



To: Library Board

Fr: Shellie Anderson, Adult Library Supervisor

Robert Trunley, Assistant Director

April 16, 2025

Re: Wauwatosa Public Library Foundation Support Request:

Purpose/Need

Foundation Speaker Series: four to five Speaker events running from September 2025 to May 2026.

Background

The Foundation Speaker Series has been well-received. Patrons attending the programs always ask us to do more.

The adult department would like to approach the Foundation for funds to have four to five programs featuring speakers of note from the fall of 2025 to the spring of 2026. We would like to host people who are well known in a wide variety of topics such as medicine, food, business, science, sports, entertainment, history, nature, and gardening.

We see that this would continue the Library Board's goal of having more adult programming and would "Increase engagement with infrequent users of the Library" per the 2024-2028 Strategic Plan. The 2024-2028 Action Plan also instructs us to "Collaborate with the Wauwatosa Public Library Foundation to secure funding and resources to meet the Library's mission".

In our experience the lower cost speakers sometimes result in low registration and subsequent cancellation of events. For this series, we are looking at fewer speakers but more notable names (and subsequently higher fees).

Since the speakers are Foundation supported, we are hoping to again have a Foundation board member attend each program to introduce each speaker and to speak about the Foundation.

So far in the 2024-2025 series we have been successful: five programs with a combined attendance of 208. We have one more program in May.

Year 1 (2023-24) 9 programs. Total cost: \$8,300 (2 at no cost, 1 over \$3,000)

Year 2 (2024-25) scheduled 7 programs and ran 5. Total cost \$2,700 (3 at no cost (2 cancelled), none over \$3,000)

Project Costs

Project total: **\$15,000 maximum (\$1,000 to \$5,000 per speaker)**

Recommendation

A motion for the Library Board to approve submitting the proposal to the Wauwatosa Public Library Foundation Board for consideration.