemporary color scheme.

Debating in March 2005, BookLetters is a newsletter service that provides customers with book reviews by e-mail. Fully customizable, the Library quickly added its own BookLetters – many of which proved to be its most popular offerings. Staff-created newsletters included Around the World (reading ideas for the 2006 Adult Winter Reading Program), Genealogy and Local History, Grab Bag (fiction and non-fiction new to the

Library), In the News (items from the collection relating to current events), New CDs, and New DVDs. Six This Week @ Your Library editions (one for all locations, one for Central, and one each for the four district/regional branches) helped to promote library programs and special events. After the website redesign, subscriptions to BookLetters jumped dramatically as customers benefited from the ease of navigation and enjoyed exploring the website. BookLetters subscriptions increased 36.53% in December alone, causing Michael Zibart, the co-founder, president and publisher of BookPage to ask library staff, "What did you *do*?"

More wonderful news came from the Bill and Melinda Gates Foundation which awarded a \$54,000.00 grant to the Library to replace computers it previously funded in 2000. Due to technology advances, upgrades to the software and hardware are now required to ensure that all libraries can sustain the initial investment in connectivity for customers. The grant, covering improvements to be made in years 2006-2008, will allow the Library to continue to provide free, high quality access to computers and the Internet for library users. The Wichita Public Library was the only library in Kansas to receive one of the grants.

Customers will certainly appreciate the upgrades, as public computer use and Internet access continued to rise at all locations. Although Central had a small decline in 2004, 2005 usage exceeded 2003's use figures by 1.6% over the two-year span. Neighborhood branches faced the largest increase in use, with a growth of 9.46%. A trend from 2004 continued: customers also made more copies from computers while the number of photocopies declined.

Electronic resources remained available with the Kansas Library Card (KSLC), a free service provided to Kansas residents by the Kansas State Library. The Library had over 1500 active KSLC holders in December 2005. With the KSLC, library customers have access to electronic resources from any computer with an Internet connection, not just within Wichita Public Library facilities.

Although reports showed a decrease in the number of reference transactions, the Library's fill rate increased from 92.80% to 93.14%. More customers turned to Comotara, Evergreen, Rockwell and Talking Books than in 2004; all other branches and sections posted fewer questions asked. Orchard's fill rate rose from 62.48% in 2004 to 70.51% in 2005. The reference transactions handled at the Comotara branch increased by 25.75% in 2005. The Central Library's ability to answer reference questions, with its depth of research tools, showed in its overall 98.24% fill rate. The Library continued to notice a need and demand for professional and personalized reference service. The Library answered reference questions in person as well as via e-mail, telephone, and written inquiry. Additionally, the Library remained a partner in KANAnswer, an online reference service coordinated by the State Library of Kansas.

Programming

2005 saw a rise in both offerings and attendance of Library programs for children, teens and adults. In all, 77,038 attended Library programs – resulting in a record high attendance of 217.7 per 1000 population. When compared to the attendance in 2001, a rate of 114.40, the Library’s commitment to developing and promoting a wide range of activities for Wichita’s diverse residents is evident.

The Library’s attention to the needs and desires of its users resulted in well-attended programming. Seniors and caregivers appreciated the Library's cooperative programs with Senior Health Insurance Counseling of Kansas (SHICK) to discuss the changes in Medicare for 2006. As the Medicare’s prescription drug plan enrollment deadline of December 31 neared, attendance at library sessions led by SHICK kept growing. Several programs were standing room only.

Unbreakable Spirits: Stories from World War II and the Holocaust, a series designed to teach children, teens and adults about both the Holocaust and Kansas’s experience during World War II,

I recently saw the Anne Frank display at the Central Library. To say the least, I was very moved. It took about 30 minutes to read everything, and then I sat down and tried to comprehend the horror of World War II and the Holocaust. . . . Wichita, go see the Anne Frank display this month at the Central Library, 223 S. Main.

Lindy E. Bayouth, Reader Views, The Wichita Eagle, 4/16/05

resulted in several school tours and strong responses from other customers. Author and Holocaust survivor Marian Blumenthal Lazan visited the Library for a gathering of approximately 150 people to share her harrowing tale of survival documented in *Four Perfect Pebbles. Anne Frank: A History for Today*, an exhibit from the Anne Frank Center USA, was complemented by an exhibit on Camp Concordia, a prisoner-of-war camp for German soldiers in Kansas, loaned by the Cloud County Historical Society Museum and the POW Camp Concordia Preservation Society. Talks by Dr. Keith Pickus, Lowell May, Dr. Milton Katz, films and a journaling workshop for teens rounded out the month-long remembrance of the 60th anniversary of the end of World War II.

A new initiative from the State Library, *Kansas Reads to Preschoolers*, a One Book One State Project and a new initiative of the State Library of Kansas, took place during Children’s Book Week, November 14-20. Debi Gliori’s *No Matter What*, a reassuring tale of unconditional love between foxes Large and Small, was read at all preschool storytimes and many outreach activities during the busy week of children’s programming. Children who shared the story, either by being read to or by reading the story themselves, received a special sticker from library staff proudly stating, “I read *No Matter What*.”

Annual events continued to garner support from the community. Adult Winter Reading Program participants often remarked that they enjoyed the challenge to read outside their usual comfort zone. Storyteller Linda Gorham from Aurora, Illinois also received compliments during the Library's African-American History Month Celebration. In its 19th year, the Academy Award® Shorts programs attracted over 700 attendees. Youth

programs, with expanded offerings during spring break, Television Turnoff Week, Children's Book Week and winter break, continued to attract children, teens and families.

Other special events spotlighted cultural diversity, such as the second Hispanic Heritage Month celebration with storyteller Carrie Sue Avyar, Embracing Asia series with talks by community members about their traditions, and the second annual Western Days series. In honor of the 80th anniversary of women's right to vote, the Library collaborated with the Wichita-Metro League of Women Voters, the American Association of University Women and the Friends of the Wichita Public Library to present lectures by Nancy Kassebaum Baker, Eleanor Clift and *Casting Our Votes: A Women's Suffrage Book Discussion*. The Library experimented with remote checkout at Kassebaum Baker's lecture, a test enthusiastically received by attendees.

The Library served not only customers that visited its locations or relied on its website for electronic resources, but also extended service to many customers through a variety of outreach services. Staff members explained library resources through talks to school tours, civic groups, and workshops. The Library shared information about its motor manual collection at the Lake Afton Car Show and Automobilia and promoted the Summer Reading Club at the Orpheum Theatre and Watermark Book's Harry Potter Release Party. Bulk loans continued to serve customers of all ages, including Head Start classrooms, detention centers and nursing homes.

The Wichita Subregional Library for the Blind and Physically Handicapped (Talking Books Service) served 1563 customers, including 221 new customers, in Sedgwick County and fifteen counties in Southeast Kansas during its fiscal year. The Talking Books Section was reorganized to maintain service while reducing expenses. As a result, the service finished the year without the need for financial subsidies from other grant sources for the first time in several years.

Additional Achievements

A March 13 article about the Library's relative lack of resources compared to other urban libraries in Kansas prompted a follow-up editorial later that week. Entitled "Libraries Still Matter," the editorial encouraged community support for expanded services from a more vibrant downtown facility. Customer responses were enthusiastic and understanding. Many made it a point to call or comment that they had no idea the Library was so understaffed and under-funded, attesting to the work of employees in making good use of the department's limited resources. Several asked for additional information about the standards referenced in the article and the current funding provided by the City.

Maya Angelou paid the library named in her honor a surprise visit in May. Ms. Angelou greeted customers, offered many compliments about the Angelou Northeast branch, and graciously provided time for photos with library staff. In July, Ms. Angelou donated a copy of Richard A. Long's *African Americans*, for which she wrote the foreword, to the Angelou Northeast branch. She included a signed card on personal stationary with her gift.

On June 7, more than 140 civic leaders and residents visited the Maya Angelou Northeast Branch as Governor Kathleen Sebelius signed the racial profiling bill passed by the 2005 legislature. Senator Donald Betts, a primary sponsor of the bill, selected the branch as the location for the event. This opportunity gave the Library increased visibility both in the community and among legislators and staff from the Governor's Office. The following week, State Librarian Christie Pearson Brandau met with the Library's staff before a daylong statewide resource-sharing summit attended by leaders of libraries from throughout the state. On July 16, State Representative Delia Garcia hosted a book donation event at the Evergreen Branch Library. Among the items she donated to the Library was a new set of Kansas Statutes.

On August 24, Secretary of Health and Human Services Michael Leavitt led a town hall meeting at the Central Library where he discussed upcoming changes to Medicare prescription coverage. Joining him were several dignitaries including Congressman Todd Tiahrt, Mayor Carlos Mayans and Dr. Robert Day, director of the Governor's Office of Health Planning and Finance. Seniors and caretakers overflowed from the packed auditorium and filled the third floor lobby almost beyond capacity. The HHS team reported that the event at the Wichita Public Library attracted the largest crowd – and had been the most helpful venue for planning and preparation – of any site on the promotional tour.

In September, the Library also hosted the Public Library Section of the Kansas Library Association at the Alford branch as part of its “Extreme Library Makeover” conference. Architect Kirk Jurgesen of Gossen Livingston and Director of Libraries Cynthia Berner Harris explained the practical and special features of the branch and the ways the design pays tribute to Lionel Alford, a former Boeing president and Wichita philanthropist. Librarians and library trustees from around the state enjoyed the opportunity to explore the customer-friendly design while talking with the architect and branch staff.

To share information with customers about the Library, staff turned to new avenues for television, print and in-person appearances. Beginning in February, the Library received its own weekly five-minute segment on KCTU's *Your Hour*. Topics discussed included upcoming programs as well as "hidden services" of the Library that many customers take for granted or overlook, such as courtesy notices by e-mail, the convenience of the online catalog, and the ability to transfer items between branches. The Library made a general introduction commercial, highlighting its branches and services, for the City's cable channel. This commercial received heavy airplay. Other promotional efforts used throughout the year were presentations to district advisory boards and articles in neighborhood association newsletters to promote library resources.

The Library proved it was capable of responding quickly in emergencies as it joined other City Departments in preparing for the delivery of services to hurricane evacuees. While Wichita's services were ultimately not required, the Library had quick and creative plans to provide programs and services, both inside and outside the Library. Evacuees needed information and the Wichita Public Library stood ready to serve.

Using observed Columbus Day as a time for in-service training, employees spent the day learning how to work effectively in teams in order to improve creativity, problem-solving and overall service delivery to library users. Presenters included City Manager George Kolb, Kansas Library Association President Tim Rogers, and Pat Gaunce and Laura Loveless of the Kansas City Kansas Public Library. The day also provided an opportunity to train employees on the City's newly implemented Ethics Policy. Evaluations of the event were highly positive with several requests for more training opportunities of this kind.

The Library continued to be a resource for citizens seeking government and community information. During tax season, the Business and Technology section of the Central Library distributed 4,400 federal booklets, 15,127 federal forms, 3,200 Kansas state booklets/forms and 800 Kansas homestead booklets/forms. The total numbers of booklets and forms increased from the prior year's distribution by nearly 4,500; figures do not include copies customers may have made from the Internet. The Friends of the Library funded significant improvements to the community resources space at the Central Library, including a wall-mounted bulletin board and a new literature display rack.

Partnerships

The Library joined for the fifth Wednesday of Senior Wednesdays, a cooperative programming effort of the Wichita Art Museum, Sedgwick County Zoo, Ulrich Museum of Art at Wichita State University and Wichita-Sedgwick County Historical Museum for the summer season. In July and August, volunteer Charley Whitworth presented two local history programs to enthusiastic audiences of over seventy seniors. In fall, three other agencies joined the collaborative and the Library shifted to offer second Wednesday afternoon sessions. The cooperation between the eight agencies and emphasis on keeping seniors involved in meaningful activities in the community led the Kansas Health Foundation to award the Senior Wednesday project with a grant for 2006.

What would you be doing if you were not attending Senior Wednesday programs?

"Wishing there were Senior Wednesday programs!"

Survey answer, 12/7/05

In partnership with District Court Judge Rebecca Pilshaw, the Library began a book discussion program loosely based on the national Changing Lives Through Literature project. With assistance from Board President Tim Moore, *Wichita Eagle* journalist Mark McCormick and retired professor Joyce Suellentrop, The Book Club allowed probationers selected for the program to read a book, reflect on its meaning and interact with a team of adults from the community to discuss it. After great success with the first session using Nathan McCall's *Makes Me Wanna Holler*, The Book Club continued for an additional session to discuss Steven Leavitt's *Freakonomics*.

Children throughout Sedgwick County, not just in the Wichita area, benefited from the Library's partnership with other agencies. The Library's role in the cooperative of Sedgwick County public libraries, working with the backing of the Leonard and Celia Levand Trust, is one of leadership: Wichita assisted the cooperative with prize receiving and distribution, public relations and website creation. The Library partnered with KPTS,

the Wichita Public Schools and the Junior League of Wichita on the *Share-a-Story* program. The Library's part of the partnership involved providing information about library services to parents and classroom book kits for weekend reading by families of program participants.

On August 21, the Library celebrated the success of this year's Summer Reading and Teens Read programs with a "Library Day at the Wranglers" event. Summer reading participants threw out the first pitch, helped as "bat kids" and served as members of the Library's "Dream Team." All program participants could walk around the bases in recognition for their summer reading successes. Many summer reading finishers chose this day to use their discount admission coupons donated by the Wranglers!

The Planeview Community Library, a partnership project between the Wichita Public Library and Wichita Public Schools, closed for the month of July due to renovations in Colvin Elementary. Participants in summer reading programs could still register, turn in forms and receive finisher prizes at the Colvin Neighborhood City Hall during Planeview's closure.

Volunteers

During 2005, 260 volunteers contributed to making the Library a success. Some volunteers served through support organizations such as the Friends of the Wichita Public Library and Wichita Genealogical Society. Other community groups, such as the Red Cross Senior Work Experience Program (SWEP) and the Indo-Chinese Center, contributed volunteer help. The Telephone Pioneers, a group of retired Southwestern Bell employees, donated their time to repair Talking Books equipment: they have contributed over 200 years combined. During the summer months, 166 teen volunteers assisted the Children's Center and branches by donating 5,787 hours of help. In all, volunteers worked a total of 18,546 hours and contributed \$325,482.30¹ of labor to the Library.

The richest people in this city are those who read library books. The knowledge is free, tax-exempt, and you can take it with you.
Opinion Line, The Wichita Eagle, 3/19/05

At the annual Volunteer Recognition Luncheon on April 18, 2005, Melzer Award winner Margaret Miller, a volunteer at the information desk in the General Reference section of the Central Library, was honored for contributing the most

hours of service to the Library in the previous year. Also recognized at the luncheon were three other outstanding volunteers, Marian Porter Reiff, Marge Setter and Rhita Muci. Mrs. Reiff was fondly remembered by her family and Professor John Hyde as a devoted volunteer serving homebound customers. A plaque in her memory was placed near the large print collection of the Central Library, an area in which she often browsed for books for those she served. Marge Setter, chair of the Wichita Public Library Foundation Board of Directors, was honored with a Kansas Library Association Library Advocate Award. Rhita Muci, previously awarded with the Friends of Kansas Libraries Individual Friend

¹ The hourly value of volunteer time (\$17.55 per hour) is updated yearly by Independent Sector and is based on the average hourly wage for all production and non-supervisory workers on private non-farm payrolls (as determined by the Bureau of Labor Statistics), increased by 12% to estimate fringe benefits.

Award at the 2005 Tri-Conference, also received special recognition. Kansas State Librarian Christie Pearson Brandau was the keynote speaker. The Friends of the Wichita Public Library sponsored the luncheon.

Support Organizations

Friends of the Wichita Public Library

The Friends of the Wichita Public Library, through its Used Book Store at the Central Library, memberships, and other projects, remained a tireless group of volunteers, fundraisers, and advocates dedicated to the benefit of the Library.



The Friends were active partners in imagining the Library's future and securing its success. In addition to joining the Wichita Public Library Foundation to fund the Library's new master planning process, the Friends became a partner in Visioneering Wichita.

Money raised by the Friends assisted with materials purchases, programming, marketing, volunteer recognition, and other special projects. In total, the Friends organization enhanced Library resources through financial donations of \$83,150. Among the notable purchases made possible by the Friends in 2005 were 100 copies of *Harry Potter and the Half-Blood Prince*, which, with the support of the publisher Scholastic and dedicated Library staff, were available to library customers on the same day they were released in stores. The Friends supported the Library's participation in *Kansas Reads to Preschoolers*, a One Book One State project, underwrote staff development through the in-service day in addition to receptions for special programs, travel costs for candidates for professional positions, volunteer support, and Library promotional efforts.

The Friends Used Book Store's sales remained strong despite volunteer shortages. The Friends continued to donate one-half of each month's store proceeds directly to the Library for special needs. Two special used book sales were organized, one in October and a children's book sale in March. The newly founded Jennifer Nicole Memorial Library in Dexter, Kansas greatly appreciated the donation of unsold books from October's sale.

The Friends were shocked and saddened at the sudden loss of Secretary Don Troyer on May 1, 2005. Other changes on the Board of Governors included the addition of Olivia Jacobs and Jon Roe and the departure of Marge Zakoura-Vaughan after her appointment to the Library Board of Governors.

The Wichita Public Library Foundation

The Wichita Public Library Foundation, Inc., continued to cooperate with the Library Board in envisioning the future of the Library organization while establishing and maintaining community partnerships and building library resources.

With the proposed advances to the downtown landscape, there was discussion that the Central Library could be moved in coming years. Embracing the full intent of such change, the board of the Wichita Public Library Foundation suggested to the Director of Libraries that a master planning survey of all Library locations could best project future service needs. Working closely with the Library leadership and the Friends of the Library, the Foundation secured the necessary funding to underwrite professional support for the planning process.



Wichita Public Library
FOUNDATION

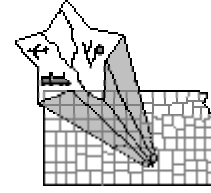
In doing so, a percentage of endowment dollars from the Campaign for Books was spent in this effort. The end product, to be completed in 2006, will be a comprehensive program for Library development throughout the city of Wichita. It is, in simple terms, a blueprint for the future, and as such, the Foundation believes, a worthwhile investment.

Overall, the Library Foundation disbursed \$178,738 in endowment income for Library needs, purchasing 7,936 items in a wide variety of subject areas and formats and underwriting quality programming for both children and adults throughout the year. Other grants provided an additional \$74,000 worth of books and programs during 2005.

Sadly, the Foundation lost one of its founders, Edwin A. Francis, in July. Ed died at the age of 93 and was an avid reader of biographies and science fiction. He had served for many years on the Library Board and easily transitioned to the newly created Foundation Board in 1987. He never tired of “putting his begging bowl” before local politicians and donors and was a tireless advocate for the Library. Growing up in the area north of downtown Wichita, he would walk to the downtown library and check out two books. He recalled that experience one day, regretting that he would “usually read one of them on the walk home.” In 2003, Ed was honored with the Kansas Library Association Presidential Award for his long and distinguished service to the Wichita Public Library.

The promise and challenges of change will continue to be a constant throughout 2006. With the endowment making solid gains through the expert management of Smith Barney, the Library Foundation Board of Directors will continue to provide a margin of excellence not only in materials and programming, but in the physical future of the Library system as well.

Wichita Genealogy Society



The Wichita Genealogical Society was organized to encourage the study of genealogy and family history. Its primary purpose is to assist and support the Wichita Public Library's Genealogy and Local History Section. The Society is a not-for-profit organization; all monies received are used for genealogy education or research materials for the Library.

Some of the ongoing projects of the organization are:

- to have quarterly meetings featuring speakers who are proficient in topics of interest to genealogy,
- to conduct monthly workshops to educate and assist genealogists,
- to maintain a publication exchange program with other societies throughout the nation,
- to offer classes for beginning genealogists,
- to purchase genealogy materials for the Wichita Public Library,
- to publish a quarterly magazine, *The Ark Valley Crossroads*, which goes to Society members throughout the nation, to other societies, and to national repositories,
- to maintain a web page containing materials of interest to our members and those doing Sedgwick County research,
- to supply volunteers for the genealogy section of the Library,
- to be available by appointment to assist local researchers,
- to do research in answer to queries sent from out-of-state residents,
- to organize research trips to major libraries, and
- to support the Wichita Public Library with programming in the area of genealogy and/or local history.

The Society's major project was in November 2005. Dr. George Schweitzer, an internationally known genealogist, came to the Wichita Public Library for an all-day seminar. Other programs held by the Society included a writing workshop co-sponsored by the Midwest Historical and Genealogical Society, quarterly meetings with guest speakers, film programs and outreach programs at community groups and the Shepherd's Center. The Society's bus trip to the Family History Library in Salt Lake City, Utah – the second in two years -- attracted researchers from four states and all over Kansas.

When the Library received 17 boxes of research papers from the Raymond Chandler estate, Society volunteers sorted through the boxes and worked to place them into the vertical file for use by the public. The Society's Special Projects Committee's work also helped Library customers. Their reading of Section I of Highland Cemetery, photographs of grave-markers, and research of families buried there began in 2005 and will be shared via the Society's webpage in 2006.

Library Board Membership

The Library Board is composed of 14 members. As of December 2005, the Board consisted of five males and nine females. Thirteen members are Caucasian, one Hispanic. The Board held 12 meetings in 2005. All were regular meetings.

Officers for 2004-2005

President	Tim Moore
First Vice President	Gerald Layman
Second Vice President	Nancy Ogle
Secretary	Sarah Bagby
Treasurer	Cathy Landwehr

Officers for 2005-2006

President	Tim Moore
First Vice President	Gerald Layman
Second Vice President	Nancy Ogle
Secretary	Susan Estes
Treasurer	Cathy Landwehr

Membership Attendance for 2005 (As of December 2005)

	<u>Present</u>	<u>Absent</u>	<u>Years on Board</u>
Donna Aldrich	10	2	2 yrs. 5 mos.
Sarah Bagby (term expired 6/30/05)	5	1	8 yrs.
Barbara Baker	12	0	4 yrs. 3 mos.
Randy Brown	4	8	4 yrs. 2 mos.
Tom Engelmann (term began 7/1/05)	6	0	6 mos.
Jane Eshelman	7	5	4 yrs. 6 mos.
Susan Estes	11	1	2 yrs. 6 mos.
Matt Goolsby (term expired 6/30/05)	3	4	2 yrs.
Ed Koon	6	0	8 yrs.
Catherine Landwehr	8	4	4 yrs. 6 mos.
Gerald Layman	12	0	7 yrs. 11 mos. ²
Tim Moore	10	2	6 yrs. 6 mos.
Evelyn Neier	10	2	2 yrs. 1 mo.
Nancy Ogle	10	2	4 yrs. 6 mos.
Helen Parli	11	1	4 yrs. 1 mo.
Rodger Woods (term began 7/1/05)	2	0	2 mos. ³
Marge Zakoura-Vaughan (term began 7/1/05)	5	1	6 mos.

² Includes completion of a partial term.

³ Became a voting member of the Board in November 2005

Committees

Finance Committee

2004-2005: Gerald Layman – Chair, Susan Estes and Tim Moore

2005-2006: Gerald Layman – Chair, Susan Estes and Tim Moore

Operations Committee

2004-2005: Nancy Ogle – Chair, Jane Eshelman and Cathy Landwehr

2005-2006: Nancy Ogle – Chair, Cathy Landwehr and Marge Zakoura-Vaughan

Planning and Facilities Committee

2004-2005: Ed Koon – Chair, Donna Aldrich, Barbara Baker and Evelyn Neier

2005-2006: Barbara Baker – Chair, Donna Aldrich, Tom Engelmann and Evelyn Neier

Public Affairs Committee

2004-2005: Matt Goolsby – Chair, Sarah Bagby and Randy Brown

2005-2006: Randy Brown – Chair, Jane Eshelman and Rodger Woods

Foundation Representative

2004-2005: Sarah Bagby

2005-2006: Randy Brown

Friends of the Library Representative

2004-2005: Helen Parli

2005-2006: Helen Parli

Board Finances

The actual expenses incurred by the Library Board of Directors were minimal since members serve without pay. Expenses for staff assistance in the preparation of materials and reports for Board meetings were as follows:

Staff Time

Director of Libraries administrative charges \$9,808.80
(Approximately 20 hours per month @ \$40.87 per hour)

Administrative Aide II \$7,845.12
(Approximately 32 hours per month @ \$20.43 per hour)

Supplies and Postage \$1,600.00

TOTAL **\$19,253.92**

Donations

The Board of Directors, administration, and staff of the Wichita Public Library offer special thanks to each of the following individuals and organizations whose contributions helped to support the Library's collections and community services.

Tax funds finance basic library services. Private donations make books, materials, programs, and technology possible when public funds are not available. Those whose names do not appear on the following pages are invited to join the growing numbers of people who are expressing their appreciation for Wichita Public Library services with financial support.

Monetary Gifts

\$25,000 and above

Leonard and Celia Levand Trust Trustee, Bank of America	Friends of the Wichita Public Library Wichita Public Library Foundation
--	--

\$5,000 to \$9,999

Colonial Dames

\$2,500 to \$4,999

Wichita Community Foundation	Wichita Eye Foundation
------------------------------	------------------------

\$1,000 to \$2,499

American Library Association Don Barry CBS News, Inc.	Reidl Foundation USD 259 Wichita Art Museum
---	---

\$500 to \$999

Susan Brown John and Patricia Fleischman Mr. and Mrs. L. Marnett	John Reiff Steve and Ann Starch
--	------------------------------------

\$100 to \$499

Gail H. and Dora M. Alban Bever Dye Foundation The Boeing Company Joseph Brown Wayne and Anna Byrd Martha Charles Jill Docking Downtown Lions Club Vernon E. Eberhart Kristi Gibson	Cynthia Berner Harris Estate of Maxie Christine Klag Kurtis Productions, LTD Eric J. Larson Royal Neighbors of America Marge Setter Cleda Rambo Smith Keith and Georgia Stevens Washington Chapter, Kansas Society, Sons of the American Revolution
--	--

\$50 to \$99

East Wichita Rotary
Clarice Farmer
First American Title
Homer L. Moore
Carol Nazar

Jane Rachel
Mary Kathleen Regan
Clifford Stone
WSU Foundation

To \$49

Anonymous
Chaucer Estates
Keith Gravel
Dr. R. Avery and W. Hepner
Violet Hurlock

S.F. and R.M. Mayerle
Stanley and Margaret Nelson
Jan Randle
Jerry Rathbone
Billy and Pamela Watkins

Memorial and Tribute Gifts

During 2005, the Wichita Public Library received memorial and tribute gifts recognizing the following individuals. We thank the families and friends who have designated the Library as the recipient of such gifts.

Bernie Alberts

Rotary Club of Wichita, Inc.

Everett Banta

Scott and Kris Banta Steinkritz

Ray Pearce Beech

Arlene Hershorn

Jim Brammer

Frank and Martha Fair

Norman H. Buck

David and Donna Buck

Scott and Joanna Buck

Geraldine H. Cina

Stan Dee

Patricia and Terry Finkbiner

J. A. Greteman

Elizabeth Nemeth

Clarence Poister

Durwood and Maybelle Reinecke

Roberta A. Rickard

Dr. Janis B. Van Buren

Lucille Beyer White

Arthur J. Chavez

Lewis and Bonnie L. Johnson

Gene C. Coombs

Rotary Club of Wichita, Inc.

Grace Cornelius

Mary K. Bird-Guilliams

Julie Curfman

Judy and Hew Goodpasture

Beatriz A. Monasterios de Lleras

Department of Environmental Services,
City of Wichita

Eldon K. Deputy

Eileen Battles

Mary Alice Beck

Evajean Chase

Bob and Bonnie Edwards

Mary Lou Gibbs

Kenneth and Mardy Herbster

Frank and Virginia Hirning

Norman and Doris Hoard family

Kansas Geological Survey

Douglas and Carolyn Pike Lindsey

Elizabeth A. Lindquist

Ella Mae Ludwick

David and Mary Lee Maib

Cindy Mears

Galen and Marcella Mears

John and Diana Pike Palenz

Edna T. Pike

Philip and Patricia Ridenour

Paul and Barbara Shellito

Ross and Charlene Smith

Ruth Wilburn

Susan Wilson

Jerrold Leon Fenwick
Lewis and Bonnie L. Johnson

Phyllis T. Genz
Bonnie L. Johnson

Josephine Goodman
Heather Bruce
Martha Bruce Fair

Cleo Paris Gough
Mark and Joan Russell

Ramon Gutierrez
Martha and Frank Fair

Jennifer De Hatfield-Eaton
Heather Bruce
Martha Bruce Fair

Gerald Hoag
Susan and Bill Nelson

Rick Hoecker
Frank and Martha Fair

Evelyne "Betty" Kramer
Bonnie L. Johnson

Col. Ken Kurtzman
Heather Bruce
Martha Bruce Fair

Anne Z. Martin
Nick and Polly Toombs

John V. Mauk
Kiwanis Club of Wichita, Inc. Downtown

Gerald Winfred McMillin
Rocky and Sandi Stevens Barrese

Cindi K. Mourning
Bonnie L. Johnson

Kenneth W. "Pat" Patterson
Bonnie L. Johnson

Sylvia Louise Pendergrass
Heather Bruce
Martha Bruce Fair

Virginia Porter
Brian and Cynthia Bailey
Betty J. Thomsen, Trust
Susan Keo DeWit
Donald and Susan Popejoy
Mr. and Mrs. Bill F. Powers
Robert C. Strassburg

Violet Mae Razook-Stevens
Rocky and Sandi Stevens Barrese

Isaac Stephen Stang
Kim White

Thomas J. Steven, Sr.
Rocky and Sandi Stevens Barrese

My Hanh Van
Cynthia Berner Harris

Gunter Weihe
Rotary Club of Wichita, Inc.

Wichita Public Library, Circulation Section
Chuck Smith

Wichita Public Library, Collection Development Division
Chuck Smith

Wichita Public Library, Evergreen Branch Library
Roger O. Moen

Dr. Charles "Leroy" Williams
Judy and Hew Goodpasture

Ann Holmes Yarnell
Mr. and Mrs. David K. Holmes
Gwen S. Holmes
Dr. and Mrs. Robert W. Holmes
Elinor W. Jackson
Max and Helen Ferrell Johnston

General Fund Balance Sheet

Receipts

City of Wichita Contribution	\$5,920,866.46	
Fines and Fees	\$320,931.46	
Copy Machine Revenue	\$40,420.96	
Charges for Lost and Damaged Materials	\$39,922.16	
Sale of Commodities	\$14,731.68	
Equipment Rental	\$0.00	
Meeting Room Rental	\$7,798.33	
Evergreen Rental Received from Child Care Association	\$10,860.00	
Reimbursement to Child Care Association ⁴	(\$4,164.82)	
Miscellaneous Receipts	\$190.00	
Total Income		\$6,351,556.23

Expenditures

Employee Salaries (Full-Time Staff)	\$3,266,218.35	
Employee Salaries (Part-Time Staff)	\$451,278.81	
Employee Benefits	\$881,008.43	
Utilities	\$264,074.08	
Telecommunications	\$48,126.10	
Postage and Freight	\$28,508.75	
Meetings and Conferences	\$161.84	
Insurance	\$33,965.00	
Fees for Professional Services	\$38,263.69	
Employee Procurement Expense	\$96.00	
Data Processing Expense	\$341,722.57	
Equipment Charges	\$10,408.68	
Branch Rental Charges	\$61,216.80	
Facility Maintenance and Repair	\$48,137.55	
Printing and Photocopy Charges	\$24,775.85	
Security Monitoring and Guard Services	\$35,212.32	
Cataloging Services	\$37,395.49	
Miscellaneous Contractuals	\$3,541.91	
Supplies (Office, Computer and Library)	\$51,985.43	
Vehicle Fuel, Maintenance and Repair	\$4,919.54	
Miscellaneous Commodities	\$70.20	
Building Repair Parts	\$60.20	
Minor Office Equipment	\$8,778.79	
Library Materials Subtotal	\$692,289.85	
Periodicals	\$78,043.78	
Non-Book Materials	\$51,297.55	
Electronic Format	\$106,374.35	
Books	\$456,574.17	
Capital Outlay (Office Furniture)	\$19,340.00	
Capital Outlay (Equipment)	\$0.00	
Total Expenditures		\$6,351,556.23

⁴ By contractual agreement with the Child Care Association (Wichita Head Start), the Library receives \$905 monthly for the lease of space at the Evergreen Branch Library. If, at year-end, the Library's expenses on CCA's behalf for utilities and maintenance total more than \$10,860, CCA pays the Library the difference. Conversely, the Library refunds CCA the difference if expenses are less than one year's rent. Revenue and refunds all occur within the revenue budget, so all accounting is shown in the revenue section of this report.

Output Measures

Measure	2001	2002	2003	2004	2005
Circulation per capita	5.3	5.4	5.2	5.4	5.5
Program attendance per 1000 population	114.40	131.15	120.86	182.17	217.70
Reference transactions per capita	0.97	0.93	0.89	0.90	0.85
Active customers as a percentage of population	49%	48%	44%	43%	42%
Collection turnover rate	179%	179%	179%	178%	181%

Data

City population ⁵	344,284	344,631	355,126	354,617	353,878
Circulation	1,837,421	1,851,696	1,864,047	1,905,431	1,949,241
New customers registered	18,790	19,134	19,482	17,443	17,143
Active customers ⁶	169,383	165,208	157,872	152,930	147,259
Collection size	1,025,710	1,033,400	1,044,171	1,073,030	1,077,902
Reference transactions	334,320	320,818	315,205	320,698	302,418
Program attendance	39,385	45,197	42,921	64,602	77,038

⁵ City Population: The population counts are the official numbers certified by the State of Kansas.

⁶ Active customers are those who possessed a valid library card, as defined by expiration date, anytime in 2005.

Customer Registration

	New Registrations	<u>Customer Residency</u>				<u>Customer Type</u>	
		City Residents	Sedgwick County	State of Kansas	Out of State	Adult	Minor
Central Library							
Central Total	8,151	6,540	678	609	324	6,611	1,540
Regional/District Branches							
Evergreen	1,296	1,247	27	17	5	818	478
Ford Rockwell	1,635	1,500	37	77	21	946	689
Lionel Alford	1,885	1,626	190	58	11	702	1,183
Westlink	2,279	1,871	319	70	19	1,287	992
District Total	7,095	6,244	573	222	56	3,753	3,342
Neighborhood Branches							
Comotara	541	474	27	31	9	408	133
Linwood	423	410	5	7	1	294	129
Maya Angelou Northeast	741	717	10	11	3	468	273
Orchard	192	183	3	6	0	123	69
Neighborhood Total	1,897	1,784	45	55	13	1,293	604
Partnerships							
Planeview Community Library ⁷	0	0	0	0	0	0	0
Partnerships Total	0	0	0	0	0	0	0
System Total	17,143	14,568	1,296	886	393	11,657	5,486
Percent of Total	100.00%	84.98%	7.56%	5.17%	2.29%	68.00%	32.00%

Total New Customer Registrations in 2005 17,143

Total Active Customers ⁸ 147,259

⁷ Customers are registered with and counted by USD 259, not the Wichita Public Library.

⁸ Active customers are those who possessed a valid library card, as defined by expiration date, anytime in 2005.

Materials Circulation

	Circulation 2005	Circulation 2004	Difference	% of Total Circulation
Central				
Art, Music and Video	199,162	193,024	6,138	10.22%
Business and Technology	31,915	34,264	(2,349)	1.64%
Children's Center	119,911	123,009	(3,098)	6.15%
General Collections ⁹	128,338	138,673	(10,335)	6.58%
Popular Library	76,356	75,688	668	3.92%
Talking Books	53,347	57,495	(4,148)	2.74%
Central Total	609,029	622,153	(13,124)	31.24%
Regional/District Branches				
Evergreen	142,487	142,386	101	7.31%
Ford Rockwell	307,043	287,510	19,533	15.75%
Lionel Alford	254,048	241,398	12,650	13.03%
Westlink	428,534	415,751	12,783	21.98%
District Total	1,132,112	1,087,045	45,067	58.08%
Neighborhood Branches				
Comotara	81,278	74,005	7,273	4.17%
Linwood	61,975	60,982	993	3.18%
Maya Angelou Northeast	32,029	31,510	519	1.64%
Orchard	28,247	24,327	3,920	1.45%
Neighborhood Total	203,529	190,824	12,705	10.44%
Partnerships				
Planeview Community Library	4,571	5,413	(842)	0.23%
Partnerships Total	4,571	5,413	(842)	0.23%
System Total	1,949,241	1,905,435	43,806	100.00%

⁹ General Collections includes local history and special collections (genealogy and Kansas reference).

Library Holdings by Branch

	Holdings Entered in Dynix ¹⁰	Est. Holdings Not in Dynix	Total Holdings	Turnover Rate
Central				
Art, Music and Video	75,761	9,120	84,881	234.68%
Business and Technology	100,878	17,975	118,853	26.85%
Children's Center	59,877	254	60,131	199.42%
General Collections ¹¹	206,907	115,649	322,556	39.78%
Popular Library	56,391	0	56,391	135.40%
Talking Books	0	26,307	26,307	202.79%
Central Total	499,814	169,305	669,119	91.02%
Regional/District Branches				
Evergreen	51,593	0	51,593	276.18%
Ford Rockwell	79,346	0	79,346	386.97%
Lionel Alford	77,956	0	77,956	325.89%
Westlink	87,522	0	87,522	489.63%
District Total	296,417	0	296,417	381.93%
Neighborhood Branches				
Comotara	13,615	0	13,615	596.97%
Linwood	32,370	0	32,370	191.46%
Maya Angelou Northeast	33,886	0	33,886	94.52%
Orchard	21,624	0	21,624	130.63%
Neighborhood Total	101,495	0	101,495	200.53%
Partnerships				
Planeview Community Library	10,871	0	10,871	42.05%
Total Partnerships	10,871	0	10,871	42.05%
System Total	908,597	169,305	1,077,902	180.84%

¹⁰ This report excludes the 1,188 Dynix holdings designated 'Pamphlet': these are envelopes used for circulation of non-catalogued vertical file materials.

¹¹ General Collections includes local history and special collections (genealogy and Kansas reference).

System-Wide Holdings By Media Type

	Holdings Entered in Dynix ¹²	Est. Holdings Not in Dynix	Total Library Holdings	Circulation in 2005	Turnover Rate
Print Media					
Books					
Books (all types)	657,596	2,000	659,596	1,270,291	192.59%
Telephone Directories	0	252	252	0	0.00%
Motor Manuals	5,564	100	5,664	5,024	88.70%
Music Scores	521	0	521	401	76.97%
Books Subtotal	663,681	2,352	666,033	1,275,716	191.54%
Periodicals	115,531	28,280	143,811	19,092	13.28%
Unbound Materials					
Pamphlets	0	27,583	27,583	847	3.07%
Photographs	5,029	3,737	8,766	0	0.00%
Maps	5,109	1,224	6,333	275	4.34%
Schematics	43,885	0	43,885	617	1.41%
Annual Reports	0	300	300	0	0.00%
Government Documents	0	325	325	0	0.00%
Research Folders	0	500	500	0	0.00%
Clippings	0	15,175	15,175	0	0.00%
Pamphlets Subtotal	54,023	48,844	102,867	1,739	1.69%
Non Print Media					
Audiovisuals					
Audio Cassette, Spoken	12,624	0	12,624	73,443	581.77%
Audio Cassette, Music	1,413	0	1,413	964	68.22%
Compact Disc, Spoken	2,315	0	2,315	23,557	1017.58%
Compact Disc, Music	26,754	0	26,754	114,542	428.13%
Talking Books (B&PH)	0	24,583	24,583	53,347	217.01%
Video Cassettes	22,095	0	22,095	216,187	978.44%
DVDs (Videodiscs)	7,896	0	7,896	165,401	2094.74%
Art Prints	329	0	329	1,221	371.12%
Books & More Boxes	68	0	68	411	604.41%
Audiovisuals Subtotal	73,494	24,583	98,077	649,073	661.80%
Microforms					
Microfilm Reels	424	8,962	9,386	0	0.00%
Microfiche Cards	0	10,040	10,040	0	0.00%
Micro Cards	0	2,500	2,500	0	0.00%
Aperture Cards	0	41,900	41,900	0	0.00%
Microforms Subtotal	424	63,402	63,826	0	0.00%
Other Media					
CD-Roms (Software)	1,367	0	1,367	3,602	263.50%
Talking Books Players	0	1,724	1,724	0	0.00%
Miscellaneous Media	77	120	197	19	9.64%
Other Media Subtotal	1,444	1,844	3,288	3,621	110.13%
Library System Total	908,597	169,305	1,077,902	1,949,241	180.84%

¹² Holdings and circulation data include 49 books belonging to USD 259 and 1,165 McNaughtons (rental items) Excluded are the 865 items at the Drug/Alcohol Abuse Prevention Center. Also excluded are 1,188 Dynix holdings designated 'Pamphlet': these are envelopes used to circulate non-catalogued vertical file materials.

Technical Services

Cataloging Activity

Unique Titles Added		24,370
Cataloged Items Added		68,947
Items Received Cataloged and Processed	37,996	
New Magazine Issues	21,095	
Memorial Volumes Added	627	
Gifts and Special Donation Volumes Added	9,229	
Uncataloged Items Added		3,369

Processing Activity

Items Withdrawn		63,569
Cataloged Items Withdrawn	56,974	
Uncataloged Items Withdrawn	6,595	
Catalogued Volumes Transferred Between Library Locations		2,889
Volumes Sent to Bindery		672
Volumes Mended In-House (Technical Services Section Only)		365

Acquisitions Activity

Volumes Ordered		34,791
-----------------	--	--------

Reference Transactions

	2005 Number of Reference Transactions	2005 Number Completed (fill rate)	2004 Number of Reference Transactions	Difference in Number of Reference Transactions
Central Library				
Art, Music and Video	33,282	98.28%	36,034	(2,752)
Business and Technology	53,546	98.96%	57,381	(3,835)
Children's Center	9,765	96.73%	10,656	(891)
Genealogy and Local History	11,199	96.00%	12,745	(1,546)
General Reference ¹³	38,222	94.77%	47,014	(8,792)
Talking Books	75,289	100.00%	74,097	1,192
Central Total	221,303	98.24%	237,927	(16,624)
Regional/District Branches				
Evergreen	7,892	83.07%	7,609	283
Ford Rockwell	23,023	88.22%	22,899	124
Lionel Alford	10,838	92.18%	11,838	(1,000)
Westlink	17,348	92.36%	21,582	(4,234)
District Total	59,101	78.38%	63,928	(4,827)
Neighborhood Branches				
Comotara	7,290	75.67%	5,797	1,493
Linwood	5,194	90.26%	5,341	(147)
Maya Angelou Northeast	5,112	90.14%	4,368	744
Orchard	4,418	70.51%	3,337	1,081
Neighborhood Total	22,014	81.43%	18,843	3,171
Partnerships				
Planeview	0	N/A	0	0
Partnerships Total	0	N/A	0	0
System Total	302,418	93.14%	320,698	(18,280)

¹³ Includes Information Desk statistics, previously listed as a separate line.

Electronic Information Services

	2005 Total Usage	2004 Total Usage	% Change From 2004
Electronic Database Searches Conducted			
Heritage Quest ¹⁴	4,315	1,826 ¹⁴	136.3%
InfoTrac ^{15, 16}	2,376	N/A	N/A
LearnATest	699	705	-0.9%
NewsBank ¹⁷	2,740	3,354	-18.3%
NoveList ^{14, 16}	5,537	3,362	64.7%
Reference USA ^{14, 16}	20,393	19,121	6.7%
OCLC First Search Databases ¹⁴	2,630	2,083	26.3%
Opposing Viewpoints ^{16, 18}	33	N/A	N/A
ProQuest ¹⁴	N/A	N/A	N/A
SIRS Discoverer ¹⁴	186	87	113.8%
World Book ¹⁴	34	59	-42.4%
Total Electronic Searches Conducted	38,943	30,597	27.3%
Horizon Information Portal			
Number of patron logins	150,244	103,740	44.8%
BookLetters ¹⁷			
Number of active subscriptions at year's end	1,820	N/A	N/A
Website ¹⁹			
Number of visits	370,904	N/A	N/A
Number of pages	783,482	N/A	N/A
Public Access Computing			
Number of customer sessions	147,065	143,206	2.7%
Number of computer copies made	223,692	205,985	8.6%
Technology Training Center			
Number of Classes Taught	44	42	4.8%
Class Attendance	325	329	-1.2%

¹⁴ Usage reports began in June 2004.

¹⁵ Resource is available with the free Kansas Library Card. This usage only reflects access from Wichita Public Library workstations and does not include remote usage by Wichita Public Library customers.

¹⁶ Data collection for this existing service began in 2005.

¹⁷ Resource is only available from Library workstations.

¹⁸ Because this new service was added in 2005, no comparative data from 2004 is available.

¹⁹ Starting in 2005, the number of visits to the library web pages became available. At the same time, the Library gained the ability to record the number of pages accessed each month. Comparative data for 2004 is not available.

Other Library Services

	2005	2004	Change	% Change
Customers using Equipment				
Computer and Internet Use				
Central	69,471	67,523	1,948	2.88%
Regional/District Branches	59,877	59,497	380	0.64%
Neighborhood Branches	17,717	16,186	1,531	9.46%
Total	147,065	143,206	3,859	2.69%
Copies Made by Customers				
Photocopies				
Central	74,417	79,748	(5,331)	-6.68%
Regional/District Branches	24,834	23,718	1,116	4.71%
Neighborhood Branches	3,132	2,443	689	28.20%
Total	102,383	105,909	(3,526)	-3.33%
Computer Copies				
Central	93,504	85,890	7,614	8.86%
Regional/District Branches	101,367	95,801	5,566	5.81%
Neighborhood Branches	28,821	24,294	4,527	18.63%
Total	223,692	205,985	17,707	8.60%
Interlibrary Loan Activity				
Items requested by other libraries	17,198	17,676	(478)	-2.70%
Items supplied by Wichita Public Library	6,960	6,294	666	10.58%
Items requested by Wichita Public Library	4,029	3,894	135	3.47%
Items supplied to Wichita Public Library	2,381	2,181	200	9.17%
Microform Use				
Genealogy microforms used	16,493	18,110	(1,617)	-8.93%
Business and Technology microforms used	8,346	13,778	(5,432)	-39.43%
Copies made from microforms	16,493	18,110	(1,617)	-8.93%
Other Services				
Central Gate Count ²⁰	418,138	430,513	(12,375)	-2.87%
Alford Gate Count	253,860	257,725	(3,865)	-1.50%
Evergreen Gate Count	213,728	223,617	(9,889)	-4.42%

²⁰ A hardware malfunction resulted in an undercount for September through November 2004 and intermittently in 2005.

Programming Services

	2005	2004	Change	% Change
Adult Programs				
Number Presented				
Central	133	124	9	7.26%
Regional/District Branches	155	143	12	8.39%
Neighborhood Branches	24	25	(1)	-4.00%
Total	312	292	20	6.85%
Attendance				
Central	5,184	3,835	1,349	35.18%
Regional/District Branches	2,755	2,577	178	6.91%
Neighborhood Branches	370	352	18	5.11%
Total	8,309	6,764	1,545	22.84%
Juvenile Programs				
Number Presented				
Central	535	472	63	13.35%
Regional/District Branches	636	675	(39)	-5.78%
Neighborhood Branches	94	77	17	22.08%
Total	1,265	1,224	41	3.35%
Attendance				
Central	36,416	21,540	14,876	69.06%
Regional/District Branches	29,100	32,341	(3,241)	-10.02%
Neighborhood Branches	3,213	3,957	(744)	-18.80%
Total	68,729	57,838	10,891	18.83%
Meeting Room Use				
Number Booked				
Central	251	274	(23)	-8.39%
Regional/District Branches	331	280	51	18.21%
Neighborhood Branches	20	4	16	400.00%
Total	602	558	44	7.89%
Attendance				
Central	5,287	4,745	542	11.42%
Regional/District Branches	8,826	7,195	1,631	22.67%
Neighborhood Branches	195	8	187	2337.50%
Total	14,308	11,948	2,360	19.75%

Appendix I
Wichita Public Library Department Goals 2005

- I. Provide equitable access to information by systematically developing and maintaining library facilities and points of service.**
- a. Complete the update of the strategic plan for library facilities
 - i. Expanded from a board and staff project to a master planning initiative including citizen focus groups and surveys – completion projected for 1Q 2006
 - b. Improve signage at library facilities
 - i. New hours and code of conduct signage designed for all facilities but still in quote process with local vendor
 - ii. Initial review of needed signage changes for Westlink and Comotara completed
 - c. Improve customer accessibility at public service desks
 - i. No projects identified or completed
 - d. Produce statistical report of performance measurement target data
 - i. Measures developed and benchmarked; electronic resources report implemented 11/05
 - e. Utilize proactive maintenance practices to maintain physical facilities
 - i. Work order tracking methods improved
 - ii. All branches are toured quarterly to identify and report maintenance problems
 - f. Migrate to Horizon
 - i. Project incorporated into 2006 general fund budget
 - ii. Migration postponed for release 8.01 during 3Q 2006 with plans for workstation timing/print management and self-check 1Q/2Q 2006
 - iii. Materials and patron database cleanup projects underway
 - iv. Process for doing authority control of materials database developed
- II. Strengthen human resources by adding and continuing to develop knowledgeable staff and providing them with the tools, materials and administrative support necessary to accomplish the Library's mission.**
- a. Continue staff competency projects related to customer service, circulation, reference and technology skills
 - i. WENTK newsletter used for customer-friendly suggestions to improve staff knowledge/customer service and for employee self-assessments to improve knowledge of core PC/Dynix/policy competencies
 - ii. Developed method to provide supervisors with specific feedback on new employee competencies after initial Dynix training
 - iii. 12 employees completed five module customer service training series.
 - iv. Seven staff training sessions were provided to staff on print resources as well as 11 annotated bibliographies of print materials.
 - v. "Handling Difficult Patrons" training was provided to staff.
 - b. Present an in-service day for all staff
 - i. Completed on observed Columbus Day
 - c. Implement activities to enhance employee job satisfaction
 - i. Summer picnic, Gylden Gutt award program, Holiday tea, craft fair, enhanced employee anniversary recognition system, and employee communication survey among activities accomplished
- III. Develop and enhance collections designed to meet the needs of the community.**

- a. Develop plan to achieve state standard for materials collection
 - i. Plan completed with implementation to begin in 2006
 - b. Target projects to develop media collections
 - i. \$97,500 spent on spoken books and DVDs
 - ii. Standing order for BBC items created
 - c. Target projects to develop print and electronic reference collections
 - i. *Opposing Viewpoints* and *Ancestry.com* added to service mix
 - ii. *ReferenceUSA* access expanded to all library locations
 - iii. Globes added to two branch locations
 - iv. Branch reference collections expanded
 - v. Auto manual collection weeded; grant for enhancement obtained
 - vi. Funding specific to juvenile print reference collections identified
 - vii. Special cataloging project for 150 maps completed
 - viii. Plan to update the Central Library periodicals holdings backfiles prepared
 - d. Target projects to replace lost and worn core children's titles
 - i. \$2500 to purchase new copies of Harry Potter series, similar project now underway for Narnia series
 - ii. 75 Copies of *No Matter What* purchased to supplement the One Book state program
 - iii. \$8800 in special funding designated to replace beginning to read and fiction titles, classic juvenile titles on compact disc and Share-a-Story items for outreach
 - e. Find ways to streamline processing and cataloging of new materials
 - i. CD lids sent to branches to repair items faster
 - ii. Procedures changes implemented to handle peeling item barcodes
 - iii. Labels standardized where possible and left for further development through Horizon migration and Brodart CBS.
 - iv. Default changed from all reference paperbound items being covered to only those specifically requested by reference managers with subsequent savings on crystal shields.
 - v. Catalog entries updated to carry series names and volume numbers.
 - vi. Single flyers within DVD cases that do not add valuable information removed to reduce charges for lost booklets and print pieces.
 - vii. Processes for accepting and processing gift videos revised to eliminate backlogs
 - viii. Processing of damaged audio materials procedures revised to include resurfacing of compact disks and centralized replacement.
 - ix. Work continues with Brodart to test and begin implementation of Compleat Book Serv shelf ready materials (vendor cataloged and processed before shipping to library)
 - x. Cataloging and processing staff cross-trained to maximize flow of newly acquired materials
- IV. Deliver high quality information and reference services that meet the needs of customers.**
- a. Expand reference training
 - i. 12 sessions on the use of reference tools and seven sessions focusing on reader's advisory skills were presented for staff and volunteers
 - b. Expand and better manage electronic resources
 - i. *ReferenceUSA* expanded to all locations
 - ii. *Ancestry.com* and *Opposing Viewpoints* added to subscription list
 - iii. Electronic use report created to begin benchmarking use

- c. Reassess public PC processes
 - i. PIN information added to new borrower's guide
 - ii. Thumb drive access on PCs established
 - iii. Parental restrictions form including PC access revised
 - d. Implement electronic resources training
 - i. 44 TTC classes attended by 325 students
 - e. Make more use of cross-scheduling of staff
 - i. Cross-scheduling of three managers within Customer Services Division and two non-supervisory employees within Reference Services Division accomplished
- V. Promote the Library's presence in the community by actively marketing library materials and services.**
- a. Create more attractive display areas
 - i. New public information area in Central Library established
 - ii. All Sections and Branches had monthly displays for the public
 - b. Implement a dynamic exhibit and program schedule
 - i. 312 adult programs were attended by 8,309 individuals
 - ii. 1,265 children's and teen programs were attended by 68,729 individuals
 - c. Conduct a community survey about the library
 - i. Focus groups/phone survey completed through master planning process
 - ii. Summer reading evaluation created through Levand grant
 - d. Collaborate with other agencies for programming and service delivery
 - i. 79 schools, 43 head starts/even starts/daycares/preschools, nine youth organizations, six churches, seven senior citizen centers/organizations, five neighborhood associations, five civic organizations, four City sponsored neighborhood/district fairs, three adult literacy training organizations, and two residential detention facilities received programming/outreach services
 - ii. 68 agencies or homebound individuals received library materials on loan through outreach service during the year
 - e. Collect market research in preparation for a marketing re-awareness campaign
 - i. Focus groups/phone survey completed through master planning process
 - ii. Summer reading evaluation created through Levand grant
 - f. Make use of more interactive web pages
 - i. Website redesigned
 - ii. *BookLetters* implemented and expanded to include staff created newsletters
 - iii. Calendaring features enhanced
 - g. Do more marketing of library services and resources
 - i. Weekly library segment established on KCTU's *Your Hour*
 - ii. Promotional spot about library facilities and services developed for use on Channel 7
 - iii. Promotional announcement boards added to several library locations
 - iv. Monthly press releases of events distributed to more than 75 media outlets and neighborhood associations
 - v. *BookLetters* used to create weekly email newsletters of events throughout the library system or specific to individual branch locations
 - vi. Fall programs promoted through all district advisory boards
 - h. Inventory, upgrade and/or replace library AV equipment used for programs and meeting room rentals
 - i. Sound system in Central Library auditorium upgraded

Appendix II

Vision Partner 2005 Activity Report

Both the Wichita Public Library and the Friends of the Wichita Public Library are Vision Partners and have adopted the following strategies.

Strategy Adopted: II.E.3. (Education): Develop and support a network of public library locations that ensures the most effective use of resources in the future while also providing residents with convenient access to library services. Encourage libraries to find ways to serve as community and cultural centers for residents of all ages by being friendly, extending service hours, coordinating programs, teaching research skills, offering current technology for those without, providing family resources for reading readiness, and developing material collections that meet the interests and needs of the community.

2005 Highlights

- Initiated an update to the Library's strategic plan for library facilities
- Increased use of materials by 2.3%
- Had record-breaking participation in the Summer Reading Club and Teens Read programs
- Developed a materials acquisition budget that surpassed \$1,000,000 for the first time in any single year
- Received a \$54,000 grant from the Bill and Melinda Gates Foundation to sustain public access computing through 2008
- When compared to the 2005 revised general fund budget, generated more than \$35,451,650 in "value" to citizens through their use of services in lieu of purchasing elsewhere: a return of \$5.38 for every \$1.00 of local tax support.

Strategies Adopted: III.E.1. (Quality of Life): Embrace our youth and recognize their potential value to the community they decide to live in. Inject an element of fun in all youth programs that results from a youth entrepreneurial outlook. Ensure that our youth, including the best educated, have an opportunity and desire to stay in the Wichita MSA. Have an active community volunteer service program for youth participation that provides opportunities for young people to explore needs in the Wichita MSA and meets their interests and talents. Allow youth to have greater ownership in the future of the Wichita MSA by encouraging them to regularly meet with community leaders. Encourage older children to serve as mentors to younger children.

III.F.5. (Quality of Life): Find ways to get young people more involved in the community.

2005 Highlights

- Provided more than 150 youth volunteer opportunities during the summer

Strategies Adopted: III.G.1. (Quality of Life) Understand, celebrate and embrace all cultures and racial diversity and make it evident in everything we do. Encourage interaction among all people and break down barriers. A) Create thriving neighborhoods that are both ethnically and racially diverse. B) Reduce the earnings gap between minorities and non-minorities. C) Increase graduation rates. D) Close achievement gap.

2005 Highlights

- Presented a broad schedule of cultural diversity events, including
 - An African-American history program series featuring Linda Gorham
 - The Hispanic Heritage celebration featuring Carrie Sue Ayvar
 - An Embracing Asia series featuring several local community leaders
 - The Anne Frank traveling exhibit and related programs, including a presentation by Holocaust survivor and children's author Marian Blumenthal Lazan.

Strategy Adopted: III.H.7. (Quality of Life): Ensure accessibility and inclusion for the disabled and address their needs.

2005 Highlights

- Maintained successful operation of a Subregional Library for the Blind and Physically Handicapped that delivers library services to qualifying individuals throughout Sedgwick County
- Expanded homebound deliveries to individuals and bulk loans to residential facilities serving individuals without the physical ability to visit library facilities

Strategy Adopted: V.B.1. (Infrastructure): Make downtown a vibrant community and a destination point for our residents, visitors and businesses. Develop downtown to attract and retain singles and young educated people, giving them the desire to reside in the Wichita MSA. Provide more restaurants, attractions and other people amenities (housing, grocery stores, drugstores, medical, etc).

2005 Highlights

- The Central Library gate count for 2005 exceeded 418,000.

Strategy Adopted: V.D.2. (Infrastructure): Identify neighborhoods and establish neighborhood centers for individual or groups of neighborhoods. These centers will have meeting places proportional to the size of the neighborhood or community. A center could be a part of or adjacent to a school, recreational facility, EMS or public safety station or church. The center could include retail and commercial offices. Connect the centers with trails, bikeways and sidewalks. Retrofit over time for existing development and encourage for new development.

2005 Highlights

- Every branch library experienced increases in materials circulation in 2005 as compared to the previous year.

Strategy Adopted: VI.K. (Private Sector Leadership): Create a grant writing training and assistance network that ensures open accessibility and a dramatic increase in number of grant applications and approvals.

2005 Highlights

- The Library maintained its affiliation with the Foundation Center as a cooperating collection site and one of only two in Kansas offering access to *The Foundation Directory Online*.

Your Return on Investment: A Quick Breakdown

Service		Value	
Book circulation	1,372,716	\$27,454,320	Value is based on an average book price of \$20. From paperback novels to expensive reference texts, your library has it all!
Video circulation	216,187	\$432,374	A video rental averages about \$2; your Library offers a wide selection of films.
DVD circulation	165,401	\$496,203	As DVDs grow in popularity, so does the Library's collection. A rental at a store averages \$3.
Music CD circulation	114,542	\$1,718,130	A new music CD costs approximately \$15 to purchase.
PC uses	147,065	\$1,764,780	At most Library locations, you are guaranteed one hour of computer use. PC and Internet access at Kinko's costs users \$0.20 per minute.
Magazine circulation	19,092	\$76,368	The average retail cost of popular magazines is \$4.00.
Reference questions answered	302,418	\$3,024,180	You could pay anywhere from \$2.50 to \$200.00 per question for reference service from Google Answers.
Program attendance	77,038	\$423,709	An afternoon at the movies is about \$5.50 for one person.

Value for these resources and services alone -- \$35,390,064

**Compare to \$6,587,030 – 2005 Revised Library General Fund Budget
(City of Wichita contribution - your tax dollars)**

The Wichita Public Library creates more than \$5.37 in value per \$1 in City funding.

Wichita Public Library System

Central Library

Director of Libraries: Cynthia Berner Harris
223 S. Main · 261-8500

Lionel Alford Regional Branch Library

Branch Manager: Racine Zackula
3447 S. Meridian · 337-9119

District Branch Libraries

Evergreen

Branch Manager: Jaime Prothro
2601 N. Arkansas · 303-8181

Ford Rockwell

Branch Manager: Julie Nash
5939 E. 9th · 688-9361

Westlink

Branch Manager: Jane Dean
8515 Bekemeyer · 337-9456

Neighborhood Branch Libraries

Maya Angelou Northeast

Branch Managers: Jean Pouncil-Burton (January - May)
Dollie Washington (June - December)
3051 E. 21st St. · 688-9580

Comotara

Branch Manager: Deb Simpson
2244 N. Rock Rd. · 688-9350

Linwood

Branch Manager: Judy Young
1901 S. Kansas · 337-9125

Orchard Park

Branch Manager: Zetta Maxwell
4808 W. 9th St. · 337-9084

Planeview Community Library

Operated by Colvin Elementary School
2820 S. Roosevelt · 973-7609