

From: LS&S [<mailto:succeed@lsslibraries.com>]

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To: Recipient Removed

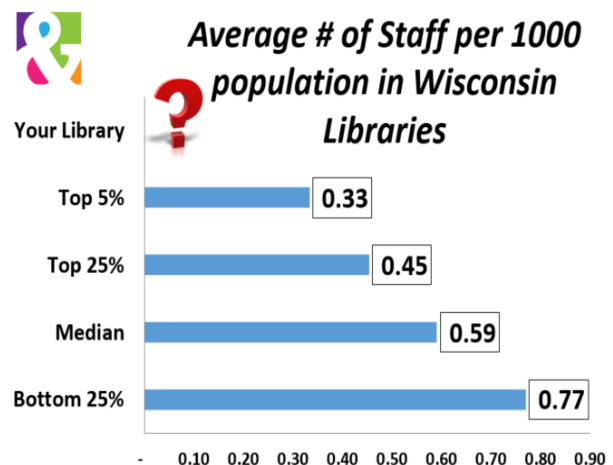
Subject: Hi (Name Removed), Wisconsin libraries spend \$6.43 per visit. What does yours pay?

Each time a patron enters a library to check out a book, get online or perform some other transaction it costs \$6.43 for local governments in Wisconsin.

You can see what it costs your library per visit with our free Library Vitality Index. It reviews a host of metrics to pinpoint areas of savings in operations without reducing service levels.

Without any effort from your staff, we can compare your library against statewide data, or you can name up to three neighboring libraries and we'll conduct the analysis against them. As you can see [in this example showing Wisconsin data](#), you'll get a breakdown of:

- Per capita spending
- Hours of operation
- Patron usage patterns
- Material use & other trending data
- Staffing levels
- Cost per visit



On behalf of cities and counties we routinely compile the Library Vitality Index for more than 80 public libraries. The local governments use the information to understand their libraries' current state, to enhance their communities and to get on a stronger fiscal footing.

Request a complimentary analysis of your library operations today!

SIGN UP NOW!



LS&S is a private company that contracts with municipalities to operate a public library. Their pitch is that they can do it more efficiently and effectively. Here is their website: <http://www.lsslibraries.com/>. It appears they are making a concerted marketing effort in Wisconsin at this time. It looks like the company sends this email to build their prospect list and then begins a direct marketing campaign from there. The cost they are citing in the email is certainly attention-getting and, in most cases throughout Wisconsin, far above a library's cost per transaction.

If you are interested in a cost analysis, please know that we are happy to provide statistics as we have access to all our statewide data here: <http://dpi.wi.gov/pld/data-reports/service-data>. We can also make national comparisons if you are interested in looking at comparisons nationwide. That data is available here: <https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey>.

Your library's cost per transaction can be easily calculated. Only 9% of Wisconsin libraries have a cost per transaction number that exceeds the \$6.43 cited. Generally speaking libraries with a high cost per transaction simply don't have the population to generate the circulations to offset fixed costs or have very specific reasons for their higher cost per transaction.

LS&S currently doesn't have any library/municipal customers in Wisconsin to the best of my knowledge. Additionally, there is a sense at DPI that the statute may not allow a library board to contract for administration (as opposed to having its own employees) and still maintain its library system affiliation. Though this interpretation has never been tested in court.

I hope this helps. If you have any questions, please don't hesitate to ask.