

2018

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.

2018 ANNUAL REPORT SUMMARY

GERMANTOWN COMMUNITY LIBRARY



18,151
Registered
Users

11,125
Reference
Questions



1,197
Uses of Study
& Meeting
Rooms



15,442

People
Attended

+ **20,591**

Participants
in Drop-in
Activities

422

Programs

47

Volunteers
Completed



1,076

Hours of Service



6,993 Public Computer
Logins

2,428 Databases
Logins

8,100 Wireless
Logins

420 Gale Courses
Taken



202,607
Print

+



88,890
Audio/Visual

+



30,881
Digital

=

322,378

Items Checked Out

& **8,164** New Items
Added

2018 HIGHLIGHTS

16.2% increase in circulation

New Spanish, Graphic Novel & CD + BOOK Kit collections

Added Gale Courses & Pronunciator database

74.2% increase in program & outreach attendance

Expanded Early Literacy Area

WWW.GERMANTOWNLIBRARYWI.ORG (262) 253-7760

**THANKS
FOR AN
AMAZING
YEAR!**

Information

History

The Village of Germantown's first library was built in 1962 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.

In 1981, a new library opened on Mequon Road. 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%. 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 2016, the Germantown Community Library merged with 33 libraries in Washington, Dodge, Sheboygan and Ozaukee counties to become the Monarch Library System.

Germantown Community Library in 2018

The Germantown Community Library currently serves 19,982 residents in the Village of Germantown and over 11,000 additional residents of surrounding areas in Washington County. The collection holds over 147,500 physical items with overall circulation of 322,378 items in 2018.

The library strives to offer quality information, resources, and services to the community. In 2018, we saw large increases in areas such as circulation, program offerings and attendance, and use of digital resources. The library was also able to add Pronunicator (a foreign language database) and Gale Courses that allowed patrons access to over 360 free online courses.

Over the past year, we have begun several initiatives to enhance our marketing and outreach services to the public. We continue to transform into a community-focused library where access to information, creativity, education, and life-long learning remain as our core values. The library is excited to continue growing and finding new ways to better serve members of the community.

GERMANTOWN COMMUNITY LIBRARY BOARD MEMBERS

President:

Joyce Nelson

Vice President:

Charlene Brady

Treasurer:

Darlene Vosen

School District Representative:

Brenda O'Brian

Village Trustee:

Daniel Wing

Members:

Joletta Kerpan & Christa Potraz

MANAGEMENT STAFF

Library Director:

Trisha Smith

Assistant Director:

Connie Lloyd

Circulation Manager:

Diane Long

Youth Services Librarian:

Jackie Kolo

Adult Services Librarian:

Lynn Ratzmann

GENERAL INFORMATION

Germantown Community Library

N112 W16957 Mequon Rd

Germantown, WI 53022

(262) 253-7760

Website:

www.germantownlibrarywi.org

Facebook:

www.facebook.com/GermantownCommunityLibraryWI/

Director Email:

smithp@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 147,500 items available for check out. These items include books, DVDs & Blu-Rays, music CDs, audiobooks, book kits, and magazines. New collections included Juvenile and Young Adult Graphic Novels, CD & Book Kits, and material in Spanish. In 2018, the library added 8,164 new print, audio, and visual items and had a physical circulation count of 291,497 items.

Items can also be checked out 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 2018, 36,972 items were received from other libraries and 35,148 items were loaned out to other libraries. If an item is not available through the Monarch Library System, a patron can submit an 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 and RB Digital. These services give patrons access to over 203,000 electronic books, audiobooks, videos, and magazines. In 2018, 30,881 digital items were circulated.

Material for Browsing

The Germantown Community Library subscribes to over 134 popular magazines. Current issues are available in the library for browsing. The library also has current issues of newspapers.

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. The Germantown Community Library also subscribes to individual databases including A to Z Databases, Ancestry, Price It!, and Pronunicator.

Gale Courses

New in 2018, Gale Courses provide access to over 360 free online courses on multiple topics of interest including personal development and career training. In its first year, 420 courses were accessed.

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 2018, over 15,442 people attended 422 programs. Some examples of programs include storytimes and creative play dates, crafting and art sessions, adult book groups, movies, Memory Cafés, summer performers, special children's events, classes, and adult speakers.

The library also offers drop-in activities. Two of the standard programs throughout the year include the Summer and Winter Reading Programs. Other activities include coloring, crafts, puzzles, raffles, and early literacy programs.

Services

The Germantown Community Library provides free internet access and Microsoft software on desktop or laptop computers, wireless Internet access, and scanning. A microfilm/fiche reader and typewriter is available for public use. Printing, photo copying and faxing services are also available for an additional 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

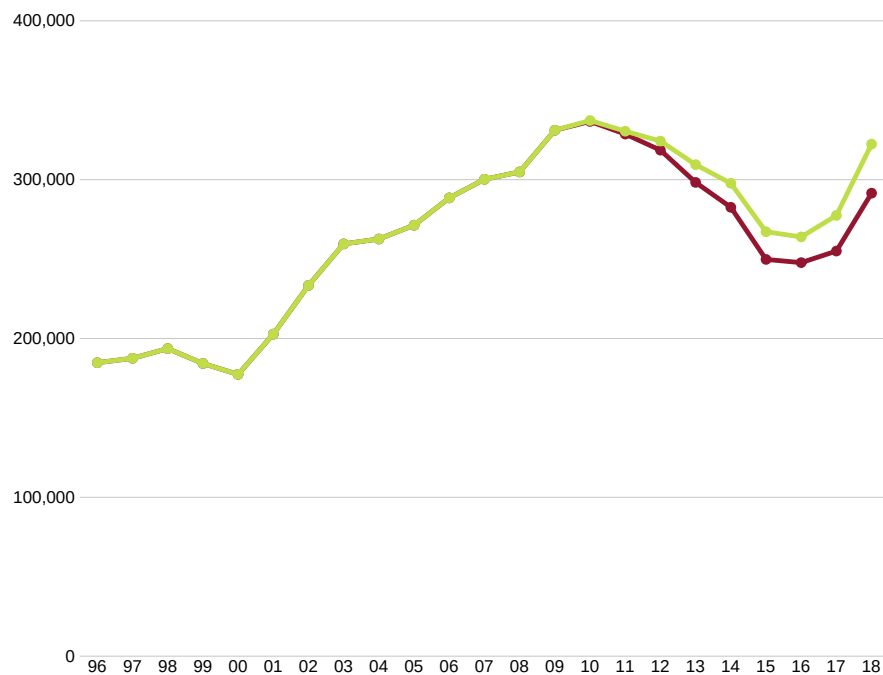
The Germantown Community Library provides patrons with a variety of areas for individual study and group work, tutoring, browsing and reading. The Children's Area contains interactive activities to encourage parents and children to engage in early literacy skills. The library provides a space for several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

Circulation

Germantown 1996-2018

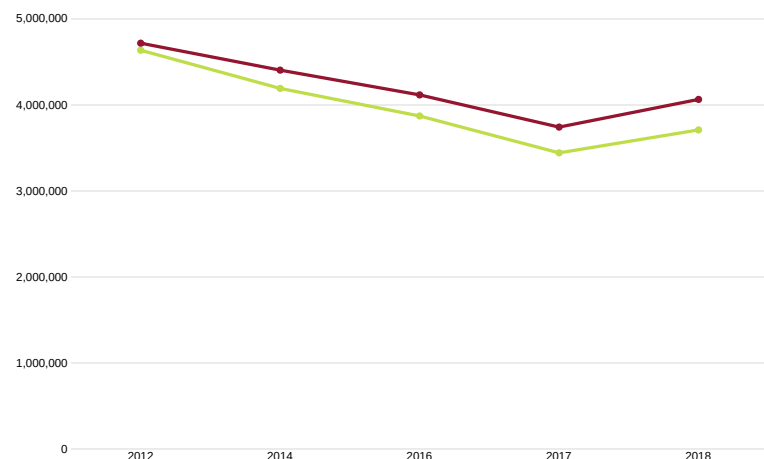
16.2% increase
in 2018

	Physical Circulation	Digital Circulation	Total	
96	184,756		184,756	
97	187,517		187,517	1.5%
98	193,634		193,634	1.5%
99	184,265		184,265	-4.9%
00	177,390		177,390	-3.7%
01	202,740		202,740	14.3%
02	233,421		233,421	15.1%
03	259,548		259,548	11.2%
04	262,623		262,623	1.2%
05	271,314		271,314	3.3%
06	288,515		288,515	6.3%
07	300,211		300,211	4.1%
08	304,856		304,856	1.5%
09	331,083		331,083	8.6%
10	336,638	589	337,227	1.9%
11	328,687	1,813	330,500	-2.0%
12	318,554	5,707	324,261	-1.9%
13	298,255	11,189	309,444	-4.6%
14	282,600	15,097	297,697	-3.8%
15	249,775	17,408	267,183	-10.3%
16	247,753	16,193	263,946	-1.2%
17	255,030	22,431	277,461	5.1%
18	291,497	30,881	322,378	16.2%



Monarch Library System 2012-2018

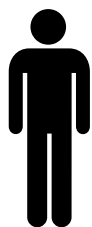
	Physical Circulation	Digital Circulation	Total	
12	4,636,910	82,012	4,718,922	
14	4,193,061	212,317	4,405,378	-6.6%
16	3,872,262	245,124	4,117,386	-6.5%
17	3,443,465	299,552	3,743,017	-9.1%
18	3,710,071	354,998	4,065,069	8.6%



8.6% increase
in 2018

Circulation

Physical Circulation by Target Age of Material*



Adult: 147,000

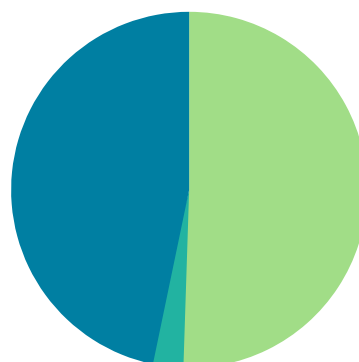
Juvenile
46.7%



:YA: 8,000



JUV: 136,000



Adult
50.5%

Young Adult
2.7%

Circulation by Type of Material*



Book: 200,000

Audiobook &
Playaway
4.3%



DVD &
Blu-Ray: 61,000

CD Music
4%

Magazine
0.9%



Digital: 31,000

Digital
9.6%



Audiobook &
Playaway: 14,000

DVD & Blu-Ray
18.9%

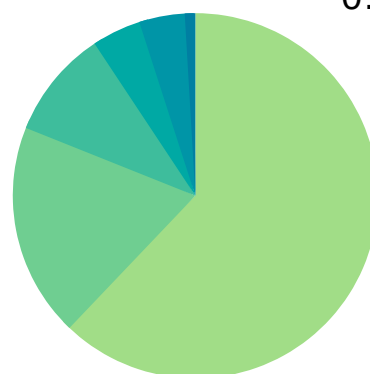


CD Music: 13,000



Magazine: 3,000

Book
62.1%

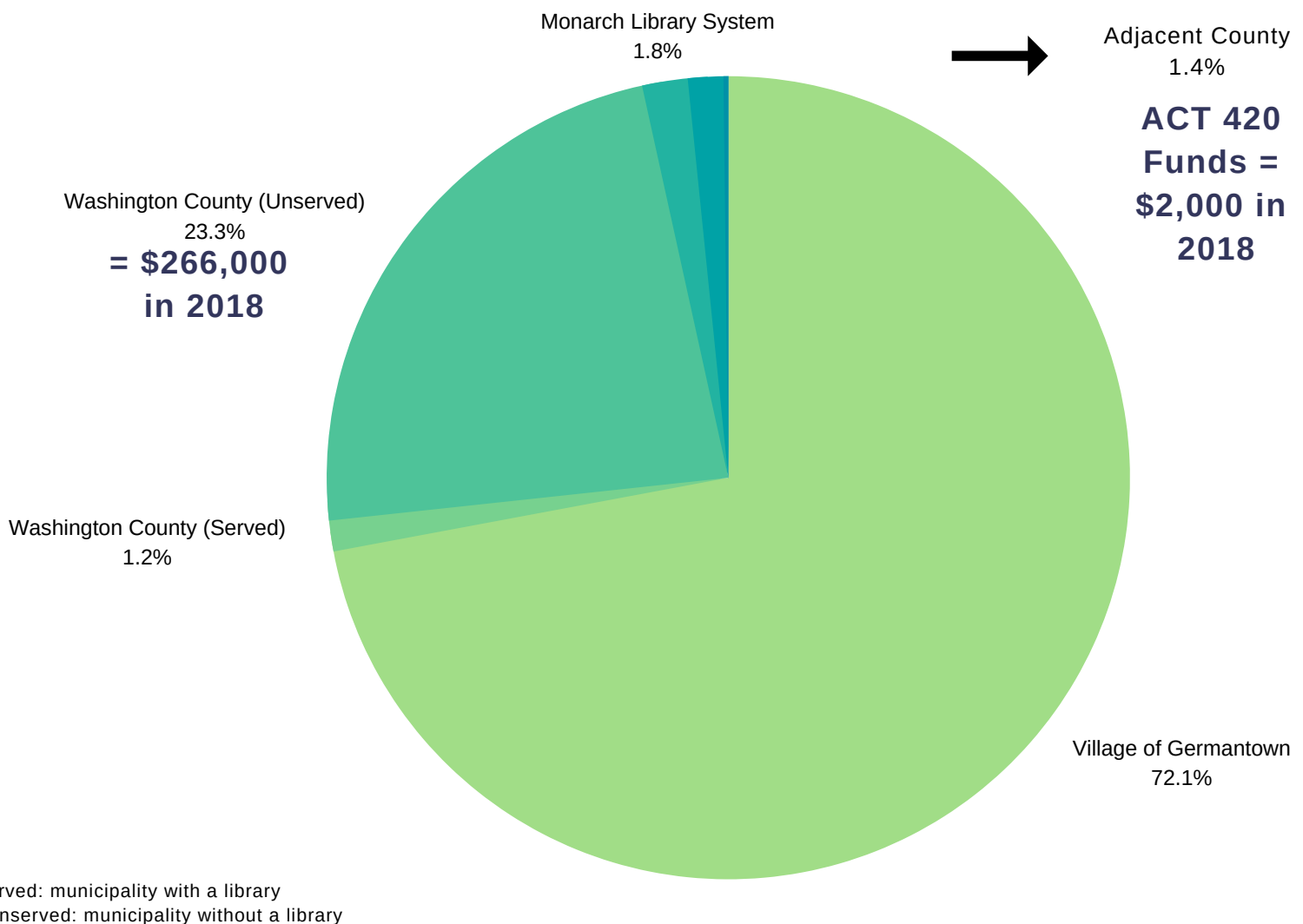


*Estimated Amounts to the Nearest \$1,000

Circulation

Physical Circulation to Residents vs. Nonresidents

Village of Germantown	210,050	72.1%
Washington County (served: City of West Bend, City of Hartford, Village of Slinger, Village of Kewaskum)	3,606	1.2%
Washington County (non-served: Town of Germantown, Village of Richfield, Village of Jackson, Town of Jackson, Town of Erin, etc.)	67,793	23.3%
Monarch Library System	5,341	1.8%
Adjacent County	4,142	1.4%
State of Wisconsin	548	0.2%
Out of State	17	0.01%
	291,497	

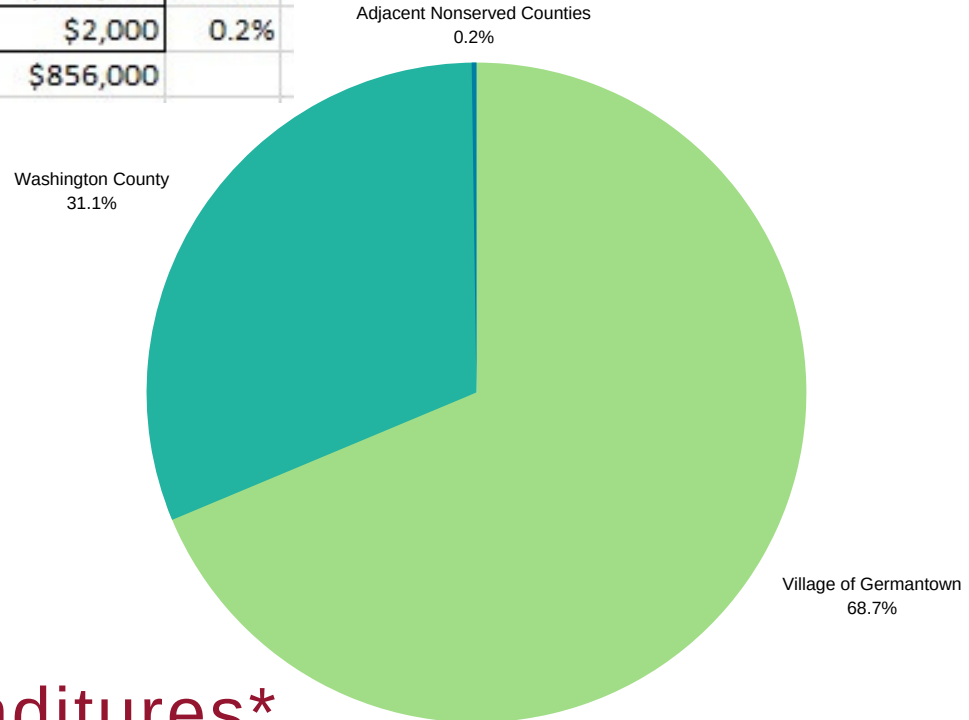


Funding

Operating Revenue*

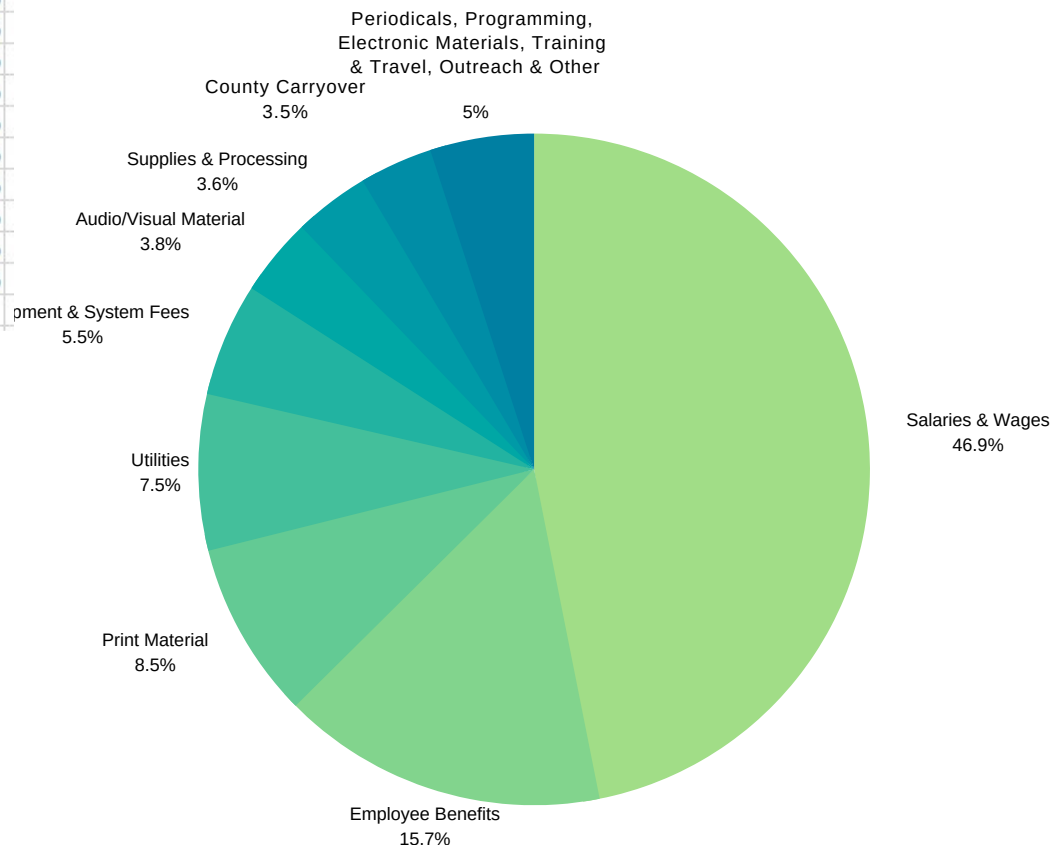
Village of Germantown	\$588,000	68.7%
Washington County	\$266,000	31.1%
Adjacent Nonserved Counties	\$2,000	0.2%
	\$856,000	

*Estimated Amounts to the Nearest \$1,000



Operating Expenditures*

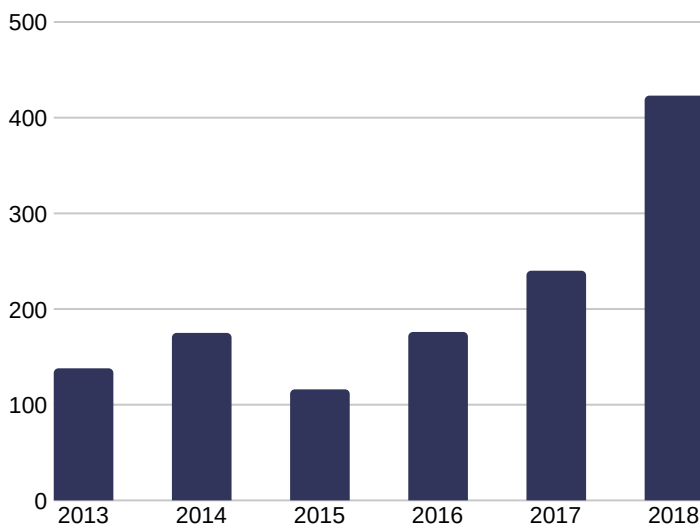
Salaries & Wages	\$412,000	46.9%
Employee Benefits	\$138,000	15.7%
Print Materials	\$75,000	8.5%
Utilities	\$66,000	7.5%
Equipment & System Fees	\$48,000	5.5%
Audio/Visual Materials	\$33,000	3.8%
Supplies & Processing	\$32,000	3.6%
County Carryover	\$31,000	3.5%
Periodicals	\$11,000	1.3%
Programming	\$8,000	0.9%
Electronic Materials	\$8,000	0.9%
Training & Travel	\$4,000	0.5%
Outreach	\$3,000	0.3%
Other	\$10,000	1.1%
	\$879,000	



Programs

Number of Programs Offered

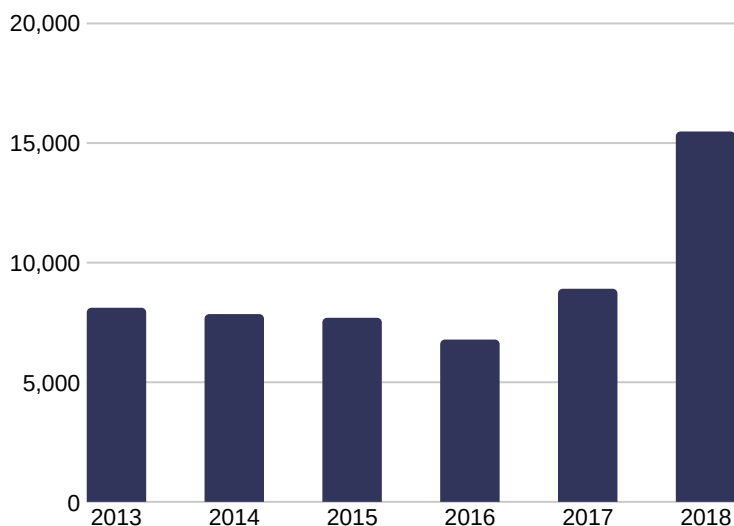
	2013	2014	2015	2016	2017	2018
Children (0-11)	107	161	102	142	150	243
Young Adult (12-17)	18	1	1	6	0	8
Adult (18+) & All Ages	12	12	12	27	89	171
Total	137	174	115	175	239	422



76.6%
increase in
2018

Total Program Attendance

	2013	2014	2015	2016	2017	2018
Children (0-11)	7,376	7,693	7,435	6,387	7,837	9,748
Young Adult (12-17)	601	14	120	54	0	180
Adult (18+) & All Ages	96	101	99	302	1,030	5,514
Total	8,073	7,808	7,654	6,743	8,867	15,442



74.2%
increase in
2018

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 2018, the number of programs offered increased by 76.6% to 422 and the total attendance increased by 74.2% to over 15,000. Some examples of new programs included Memory Cafés, Discovery Academy, movie showings, computer literacy classes, and outreach events. All programs are offered at no cost to patrons and are primarily funded by donations. Programs at the Germantown Community Library in 2018 included:



Storytime

The library offers 4 weekly storytimes that include stories, movement, and music. Beginning in summer, we added a 9:30 a.m. session doubling our storytime offerings. Additional storytime sessions included Summer Saturday storytime and evening storytime in fall. We typically see 20-40 people at each storytime.



Youth Program Sessions

The library offered several children's program sessions throughout the year that meet each week for a period of 4 to 8 weeks. These included Read to Rover, Discovery Academy, Recorder Club, and a Coding Club. Craft Circle was also held once a month for all ages.



Thursday Performers

For eight weeks during the summer, the library offers two showings of hired performers. This year's line-up included juggling with Sean Emery, the Soda Pups dog show, and the Schlitz Audubon Nature Center. The total attendance for this program was over 2,000 people.



Special Youth Programs

The library offered a variety of special programs during the year. Some examples included a Frozen Party, Dr. Seuss Day, local author visits, storytime with the Milwaukee Ballet, and Grinch-mas. The library also participated in two system-wide events with the Monarch Library system. Attendance ranged from 60 to 400 people at each event.



Movies

In May 2018, we began to offer showings of movies. Some examples included an August series, monthly movies, and interactive movies for families.

Programs



Adult Book Groups

The library hosts 6 monthly book groups (1 new in 2018) that read a variety of genres. Attendance typically ranges from 4 to 16 people. Free coffee and hot chocolate are provided by the Friends of the Library.



Computer Literacy Classes

In 2018, the library partnered with other libraries in Washington County to provide monthly tablet programs called Tablet Tuesdays. Germantown provided classes on searching the Monarch catalog, coding, and genealogy.



Memory Cafes & Dementia Programs

In 2018, the library partnered with libraries in Waukesha County for monthly Memory Cafes - programs for those with memory loss and their caregivers. At the 3 cafes offered in Germantown, attendance ranged from 24 to 28 people. We also offered several informational programs through the Alzheimer's Association.



Special Adult Programs

The library is able to offer adult programs at least once a month. Topics included the history of spices, the Vietnam War, straw bale gardening, Monarch butterflies, and a performance by the Ancora String Quartet. Attendance was between 6 to 68 people and all programs concluded with a reception and refreshments.



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 former garage band *Mourning Dayze*. The Friends also host a Holiday Book & Basket Sale in December and a Book Sale in March.



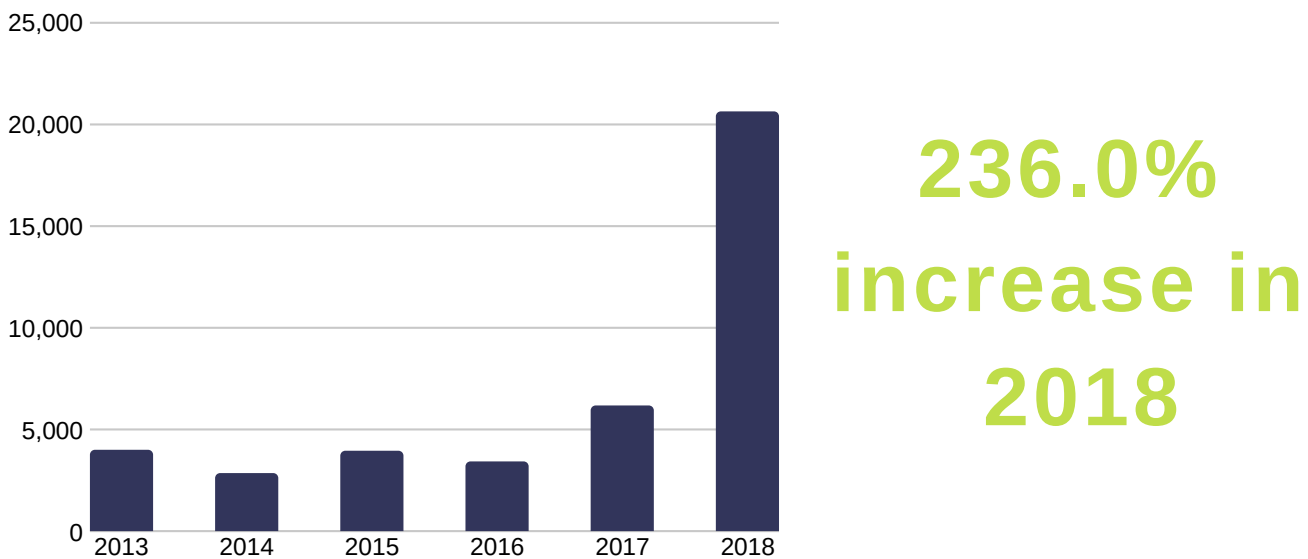
Outreach Programs

The Germantown Community Library participated in several outreach programs in 2018. Some examples of events we attended include the Village 4th of July festival, Richfield Days, NAC Night, Taste of Germantown, and Community Band Concerts. We also provided a number of services at schools and daycares and fund an Outreach Librarian through Washington County to provide services for local senior and assisted living facilities.

Drop-In Activities

Total Drop-In Activity Participation

	2013	2014	2015	2016	2017	2018
Children (0-11)	2,540	2,713	2,688	2,645	3,364	14,315
Young Adult (12-17)	1,408	1,089	1,213	731	921	1,366
Adult (18+) & All Ages	0	0	0	0	1,843	4,910
Total	3,948	3,802	3,901	3,376	6,128	20,591



2018 Summer & Winter Reading Programs

SUMMER

Children (0-11):

1,306 Participants (+16.4%)

5,660 Logs (+280.9%)

Young Adult (12-17):

126 Participants (+17.8%)

1,127 Logs (+23.0%)

Adult (18+):

168 Participants (+43.6%)

1,370 Logs (+106.6%)

WINTER (new in 2018)

Children (0-11):

379 Participants

703 Logs

Young Adult (12-17):

55 Participants

122 Logs

Adult (18+):

804 Participants

1,370 Logs

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 2018, the participation for drop-in activities increased by 236.0% and included over 20,000 participants.

The library worked hard to offer a variety of different drop-in programs for all ages throughout the year. In addition to our traditional reading program, our goal was to provide the community with activities that encouraged creativity, community, and library participation. This summer, we continued to see growth across all ages for our Summer Reading Program. Our theme this year was 'Libraries Rock' and focused on music. We also added a new Winter Reading program that ran through January and February of 2018.

Drop-in activities at the Germantown Community Library in 2018 included:

Summer Reading Program (all ages)

A record number of people participated in the 2018 Summer Reading Program - a 18.9% increase from last year. Children ages 0 through 6th grade completed a series of 5 reading logs and received additional logs for raffle prizes. Young Adults and Adults completed a raffle entry for each book that they read to be entered to win free gift certificates, books, and DVDs.

The children's program had a completion rate of 66.8%.

Across all age groups, a total of 8,157 logs were turned in throughout the summer. This was over double the amount in 2017.



Winter Reading Program (all ages)

New in 2018, the Winter Reading Program encouraged patrons to read and visit the library in January through February - typically slow periods for general library use. A total of 1,238 people participated in the program and 2,195 logs were turned in. Children completed a Bingo card and then were able to fill out additional raffle tickets. Young adults and adults filled out an entry for every 3 items that were checked out to enter to win a variety of gift cards.



Drop-In Activities



Baby Lifelong Learning Welcome Bag

Starting in September 2017, this is a free bag for newborns to 12-month-olds containing a board book, bib, baby hat, and library and early literacy information. This program is 100% funded by the Friends of the Germantown Community Library. The library gave out over 40 bags in 2018.



1000 Books Before Kindergarten

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. Children are encouraged to track their progress and return to the library every time they read 100 books. In 2018 over 80 children signed up for the program.



Youth Activity Table

A table in the Youth Services Area provides the library's youngest patrons with coloring pages and simple crafts to complete when they visit the library. The library also adds to this table with seasonal crafts or activities during the holidays or special events.



Young Adult & Adult Activity Table

A table near the Reference Desk provides adults and young adults with coloring pages and a community puzzle. A new puzzle is completed every 2 to 3 weeks.



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 150 suggestions.



Additional Drop-In Activities for All Ages

Additional drop-in activities included open voting for the Friends Art Contest, scavenger hunts, checkout clubs, a Baby Hat Drive for the CLICK for Babies Campaign, a Wisconsin Reads program, and a variety of raffle baskets offered throughout the year.

Highlighted Projects

Database Management & Technology

January: Gale Courses added

January: Database clean up of 25+ years of data and editing of fines & fee notices

April: Pronunciator foreign language database added

July: Launch of Monarch2Go app

September: Added receipt printers in all work areas

Programming, Outreach & Marketing

January: Joined Wild Plum Library Memory Project

January: New Winter Reading Program for all ages

March: New marketing display panels and organization of material

September: New print marketing brochure for 4-month periods

2018: Participated in 20 community events through outreach programs

Collections

January: New Children's & Young Adult Spanish Collections

January: New Children's & Young Adult Graphic Novel Collections

May: Re-processing and new shelf location for CD + Book Kit Collection

Building

February: Phase 1 of 2 of painting completed

June: New shelving labels in all collections

September: Expanded Early Literacy Area to include benches, puzzle storage, tables, and a Lego table

December: MOMS Club Germantown-West donor tree added

Staff & Training

January: Reorganized staff duties to create two part-time Youth Services Assistants

March: Reorganized staff duties to create a part-time Circulation Manager position

July: Harassment training for all staff

July: Addition of Library Specialist position at the Circulation Desk

August: Start of Position Analysis to reorganize library staff and workroom

Looking Ahead to 2019 & Beyond

2019: Completion of staff reorganization project and update job descriptions

2019: Provide staff with increased opportunities for training and continuing education

2019: Completion of Phase 2 of painting project and update furniture

2019: Continue weeding & collection clean up in all areas

2019: Expand technology through online registration and community reservation

2019: Implement pre-processing options through material vendors

2019: Continue to expand library resources, marketing, programs and outreach

2019/2020: Strategic Planning

2019/2020: Expand services, programming, and volunteering for young adults

2019/2020: Implement open holds and self-checkout stations