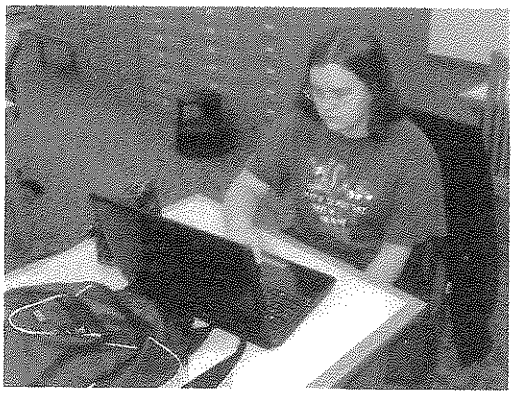
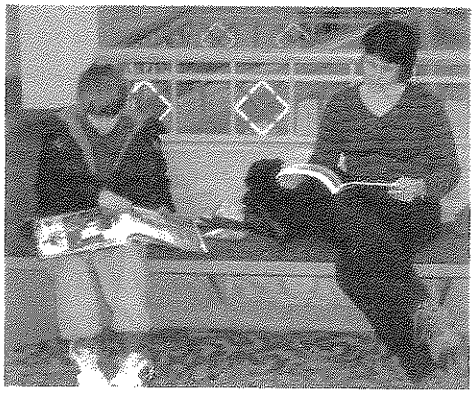
faces of the Winnebago County Libraries





2010 Highlights

faces of Oshkosh Public Library

Oshkosh Public Library continues to be a vital community resource with collections, programs and services that address traditional and emerging demand for learning, leisure and cultural enrichment.

Collections/Resources

The demand for downloadable books and other media exploded at the end of 2010, fueled in part by the popularity of e-readers and other multiple use mobile devices such as the iPad. Oshkosh Public Library significantly expanded its selection of popular audio books with the addition of Recorded Books, a popular publisher of downloadable audio books. OPL is providing hands-on training for staff so that they can assist customers who want to download library e-books to their personal e-readers and other mobile devices.

Library users can take a computer class or learn a language with new online resources at www.oshkoshpubliclibrary.org. **Learning Express Library** now offers computer tutorials for numerous popular software programs, in addition to skill-building courses and testing preparation for school and careers. **Mango Languages** is an online language learning system that teaches real conversation skills for practical communication.

OPL added Weddings to our featured collections, which bring together similarly-themed books and other resources from throughout the library into one easy-to-browse collection. The Weddings collection joins the Money Smart and Green Living featured collections.

The library started a video games collection, with 300 copies of popular games for Wii, Xbox 360 and Xbox 360/Kinect systems.

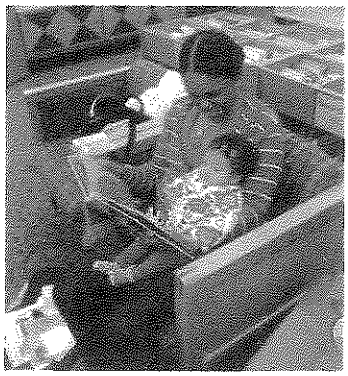
Technology

OPL installed 28 new public Internet computers in spring 2010, offering customers faster, more up-to-date access on all floors of the library. Additional computers, printers and related equipment will be installed by the end of 2011, some of it in a computer lab for staff training and public programs. The computers were purchased through an *Opportunity Online* grant from the Bill and Melinda Gates Foundation. Community members log on to OPL computers more than 65,000 times each year to complete online job applications, check e-mail, bank and pay bills online, connect with friends and family or tap into the Internet world of news, events and information.

OPL launched its mobile web site, making it easier for customers to search the catalog, access their library account, download books and other media and check hours from a mobile device. Visit the library's website from a mobile device at http://m.oshkoshpubliclibrary.org/.

The library is connecting with the public via Facebook, Twitter, YouTube and Flickr. Information about resources, events, programs and services is sent out regularly and customers use social media to contact OPL with questions and comments about library services. The library also is using Quick Response (QR) Codes on print materials to make it easier for library customers to download information about the library directly to their mobile devices.

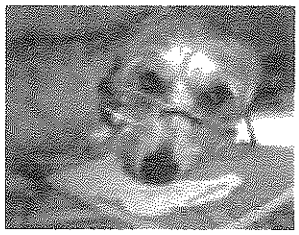
Community partnerships



The library engages in numerous partnerships that support learning, promote self-sufficiency and offer cultural enrichment throughout the Oshkosh community:

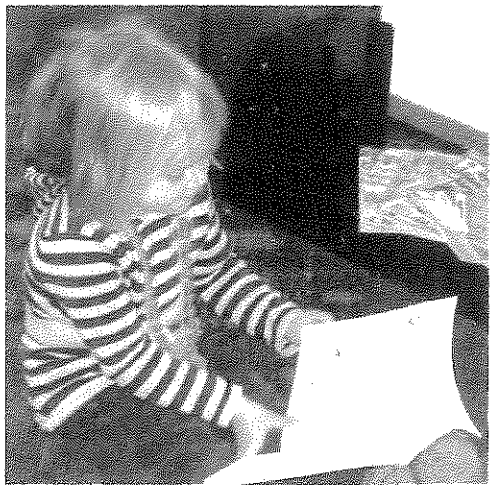
- OPL assisted with research, conducted reading-based activities and hosted the finale of a public event based on the Sherlock Holmes event at the Oshkosh Public Museum.
- More than 465 people attended 2010 Money Smart Week programs at the library.
- OPL is involved in a study with the United Way and University of Wisconsin-Oshkosh to measure the impact of the Imagination Library program.
- The library was a key participant in a communitywide civility initiative coordinated by the University of Wisconsin-Oshkosh.
- As part of the Early Learning Collaboration Council of Oshkosh, OPL assisted in planning a summit to highlight the importance of community investment in early learning.

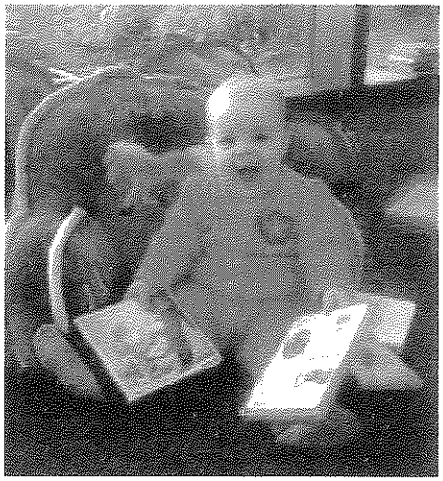
faces of Neenab Public Library



- Average customers per day using the library: 888.
- Total checkout was 917,496 - up 3% over 2009's record pace; checkout to Winnebago County township residents: 276,986.
- The largest percentage checkout increase (+52% for adult; +74% for youth) was in digital audio-books.
- New programming: Tech Talk Tuesdays (new technologies such as e-readers, online photo sites, computer search skills).
- Reference questions answered: 99,408.
- Volunteer hours worked: 4,016. Volunteers shelve 55% of incoming library materials.
- Library program attendance: adult - 3,974, young adult – 1,071, youth – 13,154.
- Extremely popular ongoing youth program: Kids Reading to Therapy Dogs.
- Reading groups: We continue to sponsor several different book groups for adults, for adults with children, for girls, and for boys. Some of the groups also have a blog on our web site.
- Helping out our community: We have two separate weeks during the year when we accept food donations in lieu of fine payments. For each week, we donate 70+ boxes of food to our local food pantry.
- Cooperating to help: We solicit donations of new children's books each year to be given to children in need in cooperation with the Boys' & Girls' Brigade Christmas Giving program. In 2010 we collected 648 books for distribution to young children.

faces of Menasha Public Library





Use of library materials: For the 3rd year in a row, more than a half million items were checked out of the library. Along with Oshkosh and Neenah, Menasha ranks among the 25th busiest public libraries in the state.

Library programs. More than 20,000 people attended 269 programs for children, teens, and adults. Program attendance has increased nearly 100% since 2007.

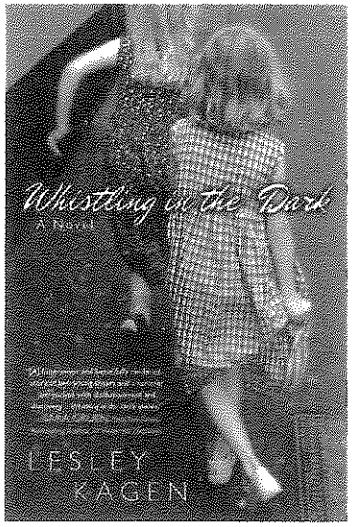
Reading programs. 288 children accepted an invitation to participate in the library's Winter Reading Program, *Chill Out and Read.* More than 1000 children participated in the "Make a Splash" Summer Reading Program.

Happy Birthday Baby Club. Since its initiation in 2009, this children's department program has grown to include 84 members. Parents of Menasha newborns is given a gift bag; children then received a board book on their 1st birthday and will continue to receive a birthday card and free book until their 5th birthday.

Outreach services. Staff prepared 232 teachers packs for schools and daycares for curriculum support.

Meeting rooms. Community groups and other organizations used the library's meeting rooms a total of 708 times, an increase of 22% in 5 years.

Fox Cities Reads and Fox Cities Book Festival
Library staff played a big role in the planning of the 4th annual Fox Cities Reads and the 3rd annual Fox Cities Book Festival in April. The Fox Cities Reads, a community read that focuses on a single book or author, featured bestselling Wisconsin author Lesley Kagen. Her work, *Whistling in the Dark,* set in 1950s Milwaukee, generated a lot of enthusiasm and discussion throughout the community. The Fox Cities Book Festival included appearances by dozens of authors. The library hosted six of these author appearances with a total attendance of nearly 200.



Computer classes. The library offered nearly 30 classes on computers and other technology in 2010. These classes, taught by library staff and guest speakers, covered the basics of computer use, digital photography, and the fundamentals of electronic devices, such as e-readers, GPS, and MP3 players. Beginning in 2010, the library offered courses on basic computer use for Spanish speakers in the community.

Legal assistance clinics. In cooperation with Winnebago County, the library was one of three libraries in the county to offer monthly legal assistance clinics. More than 300 people attended these workshops in 2010. The library supported the service though extensive promotion.

Art wall and displays. The library provides display space for local artists and collectors throughout the year. The highlight of this service in 2010 was an exhibit through VSA Wisconsin, the international organization on arts and disability. The exhibit, *Creative Power: VSA Wisconsin's Traveling Exhibition*, was a unique opportunity to view award-winning art by artists with disabilities and included a special appearance by one of the artists.

Blood drives. The library partnered with the Community Blood Center to host seven blood drives in 2010. More than 100 people donated blood.

faces of Carter Memorial Library ~ Omro

We are still looking into the expansion of the library. Moving ahead at whatever pace is better than standing still. We have hired a fund raiser, Boris Frank, to assist us with the expansion planning.

Our Library Board and the Friends of the Omro Library continue to move ahead with our plans. We anticipate that completion of this project will take longer than originally viewed but the land and architectural plan are in place.

Our circulation continues to grow. Omro ended up 9th out of the 31 libraries in the Winnefox System for 2010.

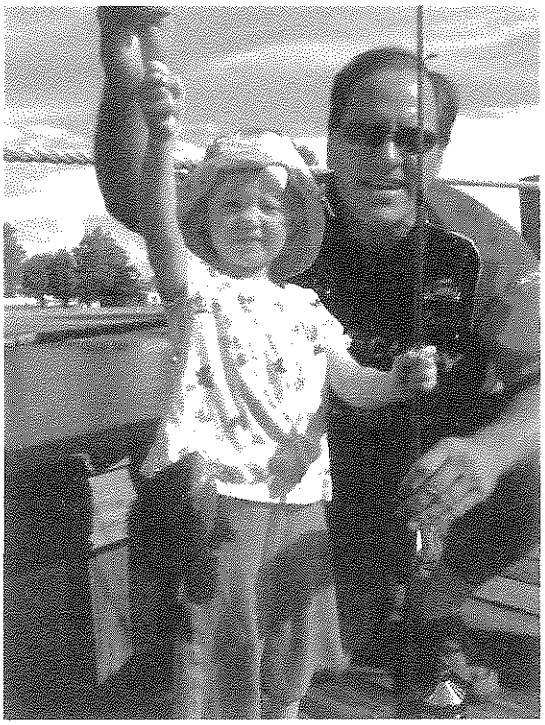
The summer reading program exceeded the attendance of previous years and this spring we have experience more tours of the library by local day cares and early childhood classes.

faces of Winneconne Public Library

At the Winneconne Public Library, patrons are treated to a variety of services, materials and programs to meet a diversity of needs and interests for popular materials, instruction and social interaction.

Our library continues to see record growth rates from year to year. 2010 saw an increase of 19% in the number of people who walked through the doors of the Winneconne Public Library over the average visits of the previous three years combined. The library also realized a growth in circulation of 8% over the average of the previous three years. The library's circulation came very close to 10,000 items in the month of July alone; for a community of 2,500 people, that's four items for every resident!

The library offers both traditional and innovative programs to promote literacy, provide instruction and encourage community involvement. Last summer, the library hosted 80 children's reading and activity clubs that attracted a total of 1,197 patrons to attend them, in addition to programs we offered to adults.

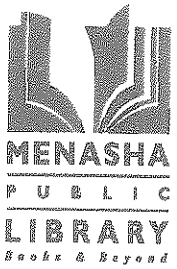


In the spring of 2010, the library established the Winneconne Community Learning Lab, complete with four laptop computers with an LSTA grant funded by the Federal Institute of Museum and Library Services. The lab has enabled the library to teach basic computer skills to small groups of people. The laptops get daily use by patrons who are working on resumes or taking courses to further their education.

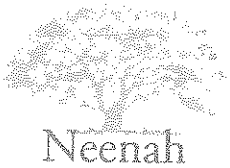
2010 was a stellar year for Winneconne Public Library. As our record statistics for usage and program attendance indicate, the library has become a central gathering place for the people of our community and an indispensible resource.

Winnebago County Libraries

Carter Memorial Library
405 East Huron Street
Omro, WI 54963
(920) 685-7016
www.omrolibrary.org



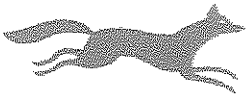
Menasha Public Library
440 First Street
Menasha, WI 54952
(920) 967-3660
www.menashalibrary.org



Neenah Public Library
240 East Wisconsin Avenue
Neenah, WI 54956
(920) 886-6300
www.neenahlibrary.org

Oshkosh Public Library
106 Washington Avenue
Oshkosh, WI 54901
(920) 236-5212
www.oshkoshpubliclibrary.org

Winneconne Public Library
31 South Second Street
Winneconne, WI 54986
(920) 582-7091
www.winneconnelibrary.org



WINNEFOX LIBRARY SYSTEM

Total circulation use by Winnebago County residents

2001	2,074,858
2002	2,189,053
2003	2,221,848
2004	2,249,461
2005	2,321,081
2006	2,424,885
2007	2,513,241
2008	2,612,630
2009	2,727,831
2010	2,705,629

Use by Winnebago County residents

2001	491,455
2002	513,320
2003	523,057
2004	534,162
2005	545,725
2006	550,812
2007	551,779
2008	603,989
2009	641,825
2010	645,162