

# 2020 Annual Report of Jefferson County Library Service



**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 is a member of the [Bridges Library System](#) as a result of merging with Waukesha County and officially changing its regional library system affiliation on January 1, 2016. All Jefferson County libraries, with the exception of Cambridge Community Library, migrated to the [CAFÉ](#) online catalog providing access to more than 2 million items and software for operations. The partnership also offers access to more digital resources, coordinated marketing, and strengthened support for the library boards and staffs throughout Jefferson County.

In 2020, the total circulation in Jefferson County decreased nearly 36% from the previous year with 620,424 physical items checked out of the nine county libraries. This decrease was due in large part to the Stay at Home order and the other challenges related to COVID-19. Of those items, 134,201 (which represents 22% of the total) were checked out by Jefferson County residents who live in municipalities without their own libraries. In 2020, the ratio of non-librariated usage increased slightly by 1%. See Table 1 for the 2020 circulation numbers.

**Table 1. Circulation at Jefferson County Libraries - 2020**

<b>Library</b>	<b>Circulation to County residents who live in non-librariated areas</b>	<b>Total library circulation</b>	<b>Share of circulation to county residents in non-librariated areas</b>
Cambridge	12,033	27,444	44%
Dwight Foster/Fort Atkinson	38,260	126,480	30%
Jefferson	16,176	63,380	26%
Johnson Creek	6,698	30,566	22%
L.D. Fargo/Lake Mills	15,462	68,514	23%
Powers Memorial/Palmyra	6,517	17,134	38%
Karl Junginger/Waterloo	5,915	37,037	16%
Watertown	27,461	185,427	15%
Irvin L. Young/Whitewater	5,679	64,442	9%
<b>Totals</b>	<b>134,201</b>	<b>620,424</b>	<b>22%</b>

Digital circulations continued to increase rapidly with a 15% overall increase in one year (from 2019 to 2020). Residents who live in Jefferson County municipalities without libraries represented 25% of digital usage in 2020. This ratio has been consistent and represents a higher ratio than for physical circulations. In fact, the number of digital checkouts by Jefferson County residents was at an all-time high. E-books and e-audio materials are available for borrowing from the [Wisconsin Digital Library](#) by downloading to a computer or device. See Table 2 for the number of downloads of digital materials in 2020 by Jefferson County residents apportioned by library.

**Table 2. Digital Downloads at Jefferson County Libraries - 2020**

<b>Library</b>	<b>Number of digital downloads</b>
Cambridge	5,913
Dwight Foster/Fort Atkinson	28,699
Jefferson	11,797
Johnson Creek	5,683
L.D. Fargo/Lake Mills	16,911
Powers Memorial/Palmyra	2,617
Karl Junginger/Waterloo	6,417
Watertown	36,073
Irvin L. Young/Whitewater	15,308
<b>Totals</b>	<b>129,418</b>

# County Library Service Highlights of 2020

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:

- ❖ Improvement and Innovation Grants
- ❖ Coordinated Public Relations Efforts & Library Advocacy
- ❖ Technology Support for CAFÉ, OverDrive, and the Wide Area Network
- ❖ Annual Report Data Pre-Population & Monthly Data Reporting
- ❖ Youth Services Coordination
- ❖ Inclusive Services Coordination
- ❖ Workforce Development Coordination
- ❖ Professional Development Opportunities
- ❖ Coordinated Meetings for Staffs & Subject-Specific Listservs and Groups
- ❖ Backup Reference Assistance
- ❖ Access to a Professional Collection for librarians
- ❖ Consultation on Library Services
- ❖ Access to Special Equipment
- ❖ Interlibrary Loan Software
- ❖ New Library Director Orientation
- ❖ County Library Budgeting & Planning Assistance
- ❖ Web Hosting, Website Assistance, & E-Mail Service

[Additional electronic resources for all county residents](#) offered in 2020 included:

- ❖ Overdrive – Access to ebooks and digital audio books
- ❖ 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)
- ❖ HelpNow – Homework Help and Online Live Tutoring
- ❖ Hoopla – On-demand streaming digital movies, music, ebooks, and audiobooks
- ❖ 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 2020

## Cambridge Community Library



In 2020, Cambridge Community Library expanded our services to include some inside services. We called it our Express Services. People could view and select from the newest materials and from coordinated special displays. We encouraged in and out business and were still open limited hours with no Saturday hours for inside service. The library provided the additional on-line database Creative Bug.

As our library was under Dane County protocols, masks were mandated for a good while into 2021. We provided virtual programming for story times and our 3rd Thursday Family events since April of 2020. Also, we provided Take and Make opportunities to be picked up at the library that corresponded with the virtual programming. The library provided several Storywalks for our community members of all ages throughout 2020 and 2021.

Friends of the Cambridge Library provided Milwaukee County Zoo Passes for our community members. These free Zoo Passes enable many to enjoy an opportunity. Staff felt it was great because of its connection to the Summer Library Program theme and a way to pump-up our lagging circulation statistics. Many have used them and a list of reservations for the whole year are on the calendar.

Our monthly check-out is increasing, as are family visits, but during COVID in 2020 folks found Overdrive/Libby plus Netflix and other streaming services for movies. As a result, certain segments of our business are not re-building as quickly.

## Dwight Foster Public Library



Throughout the pandemic, the Dwight Foster Public Library adjusted services to allow patrons to pick up materials curbside and participate in library programming virtually to try to protect the public during the health crisis. The library's meeting rooms continued to be community-gathering spaces for individuals, organizations, and businesses. Unfortunately, because of the need for space to quarantine returned library material during the pandemic the use of these rooms was extremely limited. The library continued to offer downloadable books, magazines and audio materials. As a member of the Wisconsin Public Library Consortium, the library provides access to e-books, digital audiobooks and videos via [Overdrive](#). A total of 28,699 e-books and audiobooks were downloaded in 2020. This was a 13% increase from the year before. The use of public computers and wifi continued to be a constant resource for the community. Unfortunately, at moments when the library was operating under the Stay at Home order or at curbside service, these services were limited to wifi access that were expanded in the recent past. Patrons were able to access the wifi even outside the building.

New virtual services were added in a timely fashion in response to the pandemic in 2020. As a partner with the Bridges Library System, [HelpNow](#), an online tutoring service, was added at the start of the school year to help anyone that needed homework help for a wide range of topics. Hoopla, a new streaming service for digital movies, music, ebooks, and audiobooks, expanded our online offering in April 2020 during the Stay at Home order.

The library closed its doors to the public on March 16. On March 17, the library installed a StoryWalk along the sidewalk in front of the building. We continued to swap out our StoryWalk titles a couple times a month, displaying 17 picture book titles between March and November. In late March, Youth Services Librarian Minetta Lippert began offering a weekly storytime live through Facebook. Family Storytime Online was very well received by the public, with one family stating, "My girls loved watching you today! A little familiarity during a strange time. Thanks for doing this." The Youth Department began to offer virtual programs and hands-on experiences like craft bags. In response to an influx of questions about homeschooling as details of the upcoming school year were still undecided, the library offered a virtual program for parents and caregivers called "How to Homeschool" featuring six veteran homeschooling

parents as panelists. During the pandemic, the library has been serving teachers by gathering collections of books for classrooms and delivering them to schools.

In May, the library began offering a new service called Librarian Picks. Patrons can fill out a quick form on the library's website about the types of books they like. A librarian then selects about five books for the patron to try and writes a personal note to the patron about the selections. One parent commented, "We LOVE the books!"

## Jefferson Public Library



Stepping Up in 2020. The Jefferson Public Library played an integral part in helping the Jefferson community continue to learn, explore and stay connected. Throughout the year, the library continued to be open and available for those who needed materials for entertainment or educational needs, access to the internet, printing and copier services. Some new services that were created in response to the pandemic are No Contact Pick Up, an outdoor Story Walk, personalized book bundles, Storytime in a Bag, and virtual programming. The library also added three hotspots, bringing the total to eight, that are available for check out and were a valuable tool for those who found themselves working or doing school from home. The annual Summer Library Program offered a wide variety of programming and activities to do at home for all ages. Community partnerships included the Jefferson Chamber of Commerce, Jefferson Kiwanis, and Theisen's. The library received funds from the Theisen's More for Your Community grant program that enabled the library to purchase over thirty different STEAM kits that focus on science, technology, engineering, arts, and mathematics for variety of ages.

## Johnson Creek Public Library



Despite a pandemic, a diminished staff size, and reduced opened hours, the Johnson Creek Public Library staff managed an impressive amount of circulation, a testament to the

community's need for and love of their library. Though the library was closed to the public for almost three months, the Johnson Creek Public Library continued to increase its community impact significantly in 2020, only losing 7% circulation by the end of the year compared to the Bridges-wide average loss of 33%.

The year started strong with record-breaking circulation and huge events like the Dr. Seuss celebration at the end of February which drew 86 attendees. When the pandemic abruptly shut everything down, the library closed its doors—but never stopped serving the community. Within days, Ms. Abby had posted online storytimes, the website was rebuilt to help people find trustworthy information on COVID-19 and easily connect with digital resources, and the librarians assisted people remotely via social media, Tidio chat, and email to set up access to ebooks, eaudiobooks, and emagazines from the safety of their homes.

In April the staff began curbside delivery using mobile technology to scan customer library cards through the glass door and conduct entire reference transactions. The pandemic offered opportunities to figure out new and exciting ways to serve the community such as establishing weekly contract-free drop-offs with Crossroads Daycare, weekly Pop-Up Libraries in the parks in the summer for people hesitant to go into the building, digital Summer Learning Program tracking, and indefinite continuation of curbside delivery.

## **L.D. Fargo Public Library**

Lake Mills had a strong year under imposition of a worldwide pandemic. Staff transitioned to working from home, we relied on our electronic services for a time, and we created some excellent programming opportunities. For example: Children and Teen staff designed and collected materials for 2,000 craft bags for children to take home.

The Library closed to the public on three occasions. We built a brand-new service desk at the library's back window to continue to serve the public.

## **Powers Memorial Library**

Powers Memorial Library started 2020 strong, with over a 12% increase in circulation from 2019, during January and February. COVID resulted in many new offerings for the library. We began curbside pick-up and offered virtual programming. For the first time, we had to offer our summer reading program virtually. Through a grant, DPI provided the libraries with Beanstack as a tool to use for logging reading and activities.

This year also provided a great opportunity to give the children's library a much needed facelift. A picture book village was created and all the picture books were placed into neighborhoods (subject areas), making it easier for patrons to find books of interest to them. The space was rearranged for better flow and sight lines and the space was cheered up with a fresh coat of colorful paint. The year also saw the addition of lawn games and snowshoes to our Library of Things. With all of the snow early on in winter, the snowshoes were a big hit in the community.

## Karl Junginger Memorial Library



Karl Junginger Memorial Library located in Waterloo started 2020 off with a strong start holding many programs that were well attended. In the first two months of the year the library held an Adult Disney Trivia night, Escape room for all ages, YA after hours Nerf battle with a local police officer, and began a new Retiree's club along with our regular story hours and book clubs. Our Friends of the Library held their annual library Mini Golf Fundraiser event which was well attended. Then March of 2020 came and library doors were closed but our library staff persevered. We worked from home until we were able to come back into the library and begin offering Curb Side pick up to our patrons. Our Youth and Adult service librarians switched gears and offered virtual story hours, book clubs, and other programs. They began to create make and take crafts for youth, YA and adults. The youth service librarian also created book bundles with themed books, videos and other materials for easy access for families to grab and go. The library placed a story trail around the library property and our community members were so excited to be able to get outside, stay safe but have something to do. When the 24 Bridges libraries decided to try Hoopla, I had no idea what the outcome would be. The patrons in the Waterloo community went crazy for this online media streaming platform and have not slowed down checking out from Hoopla yet! So even though 2020 threw libraries for a loop the KJM Library staff came together to figure out how to help assist patrons and get library materials into the hands of our community.

## Watertown Public Library

2020 was quite the year for the Watertown Public Library. After many years of planning and fundraising we broke ground in August. Miron Construction was awarded the 6.4 million dollar project for the expansion and renovation of the library. The saying "it takes a village" is very applicable to this project as many people collaborated, volunteered their time and talents, and made donations and pledges to this project! Community support was needed to bring this to a successful conclusion. The expansion and renovation should be completed toward the end of 2021. We hope you will join us for our grand opening celebration in early 2022!



Mixed in with the excitement of our building project was the pandemic. Library staff rallied together to bring an assortment of services to our patrons. We tweaked our workflows, learned new skills, and remained focused in order to maintain the services our patrons were requesting! Fortunately, the staff remained healthy with only one confirmed case of Covid-19 reported.

Like many libraries we closed our facilities and transitioned to online programming. We offered online storytimes, hosted photo contests, had some laughs with Bad Joke Wednesday, created Make & Take crafts for patrons of all ages, hosted online Family Zoom Nights, facilitated online infant massage classes, and promoted our online resources. Staff also provided curbside services, created an outdoor Wifi patio, maintained our Storybook Trail and hosted the Garden Tales Farmer's Market. All in all, it was a year filled with uncertainty, twists and turns, and many successes!

## Irvin L. Young Memorial Library



The library welcomed a new Programming and Makerspace Librarian, Torrie Thomas. We offered virtual programs on Zoom, YouTube, and Facebook and experimented with synchronous and asynchronous viewing options. We created weekly craft videos and distributed an average of 40 craft kits each week. We also offered twice-monthly virtual gardening programs. Some of our more popular virtual programs included our *Voting Basics* program presented by the Whitewater Area League of Women Voters and *Spiritualism and the Morris Pratt Institute and how it led to the Witches of Whitewater* presented by the Whitewater Historical Society. We also saw excellent attendance at our *Bats of Wisconsin* program presented by the Wildlife in Need Center of Oconomowoc and we partnered with other Bridges Libraries to host a 4-week paleontology series for kids presented by Colossal Fossils. Thanks to DPI's efforts, we were able to digitize our summer reading program and our August Family Fun Challenge with Beanstack.