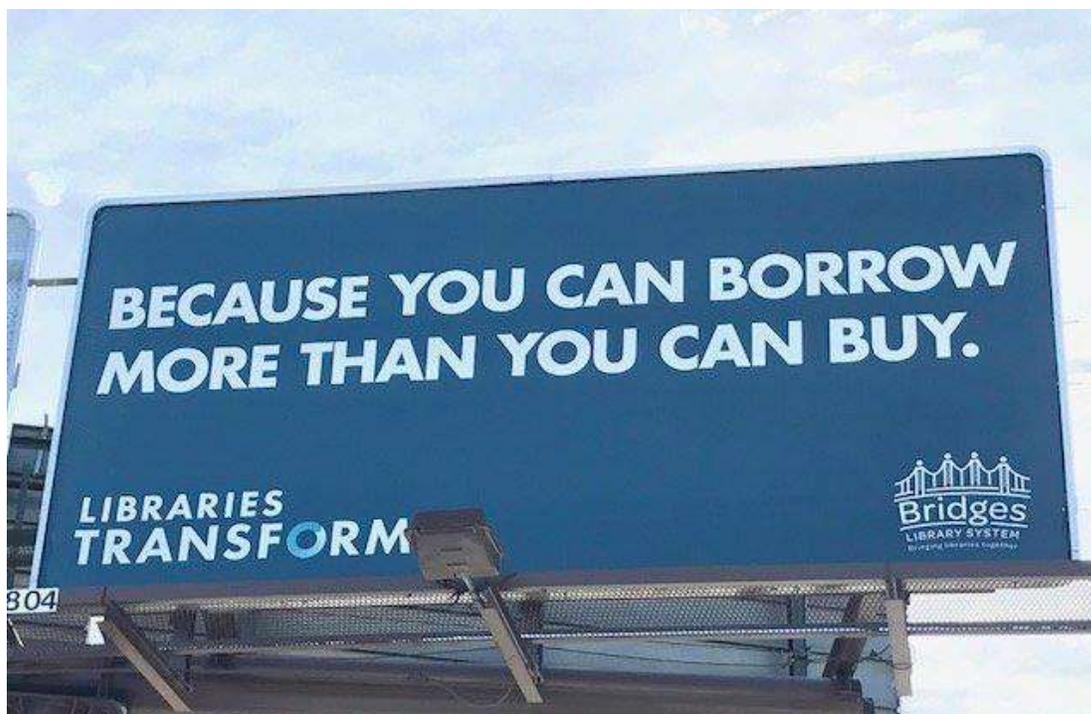


# 2018 Annual Report of Jefferson County Library Service



Pictured above is a billboard located along Hwy 26 near Watertown that was up for the month of February. It caught the attention of area residents and got widespread recognition when the American Library Association shared the photo to a national audience on February 7, 2018.

**Mission:** [Jefferson County Library Service](#) works to support and strengthen the municipal libraries so that all County residents receive quality public library service.

Jefferson County became a member of the [Bridges Library System](#) after merging with Waukesha County and officially changing its regional library system affiliation on January 1, 2016. As a result of that change, the libraries (except Cambridge) migrated to the [CAFÉ](#) online catalog with access to more than 2 million items and new software for operations. In addition, the new partnership offers access to more digital resources, coordinated marketing, and stronger support for the library boards and staffs throughout Jefferson County.

In keeping with the societal shift to digital resources, circulation of physical items at the county libraries decreased by 1.3% from 2017 to 2018 while the libraries' digital circulation numbers soared. See Tables 1 and 2 for the 2018 circulation numbers.

**Table 1. Number of physical circulations at Jefferson County Libraries - 2018**

Library	Circulation to County residents who live in non-librariated areas	Total library circulation	Share of circulation to county residents in non-librariated areas
Cambridge	26,011	57,392	45%
Dwight Foster/Fort Atkinson	59,411	192,186	31%
Jefferson	21,958	86,172	25%
Johnson Creek	8,134	31,631	26%
L.D. Fargo/Lake Mills	27,365	94,608	29%
Powers Memorial/Palmyra	11,827	26,664	44%
Karl Junginger/Waterloo	5,365	44,524	12%
Watertown	43,574	317,226	14%
Irvin L. Young/Whitewater	13,098	119,913	11%
<b>Totals</b>	<b>216,743</b>	<b>970,316</b>	<b>22%</b>

Table 1 shows the 2018 circulation of physical items based on the users' residency area. The ratio of use by Jefferson County residents who live in municipalities without their own libraries (and are subject to the county library tax) is 22%--the same as it was in 2017.

Table 2 shows the digital checkouts from the Wisconsin Digital Library. From 2017 to 2018, a 25% increase was recorded. The number of digital checkouts continues its rapid growth, reaching an all-time high in 2018. The ratio of use of digital materials by Jefferson County residents who live in municipalities without libraries is tracked and was 32% of overall usage in 2018, which is 10% higher than the ratio for circulation of physical items.

**Table 2. Number of WI Digital Library circulations by Jefferson County libraries - 2018**

Library	# Digital Circulations - 2018	Prior Year	% Change
Cambridge	3,479	2,486	40%
Dwight Foster/Fort Atkinson	21,810	17,321	26%
Jefferson	8,422	6,746	25%
Johnson Creek	4,422	3,905	13%
L.D. Fargo/Lake Mills	10,794	7,996	35%
Powers Memorial/Palmyra	2,285	1,995	15%
Karl Junginger/Waterloo	4,709	3,533	33%
Watertown	27,653	23,129	20%
Irvin L. Young/Whitewater	12,285	9,411	31%
<b>Totals</b>	<b>95,859</b>	<b>76,522</b>	<b>25%</b>

# County Library Service Highlights of 2018

Jefferson County residents had ready access to more than 2 million items, the ability to easily search for library events, and integrated access to the Wisconsin Digital Library, all via the [CAFÉ catalog](#). Libraries received the following Bridges Library System services and programs:

- ❖ Management of CAFÉ integrated library system
- ❖ Delivery service (Monday-Friday) to maximize resource sharing
- ❖ Improvement and Innovation grants
- ❖ Coordinated public relations efforts & library advocacy
- ❖ Technology support to libraries for CAFÉ, OverDrive, the network, and local library needs
- ❖ State-required annual report data pre-population & monthly data reporting
- ❖ Youth services coordination
- ❖ Inclusive services coordination
- ❖ Workforce development coordination
- ❖ Professional development opportunities for staff and trustees
- ❖ Cooperative purchasing opportunities
- ❖ Coordinated meetings for staffs & subject-specific listservs and groups
- ❖ Backup reference assistance & access to professional collection for library personnel
- ❖ Consultation on library services
- ❖ Access to special equipment
- ❖ Interlibrary loan software
- ❖ New library director orientation
- ❖ County library budgeting & planning assistance
- ❖ Web hosting, website Assistance, & email service
- ❖ Mobile device charging stations

[Additional electronic resources for all county residents](#) offered in 2018 included:

- ❖ Cypress Resume (for job coaching, resume critiquing, and mock interview sessions)
- ❖ Gale Courses (online self-paced classes)
- ❖ Flipster (digital magazines)
- ❖ Ancestry.com (for researching family history)
- ❖ Consumer Reports (for making smart buying decisions)
- ❖ Reference USA (for researching businesses and developing sales leads)
- ❖ 1000 Books Before Kindergarten app (to encourage parents to read to their young children)
- ❖ NoveList Plus – (for reading advice--recommended reads, reviews, and book discussion guides)
- ❖ Morningstar Investment Research (to research current or prospective holdings)

# Library Highlights from 2018

## Cambridge Community Library



Attendance for programming on average has increased. In 2018 Cambridge held 151 programs and increased its choices of programming for its consumers compared to the amount of programming in 2017. This averaged approximately three free programs a week for a variety of ages. The increased activity brings in some new faces. Photos are of two programs held at the library.

In-house use of computers, meeting rooms, and Wi-Fi use has grown, as has digital collection usage. The Cambridge Community Library pre-2018 had fluctuating opening times, depending on the day of the week. In 2018, the Cambridge Library changed its hours, opening at 10 a.m. every day it was open. With adjustments, the library didn't increase hours but was able to offer patrons consistency. Most in the community seemed to appreciate the change in hours.

Unfortunately, Cambridge saw its first decline in overall check-out/circulation numbers in 2018. While Cambridge heard from other libraries that their circulation numbers for physical items were decreasing over the past 5 years, Cambridge's were either increasing or were at a leveled-off pace likely due to its new facility. Cambridge finally saw a drop in circulation in 2018. The library is working on ideas to increase circulation in 2019.

During 2019, the Cambridge Community Library will be working on a formulating a new strategic plan.

**Dwight Foster Public Library** in Fort Atkinson had a landmark year in 2018. The Library adapted the technology offered by adding a



large number of mobile hotspots for checkout to patrons. A *Lucky Day* program was introduced in 2018 that allows local patrons to have priority on books, DVDs, and audiobooks that are in high demand system wide. *Binge Boxes* were also created to allow patrons to check out five to six DVDs at a time for a theme, director, or actor for extended viewing. The library was awarded a \$21,000 grant to help start an LED lighting retrofit of the library to reduce the energy costs and save \$1,000 a month. Starting in 2019, the savings will go toward programming and the library's collection.

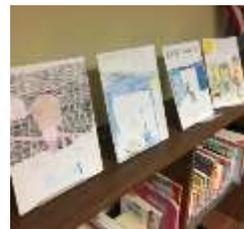
**Jefferson Public Library** The Library Board, Staff, and Friends continue to work toward a goal of expansion of the library facility. Lawn games were added to the collection for check out in 2018. They are popular for family gatherings, birthday and graduation parties, and are used by this and other libraries for programming. Librarians have brought resources to job seekers at Work Force Development events, highlighting databases that are available free with a library card. The Kiwanis partner with the library to deliver materials to those unable to come in and have provided takeaway bags of clothing items that anyone can pick up at the Library.



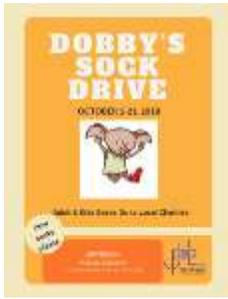
Monarch Project



Superhero Library Staff



Student Works on Display



Socks for Local Charities



Sci-Fi Party



Food Programs

**Johnson Creek Public Library** Abby Armour was hired as the new director at the beginning of 2018. Overall the library has experienced significant growth in the last year. Circulation of physical materials increased by 7% over 2017. Programming attendance also increased, and the library participated in more outreach opportunities such as staffing a booth at the Johnson Creek Fireman’s Festival, signing up library cards at the Johnson Creek Elementary School Literacy Night, and co-sponsoring Poetry Night at the Community Center. A record number of people participated in the Summer library program, with an increase of 44% participation over 2017. In the summer of 2018, the library completed a small remodel of the children’s area in honor of former library director Luci Bledsoe. The project included new paint, carpeting, and child-friendly shelving and furniture. The remodel was entirely funded by donations and completed by volunteers.



**L.D. Fargo Public Library** hired a new Children's Librarian, Rebecca Feirer, and has updated its programs. The library added an additional story time aimed at children aged birth to 2 years and has been running a series of monthly library scavenger hunts, gaming events, and escape rooms.



The library completed a conversion to LED lamps in 2018 and replaced all the interior lighting in the library building. Half the cost of the LED conversion was covered by the local utility.

**Powers Memorial Library** had an exciting year in 2018. The new Director, Erik Braun, began



in August and is excited to be here. Erik is focused on promoting the value of library to residents of Palmyra and neighboring communities. There were many new materials available to patrons this past year. These include print and electronic materials, as well as other less common items such as kayaks and free passes to attractions in Jefferson, Waukesha, and Milwaukee counties. The library has also

expanded its supply of Hotspots allowing more patrons access to the internet. For tax season, patrons are able to access tax resources at the library and can find out where they can go to receive help with completing their tax returns. Throughout the year, the library provided assistance for patrons who need assistance with technology. In terms of programs hosted by the library, the Family Fun Night continues to be a major attraction, though the event in 2018 was impacted by strong storms in the area. The newest item of furniture at our library is a custom-built shelving unit for outgoing and incoming holds. The shelving area of the Young Adult (YA) section has also expanded to provide more room for incoming latest and greatest resources. The YA section includes the Makerspace Area, which often attracts numerous participants. Makerspace is a collaborative and guided learning space. Participants, with assistance from instructors, use technology to design and implement exciting projects. Promoting new and ongoing programming will be a priority for the library in 2019.

[Karl Junginger Memorial Library](#) in Waterloo had a year of technology advances in 2018. It started with a new Wi-Fi System installed that shows how many times patrons use the free Wi-Fi. From 2017 to 2018, use of the free Wi-Fi doubled. Library staff also implemented a new and free way to organize its community room reservations using Google Calendar. With Bridges *Library Improvement and Innovation* grant funds, the library was able to purchase Ozobots for STEAM programming and one to check out, two Cricut machines and two Ukuleles for adult programming and to check out, and a system for our patrons to change their VHS tapes to DVDs. Lots of fun and learning is taking place with these wonderful grant purchases.





**Watertown Public Library** trustees kicked off the *The Key to Opportunity Campaign* for the renovation and expansion of the Watertown Public Library. The biggest news for 2018 was the announcement that the Greater Watertown Community Health Foundation

(GWCHF) approved grants to the library valued at \$3.3 million to develop the new Watertown children’s library as a flagship TalkReadPlay center. With help from the GWCHF and other visionary donors, the Watertown Public Library plans to break ground in 2020. The library also added some fun materials, such as snowshoes and ukuleles, to its collection last year.



**Irvin L. Young Memorial Library** started a strategic planning process in the fall of 2018. With the assistance of consultants from Wisconsin Library Services, a completed plan was approved in March 2019. The Library also put out a request for proposal to developers for a public/private partnership to further the Library’s plans for an expanded or new building. Two developers responded and the Library/City team in charge of the project will be reviewing the proposals, researching prior projects, and reporting to the City Council in 2019.



The Library increased the number of registered borrowers from the Whitewater Lake area in 2018 as part of our goals and objectives for the year. It also increased the number of Millennial-focused programs by 26% to help draw in that unique demographic in Whitewater. Summer reading program statistics remained steady with a 34% completion rate.

The Library’s funding was reduced by 3%, or approximately \$30,000, for 2019. Staff had to be reduced to cover the size of the deficit, so the library had to say goodbye to two of our long-time customer service associates.