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Karen Mitchell

Outreach Services Staff

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Pamela Klopfenstein, Trustee

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aision

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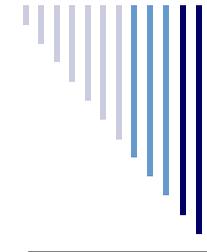
Wallace R. Dean

Emma D. Fortier

Jody & Daniella Medford

Martha V. Wallet

Waterford Library Staff



Waterford Township Public Library

Annual Report 2011



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From the Director

The continuing reduction in revenues generated by our operating millage required reducing Library staff by an additional 24% this year. The reduction in staff required a reduction in service hours. In December Friday hours were eliminated. The impact of these reductions and the effect on access to library services are detailed in the charts included in the following charts.

	2007	2011	% Change
Total Rev.	\$ 2,681,999	\$2,220,108	-17.2
Millage Rev.	\$ 2,370,747	\$2,050,603	-13.5
Service Hours	5,928	3,052	-48.5
Staff Hours	66,144	45,968	-30.5

Public Internet access continues to be important to patrons who no longer have access at home and have lost jobs. Assisting with applications for unemployment benefits, job searches, and inquiries about educational retraining opportunities were just a part of the Library's contribution to our community's economic recovery.

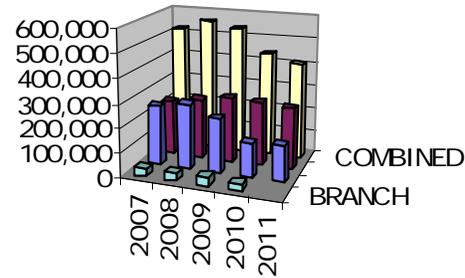
Traditional programs were popular no-cost options for the community. Preschool storytimes and summer reading programs for all ages, book discussion groups, and workshop series like Genealogy U were among the offerings. Collaborative programs like the statewide Park & Read and Macy-sponsored Museum Adventure Pass were also heavily used.

The Waterford School District implemented the textbook tracking project using the library circulation system at 2 more schools for the 2011-2012 school year. It was a huge undertaking but preliminary results promise a successful outcome.

Our highly credentialed staff have taken on additional tasks. They continue to find creative solutions to maintaining current levels of service. They, along with well-developed collections and well-maintained public access workstations, are the sturdy foundations for library services in these challenging times.

On the horizon: the Library's operating millage expires in August 2012 and will be renewable at that time.

LIBRARY VISITS



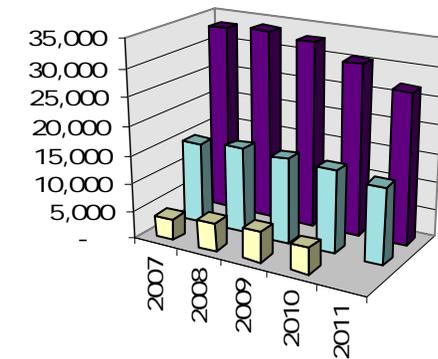
	2007	2008	2009	2010	2011
BRANCH	34,363	35,416	37,040	27,930	
WEB	252,019	272,215	227,856	144,139	148,731
MAIN	230,090	252,549	271,598	269,212	259,155
COMBINED	516,472	560,180	536,494	441,281	407,886

2007:2011

Walk-in Visits: +3%

Circulation of materials (checkouts): -6%

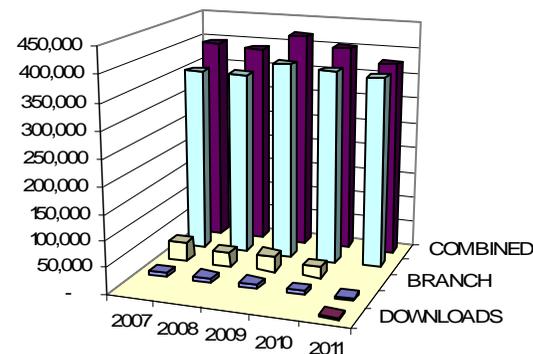
REFERENCE REQUESTS



	2007	2008	2009	2010	2011
BRANCH	3,898	4,905	5,385	4,614	
CHILDREN'S	14,622	15,329	15,081	14,810	13,546
ADULTS'	33,292	33,877	32,927	30,446	26,919

Reference Services: -16%

CIRCULATION



	2007	2008	2009	2010	2011
DOWNLOADS					4,231
OUTREACH	6,411	7,782	7,405	6,110	5,165
BRANCH	34,750	27,088	31,664	22,583	
MAIN	354,743	353,996	380,620	372,329	366,837
COMBINED	395,904	388,866	419,689	401,022	376,233

LIBRARY REVENUES 2011

