

2017

ANNUAL REPORT

Germantown Community Library



Germantown Community Library
N112 W16957 Mequon Rd
Germantown, WI 53022
(262) 253-7760

www.germantownlibrarywi.org

Your place to learn, share, and grow in Germantown, Wisconsin.

2017 ANNUAL REPORT

GERMANTOWN COMMUNITY LIBRARY



1,344
DATABASE LOGINS



VOLUNTEERS & INTERNS
COMPLETED

1,157 SERVICE HOURS



PUBLIC COMPUTER LOGINS



6,622

NEW ITEMS ADDED

8,775

PEOPLE
ATTENDED

236

PROGRAMS

+ 6,128 PARTICIPANTS IN
DROP-IN ACTIVITIES



177,069
Print



77,961
Audio/Visual



22,431
Digital

=

277,461
ITEMS CIRCULATED

2017 HIGHLIGHTS

- +5.1% INCREASE IN CIRCULATION
- EXPANDED BOARD BOOK COLLECTION
- OVER 60 NEW YOUTH & ADULT PROGRAMS
- NEW MARKETING PLAN
- +31.5% IN PROGRAM ATTENDANCE
- MEMBER OF MONARCH LIBRARY SYSTEM

THANKS
FOR A
GREAT
YEAR!!!

Information

History

The Village of Germantown's first library on Edison Drive was built using a \$30,000 donation from long-time resident Emma Duerrwaechter. The 1,800 square foot building had 2,000 holdings. The population of Germantown was 622.

By 1980, Germantown's population had increased dramatically to 10,731. In 1981, a new library opened in July of 1982 on Mequon Road. It had over 19,000 holdings and a circulation of 52,398.

Over the next 20 years, the Village of Germantown's population continued to grow, as did library usage. Between 1987 and 1996, circulation increased by 61%. In 2000, Germantown's population increased to 18,260. By the end of 2001, the library's holdings had increased to 83,896, and library circulation reached an all-time high of 202,720.

The third Germantown Library building opened in 2002 on Mequon Road and was renamed the Germantown Community Library. This 26,000 square foot building can be expanded by 13,000 square feet in the future.

In December of 2015, the Germantown Community Library merged with 33 libraries in Washington, Dodge, Sheboygan and Ozaukee counties to become the Monarch Library System.

The Germantown Community Library currently services 19,972 residents in the Village of Germantown and an additional 11,330 residents of surrounding areas*. The collection holds over 145,800 physical items with an overall circulation of 277,461 items in 2017.

*2015 Wisconsin Public Library Services Data

Germantown Community Library Board

President: Joyce Nelson
 Vice President: Ron Seiser
 Treasurer: Darlene Vosen
 School Representative:
 Breand O'Brian
 Village Trustee: Dennis Myers
 Member: Charlene Brady
 Member: Kim Musbach

Staff

Library Director: Trisha Smith
 Administrative Assistant:
 Connie Lloyd
 Youth Services Librarian:
 Jackie Kolo
 Librarian: Sara Hildebrand
 Interlibrary Loan
 Librarian/Library Specialist II:
 Lynn Ratzmann
 Circulation Manager:
 Diane Long

General Information

Germantown Community Library
 N112 W16957 Mequon Rd
 Germantown, WI 53022
 (262) 253-7760
 Website:
www.germantownlibrarywi.org
 Director Email: smithhp@germantownlibrarywi.org
 General Email:
germantownlibrary@germantownlibrarywi.org

Library Services

The Germantown Community Library provides residents of the Village of Germantown and surrounding communities with:

Print, Audio & Visual Material for Circulation

The Germantown Community Library currently has over 145,800 items available for check out. These items include books, DVDs & blu-rays, music CDs, audiobooks, book kits, and previous issues of magazines. New adult books and DVDs are typically available on or shortly after the release date. In 2017, the library added 6,622 new print, audio, and visual items and had a physical circulation count of 255,030 items.

Items can also be checked from any of the 33 libraries in the Monarch Library System at no charge. Items are delivered daily through a van delivery service run by the system. In 2017, 32,861 items were received from other libraries and 37,229 items were loaned out to other libraries. If an item is not available through the Monarch Library System, a patron can submit an statewide inter-library loan request.

Digital Material for Circulation

Through the Monarch Library System, the Germantown Community Library subscribes to the Wisconsin Digital Library through Overdrive. This service gives patrons access to over 215,000 electronic books, audiobooks, and videos available for checkout. In 2017, 22,431 digital items were circulated.

Material for Browsing

The Germantown Community Library subscribes to over 125 popular magazines. Current issues are available in the library for browsing. The library also has current issues of newspapers available including Wall Street Journal, Barrons, Milwaukee Journal Sentinel, Washington County Daily News, Express News, and NOW News.

Databases

Provided by the Wisconsin Department of Public Instruction's Division for Libraries and Technology, BadgerLink gives patrons access to over 45 databases that include licensed content for personal interest, educational growth, and research. Some examples include Auto Repair Reference Center, Business Source Premier, Consumer Health Complete, Consumer Reports, Heritage Quest, Newspaper Source Plus, and Science Reference Center. The Germantown Community Library also subscribes to individual databases including Ancestry, Price It! and Reference USA.

Library Services

Programs

The Germantown Community Library offers a wide variety of programs for patrons of all ages that promote education, personal growth, literacy, and entertainment. In 2017, over 8,700 people attended 236 programs. Some examples of programs include Storytime, Read to Rover, Adult Book Groups, Craft Circle, Summer Performers, Early Literacy Open House, Special Children's Programs and Adult Speakers

Services

The Germantown Community Library provides free internet access and Microsoft software on desktop or laptop computers, Wireless Internet Access, scanning, and has a microfilm/fiche reader and typewriter available for public use. Printing, photo copying and faxing services are also available for a small cost.

Information & Research Assistance

The three service desks at the Germantown Community Library provide patrons with general information requests, research assistance, finding material through the online catalog, placing items on hold, and reader's advisory. The library also offers individual help in technology training in areas including basic computer and internet usage, printing and scanning, searching databases, accessing electronic material, and applying for jobs.

Information on local organizations, events, education, and services is available in the lobby and in the Information Area.

Meeting & Study Rooms

The Germantown Community Library has a Community Room that is available for public use. The room can be divided into a small and large side and is able to be reserved up to three months in advance for \$25/hr (no charge for nonprofit groups). The library has three study rooms for individual or small group use that are available on a first-come-first-serve basis.

Spaces

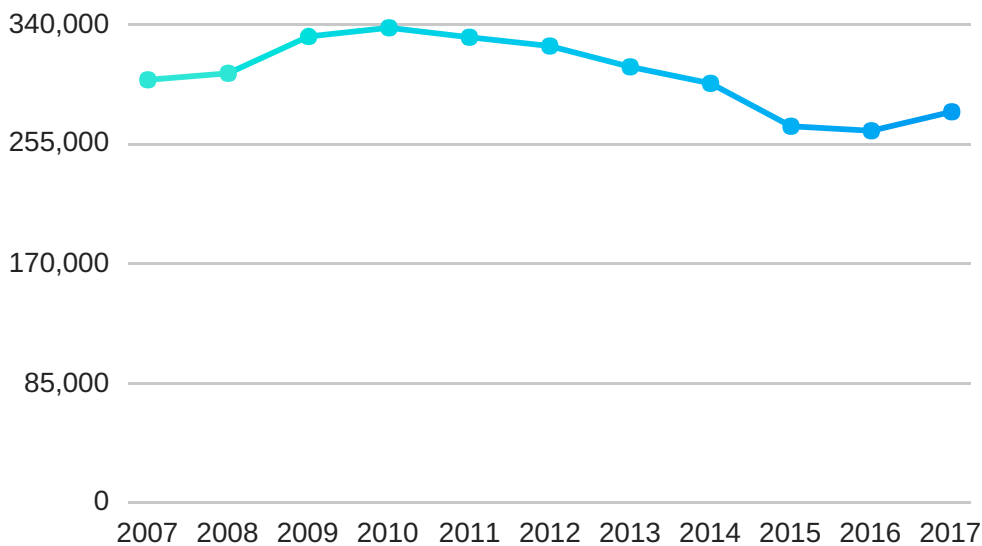
The Germantown Community Library provides patrons with a variety of areas for individual study and group work, tutoring, browsing and reading. The Children's Area contains interactive activities to encourage parents and children to engage in early literacy skills. The library provides a space for several community events each year including the Germantown Christmas Festival and the Germantown School District Art Show.

Circulation

Germantown 2007-2017

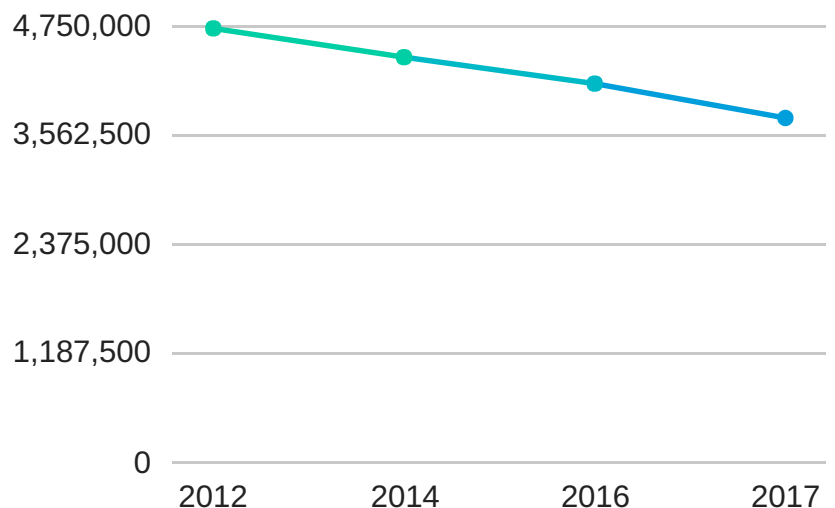
	Circulation	Overdrive	Total
2007	300,211	0	300,211
2008	304,856	0	304,856
2009	331,083	0	331,083
2010	336,638	589	337,227
2011	328,687	1,813	330,500
2012	318,554	5,707	324,261
2013	298,255	11,189	309,444
2014	282,600	15,097	297,697
2015	249,775	17,408	267,183
2016	247,753	16,193	263,946
2017	255,030	22,431	277,461

5.1% increase
in 2017



Monarch Library System 2012-2017

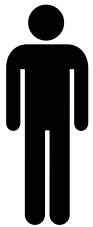
	Circulation	Overdrive	Total
2012	4,636,910	82,012	4,718,922
2014	4,193,061	212,317	4,405,378
2016	3,872,262	245,124	4,117,386
2017	3,443,465	299,552	3,743,017



0.6% decrease
in 2017

Circulation

Circulation by Target Age Group of Material



Adult: 148,565

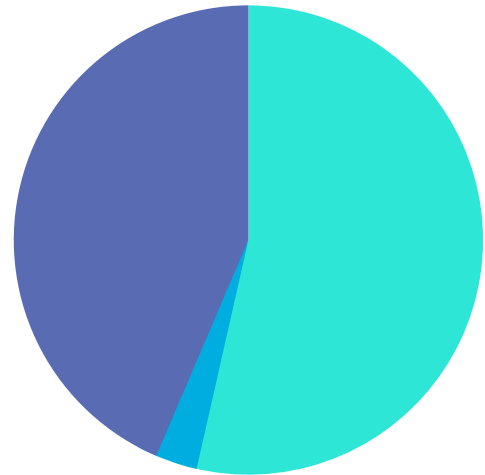


YA: 7,984



JUV: 120,912

Juvenile
44%



Adult
54%

Young Adult
3%

Circulation by Medium of Material



CD Music: 11,756



DVD & Blu-Ray:
52,275



Audiobook &
Playaway: 13,956



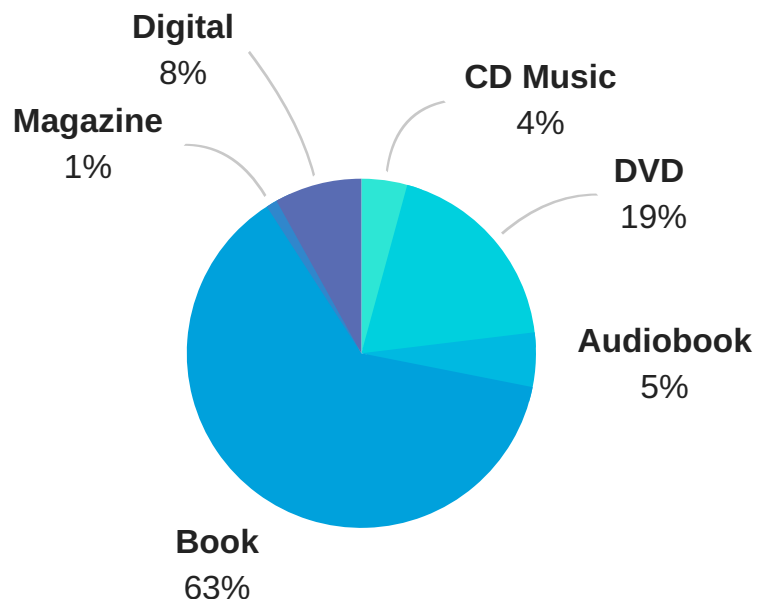
Book: 174,176



Magazine: 2,867

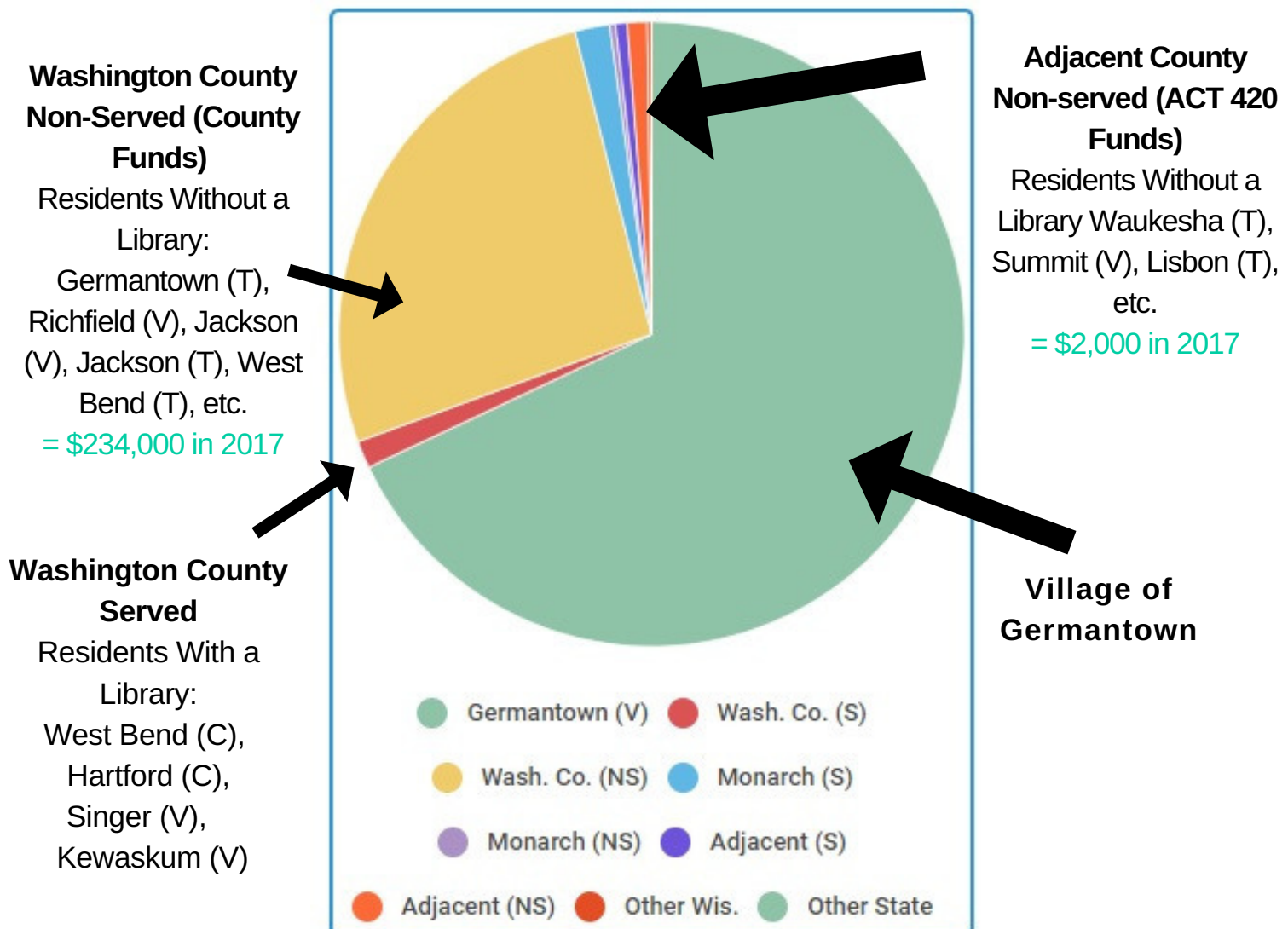


Digital: 22,431



Physical Circulation to Residents vs. Nonresidents

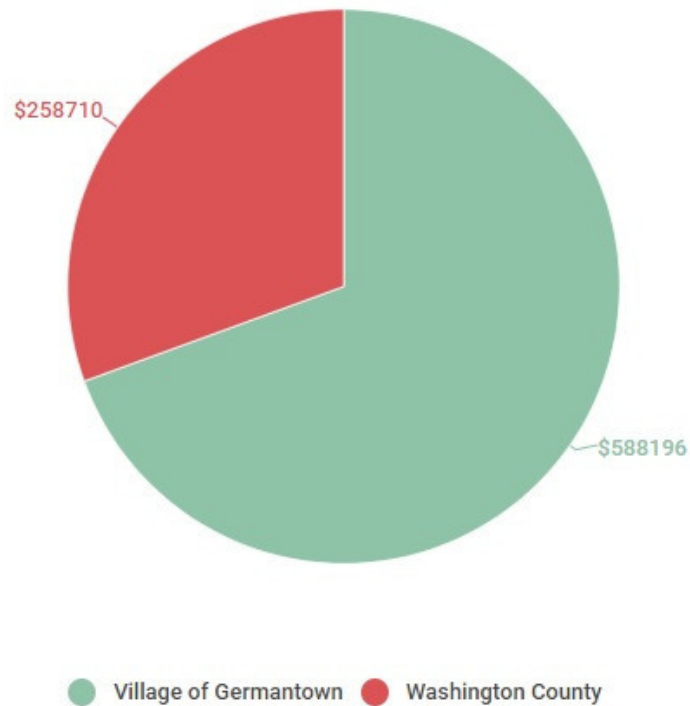
	Circulation
Village of Germantown	172,835
Nonresident in Washington County (served)	3,606
Nonresident in Washington County (non-served)	67,793
Nonresident in Dodge, Sheboygan or Ozaukee (served)	5,341
Nonresident in Dodge, Sheboygan or Ozaukee (non-served)	748
Nonresident in Adjacent County (served)	1,515
Nonresident in Adjacent County (non-served)	2,627
Other State Residents	548
Out of State Residents	17
Total:	255,030



Funding

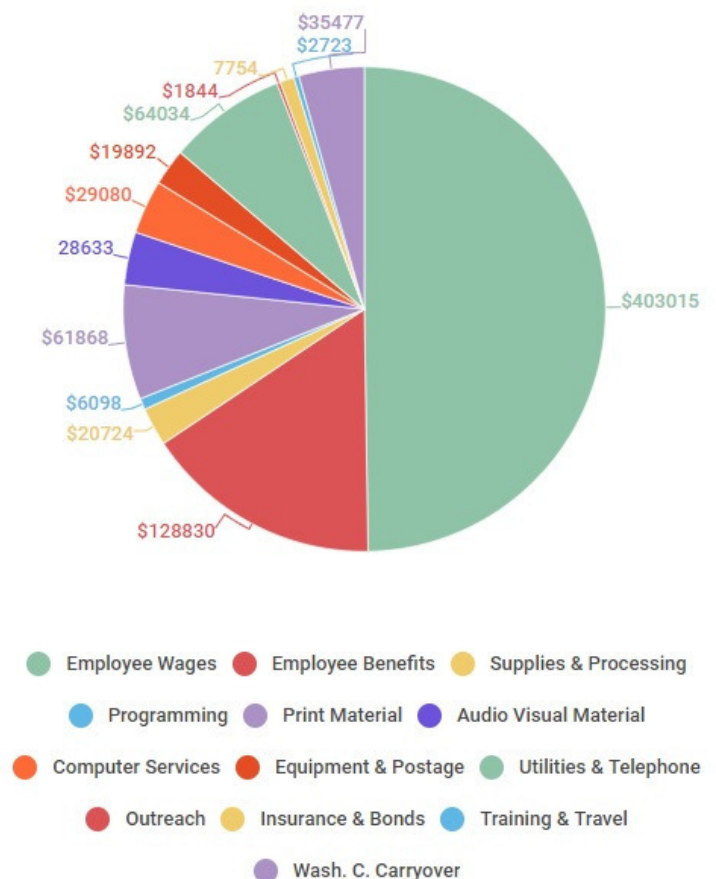
Operating Revenue

	Funding
Village of Germantown	\$ 588,196
Washington County	\$ 258,710
Total:	\$ 846,906



Operating Expenditures

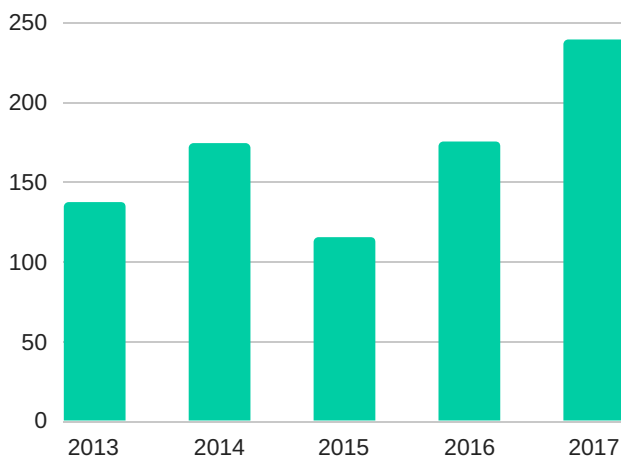
	Funding
Employee Wages	\$ 403,015
Employee Benefits	\$ 128,830
Supplies & Processing	\$ 20,724
Programming	\$ 6,098
Print Material	\$ 61,868
Audio Visual Material	\$ 28,633
Computer Services	\$ 29,080
Equipment Maintenance & Postage	\$ 19,892
Utilities & Telephone	\$ 64,034
Outreach	\$ 1,844
Insurance & Bonds	\$ 7,754
Training & Travel	\$ 2,723
Washington County Carryover	\$ 35,477
	\$ 809,972



Programs

Number of Programs Offered

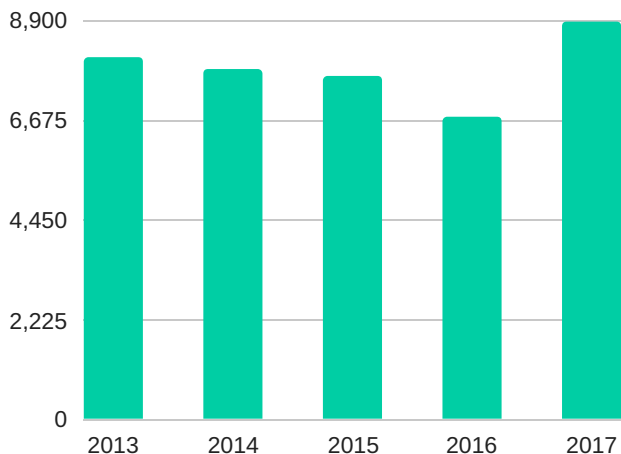
	2013	2014	2015	2016	2017
Children (0-11)	107	161	102	142	150
Young Adult (12-18)	18	1	1	6	0
Adult (18+) & All Ages	12	12	12	27	89
Total	137	174	115	175	239



36.6%
increase in
2017

Total Program Attendance

	2013	2014	2015	2016	2017
Children (0-11)	7,376	7,693	7,435	6,387	7,837
Young Adult (12-18)	601	14	120	54	0
Adult (18+) & All Ages	96	101	99	302	1030
Total	8,073	7,808	7,654	6,743	8,867



31.5%
increase in
2017

Programs

The Wisconsin Department of Public Instruction defines a program as "a planned event scheduled by the library for a specific date and time, which introduces the group attending to any of the broad range of library services or activities which directly provides information to participants."

In 2017, the number of programs offered increased by 36.6% to 239 and the total attendance increased by 31.5% to over 8,800. Some examples of new programs included an Early Literacy Open House, evening storytime, three new book groups, a monthly craft program, and speakers targeted for adults. The library also participated in several community events include the Special Education Resource Fair and the N.A.C. Night. All programs are offered at no cost to patrons and are primarily funded by donations.

Programs at the Germantown Community Library in 2017 included:



Storytime

The library offers a Preschool Storytime and Baby/Toddler Storytime session each week for nine months out of the year that includes stories, movement, and music. Inner Artist storytime is offered during the summer for elementary-aged students. We typically see 20-40 people at each storytime. New in September was a monthly Family Pajama Storytime that was well-received.



Read to Rover

Read to Rover offers the chance for students to read to a trained therapy dog. The program is offered every other week for three 16-week sessions. This is a great opportunity for students to practice reading or to gain confidence reading aloud.



Thursday Performers

For eight weeks during the summer, the library offers two showings of hired performers. This year's line-up included juggling with Gypsy Geoff, Dash the Circus Dog, and a snake show. The total attendance for this program was over 2,500 people.



Early Literacy Open House

In September, the library hosted an Open House to launch new literacy programs and the library's new board book collection. Activities included storytime, music, and sensory stations. We also launched the Children's Area Project funded by the MOMS Club Germantown - West. Over 170 people were in attendance.

Programs



Special Youth Programs

In September, the library began offering a family program each month on evenings or weekends. Family Halloween Party, Holiday Crafts for Kids at the Germantown Christmas Festival, and Gingerbread House Making. A Summer Reading Program Party was also held in August. Attendance ranged from 200 to 300 people at each event.



Adult Book Groups

The library hosts five monthly book groups (three new in 2017) that read a variety of genres. Attendance typically ranges from 4 to 12 people. Free coffee and hot chocolate are provided by the Friends of the Library.



Craft Circle

In July, the library began hosting a monthly Craft Circle. This program was offered to patrons of ages focused on a craft project or skill. An average of 25 people attended each session.



Special Adult Programs

In August, the library added a monthly evening program for adults. Topics included World War II, canning, Holy Hill, and a Civil War novel by a local author. All programs were well-attended and concluded with a reception and refreshments provided by the library's Bakers Brigade.



Memory Cafe Kick-Off

In December, the library hosted a Library Memory Project Kick-Off event. The program featured former Wisconsin Governor Martin Schreiber, author of the book *My Two Elaines* about being an Alzheimer's caregiver for his wife. Memory screenings and memory cafes, a program for individuals with memory loss and their caregivers, will both begin in January of 2018.



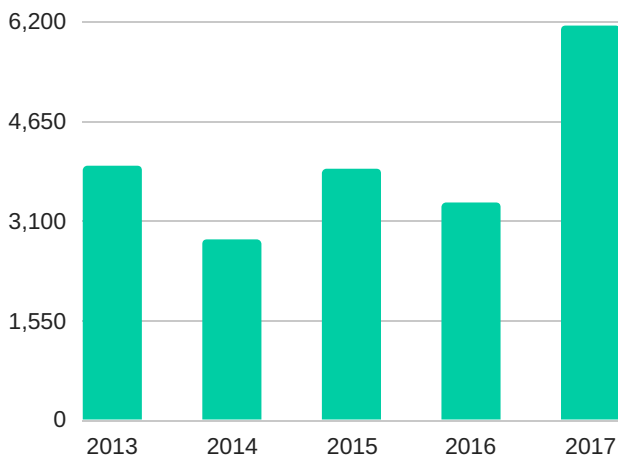
Friends of the Library Programs

The Friends of the Library host an Annual Art Contest and Purchase Award Contest every October. This year's speaker was local artist Bryan Dyer, founder of You Are the Hero. The Friends also host a Holiday Book & Basket Sale in December and a Book Sale in March.

Drop-In Activities

Total Drop-In Activity Participation

	2013	2014	2015	2016	2017
Children (0-11)	2,540	2,713	2,688	2,645	3,364
Young Adult (12-18)	1,408	1,089	1,213	731	921
Adult (18+) & All Ages	0	0	0	0	1,843
Total	3,948	3,802	3,901	3,376	6,128



81.5%
increase in
2017

2017 Summer Reading Program

Children (0-11):

1,122 Registered

1,486 Total Logs Turned In

Young Adult (12-17):

107 Registered

916 Total Logs Turned In

Adult (new this year):

117 Registered

663 Total Logs Turned In

Drop-In Activities

The Wisconsin Department of Public Instruction defines a Drop-In Activity as "a planned, independent activity available for a definite time period which introduces participating individuals to any of the broad range of library services or activities which directly provide information to participants." The goal of these activities is to provide patrons with activities to complete in the library in addition to traditional material checkout. It also offers options for those who may not be able to attend regularly scheduled programs. In 2017, the participation for drop-in activities increased by 83.1% and included over 6,100 participants.

Prior to 2017, the library's only drop-in activities included a youth and young adult Summer Reading Program. This summer, we added a Summer Reading Program for adults as well as expanding our total registration to over 1,340 people with over 3,000 reading logs turned in. In June, the library added a coloring area in the Youth Services Department and a coloring and puzzle area for teens and adults near the Reference Desk. The library also worked to add additional drop-in activities for patrons of all ages throughout the year.

Drop-in activities at the Germantown Community Library in 2017 included:



Youth Summer Reading Program (ages 0 - 6th grade)

A total of 1,122 children registered for the Summer Reading Program and turned in a total of 1,486 reading logs. Over 61% of children completed the program and were awarded prizes including a free book and tickets to local events.



Young Adult Summer Reading Program (grades 7th - 12th grade)

A total of 107 young adults completed 916 reading logs for each book they read over the summer. For each reading log turned in, participants were entered to win gift certificates for local stores and restaurants.



Adult Summer Reading Program

A total of 117 adults completed 663 reading logs for each book they read over the summer in our first ever reading program for adults. For each reading log turned in, participants were entered to win free books, DVDs, and gift certificates for local stores and restaurants.

Drop-In Activities



Baby Lifelong Learning Welcome Bag

Starting in September, this is a free bag for newborns to 12-month-olds containing a board book, bib, baby hat, and library and early literacy information. In 2017 the library gave out over 40 bags.



1000 Books Before Kindergarten

Starting in September, this free program is geared for children 0-5 years. It encourages parents and caregivers to read 1000 books with their child before they enter Kindergarten and includes suggestions on early literacy activities. In 2017, 100 children were signed up.



Youth Activity Table

In June, the library added a table in the Youth Services Area with coloring pages and kid's crafts.

Additional Drop-In Activities for Youth

The library also offered a Milwaukee Buck Reading Challenge, an End-of-Summer Checkout Club, a Book Fair, and a Monster Art Contest for children ages 0 - 12th grade.



Young Adult & Adult Activity Table

In June, the library added a table near the Reference Desk with coloring pages for teenagers and adults and a puzzle. The puzzle is changed every few weeks when it is complete.



Wishing Tree

In December, a Wishing Tree was placed in the lobby of the library. Patrons could list items they wanted added to the library collection or new programs or services that they would like to see at the library. We received over 180 suggestions.



Additional Drop-In Activities for Adults & All Ages

Additional drop-in activities included open voting for the Friends Art Contest and card making for kid's diagnosed with an illness. The library also offered a Baby Hat Drive for the CLICK for Babies Campaign and Baby Lifelong Learning Welcome Bag for the library.

Highlighted Projects

Database Management & Technology

January: Continued Polaris database updates & training for all staff
May: Added 3 internet public computers & 2 childrens computers
September: Added receipt printers in all work areas
2017: Began updating all policies & procedures
2017: Began database, fines, patron & item record clean up

Updated Marketing Plan

January: New website with calendar feature & Facebook page
May: Constant Contact monthly enewsletter & seasonal print newsletter
June: Seasonal mailing lists for local newspapers and organizations
November: New Libby brochures to promote electronic book & audiobooks

Collections

April: Weeding complete in Adult Nonfiction
August: Weeding complete in Adult Fiction
September: Weeding & updated Board Book Collection (over 150 new titles)
December: New Arrival collections in every area with consistent cataloging and labeling

Building

June: Began 2-year fundraising project with MOMS Club Germantown - West to update
Early Literacy Area (items added: kitchen area, bench with sensory toys, train table)
September: Re-organizing of staff workroom & children's storytime room

Staff & Training

May - August: Library Studies Graduate Intern
September - December: Two Work Experience students from Germantown High School
October: Dementia Friendly Business Certification and Training for entire staff
November: Hands-Only CPR, AED & Stop the Bleed Training for entire staff
December: New Youth Services Librarian & expanded page duties

Looking Ahead to 2018 & Beyond

2018: Continue updating all policies & procedures & reorganization of staff
2018: Continue database, fines, patron & item record clean up
2018: Continue weeding & collection clean up in all areas
2018: Expand library resources and marketing
2018/2019: Painting of interior of library building
2018/2019: Expand access of technology
2018/2019: Expand program and drop-in activity offerings for all ages
2018/2019: Expand outreach, community & school involvement
2019: Strategic Plan
2019: Expand offering of programming and services for young adults
2019: Updated security system & self-checkout stations