

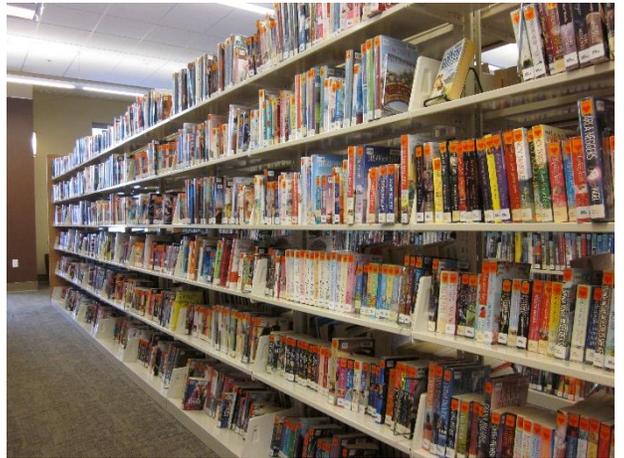
Fitchburg Public Library

2017 Annual Report

Collection

The library opened with great fanfare in 2011 with roughly 60,000 brand new items on the shelves. Now, at the end of 2017, the library boasts a collection of nearly 108,000 items! 13,254 new items were added to the collection in 2017. All of these items are selected by the youth and adult services staff and processed by the technical services staff.

After reaching the collection size standard mandated by Dane County in 2014, the library continued to add new items while simultaneously beginning to weed out items in poor condition or items that were not circulating well. The collection has now reached a size where the shelves are beginning to be crowded, and the library is planning a large scale weeding project for 2018. This will create more free space to allow for the addition of more popular, high circulating items. Books that are weeded out of the collection are sent to Better World Books, an organization that sells and recycles books. Better World Books sends the Fitchburg Library a portion of the sales from the books they sell.



After a trial run in 2016 with one wireless hotspot, the library added 3 more in 2017. These Verizon Jetpack MiFi devices allow patrons to get a fast internet connection anywhere they are. These items have been very popular, checking out of the library almost as soon as they are placed on the shelf.

Building

In 2017, the library installed a solar array on the roof! This was part of a larger city project that resulted in photovoltaic panels being installed on the new fire station, the public works maintenance facility, city hall, and the library. The library's array has 330 panels, which is 114 kW. Based on online models, we are hoping to reduce the library's electricity bills by up to \$17,000 per year.

At the time the library was built, installing solar was cost prohibitive, but with costs falling dramatically since then, the remaining balance in the Capital Campaign (money that was raised in 2010-12 to pay for



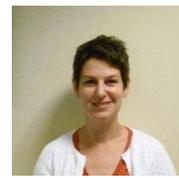
library furnishings, fixtures, technology,) with an added boost from the city there was enough to fund the array. There will be a digital sign in the library's main entrance detailing how much energy is being produced by the system, so the public can see how the system is working. The sign has been graciously funded by the Friends of the Fitchburg Library.

Staffing

Adult services welcomed Rachel Ott as a new LA II in January of 2017. Rachel had been an LA II in youth services since 2015. Adult services manager Kate Hull left to take a position with another library, and electronic services librarian Tegan Karow moved up into that position in June 2017. Lisa Stippich (pictured), who was an LA I in circulation from 2014 through 2016, returned to take the electronic services librarian position in July of 2017. Becca Fierer (pictured) joined the department as an LA II in September 2017.



The circulation department saw a number of changes over 2017, with new people coming in and some internal changes as well. Emily Priesler was hired in February as an LA I and Molly Krause was hired in June as an LA I LTE. Rachel Brightman, Sandra Walowit, Sara Schumacher, Karen Ward, and Lesa Raimer all joined the department as shelvers.



Lauren Zurovitch and Megan Lindloff, former shelvers, were able to return to be temporary summer shelvers. Sam Minor moved from an LA I position to a shelver position when her college schedule changed.



The youth services department welcomed Carly Barber-Callaghan in January as an LA II LTE, and Kristen Garvey in September as an LA II.



Additionally, the library welcomed Christina Jones, Carol Iwanowski, Gabriela Drexler, and Carmella Hatch as temporary LA IIs to cover multiple, overlapping family leaves in the summer. Several of these summer staff now make up sub pool for library staffing. We can offer them shifts on an as-needed basis.

New Babies

The library experienced a second “babypalooza” in 2017, welcoming 4 new babies to staff members.

Kelly Witt (youth services librarian) had Westley Donald Witt may 3rd. Tegan Karow (now adult services manager) had Evan James Karow on June 2nd. Tim Powers (youth services manager) and his wife Emily had Logan Alexander Powers on July 7th. Jamie Hernandez (youth services librarian) had Eli Nolan Hernandez October 13th.



Interestingly, in the first round of babypalooza in 2013, three of the same positions in the library had babies as in 2017 (youth services manager, adult services manager, and youth services librarian.) Every year since 2013, the library has welcomed at least one new baby to a staff member, bringing the total to 12 babies, with at least 2 more expected in 2018.

Services

Circulation

Our circulation remained high in 2017 with 386,317 items checked out, 87,145 of which were holds. Though there was a slight decline in circulation from 2016, Fitchburg saw less of a decline than others. The average decrease for LINK libraries in 2017 was 2.18%, and the Fitchburg Public Library had a decrease of 1.74%. On a positive note, our patrons’ use of the hold system continues to increase, both in numbers and as a percentage of overall circulation: in 2016, 85,595 holds were placed, which was 22% of all circulations, and in 2017, patrons placed 87,45 holds, which was 23% of all circulations.

Circulating technology remained popular at the Fitchburg Public Library in 2017, with our laptops circulating 437 times, our Roku streaming media players circulating 92 times, our Kindles circulating 137 times, and our smartphone chargers circulating 47 times. After a trial in 2016 with one wireless hotspot, we added 3 more to our collection in 2017, and they have been incredibly popular with our patrons. They circulated 95 times from late March until the end of December, with consistently high demand and patron interest.

We are still steadily adding new patrons, with 1,021 people getting library cards at the Fitchburg Public Library in 2017. 794 of those were Fitchburg residents and 227 were from surrounding communities. Overall, 15,072 Fitchburg residents have library cards.

Programming

The adult services department hosted a total of 54 programs over the course of the year with 547 attendees. Along with our three on-going book clubs we hosted a variety of programs including a fall concert series, board game café, bike maintenance 101, and genealogy basics. A four-part Great Decisions series was very well received. Current topics including nuclear security and trade policy were discussed and opinions were shared with the Foreign Policy Association.



The adult services department partnered with Friends of the Fitchburg Library and the Fitchburg Senior Center to host the very popular Mark Moran's Antique Appraisal event in November. The library received a grant from Beyond the Page to host The Horse-Human Connection, a part of the Beyond the Page program series that included a screening of the film, *Unbranded* and speaker Jim Leary, who discussed *The Changing Role of Horses in Our Society*.

Over the course of the year, our electronic services librarian held 43 one-on-one tech tutor sessions with patrons. These one hour sessions cover a technology topic of the patron's choosing, such as using a new e-reader or a tablet. 33 group classes on a variety of technology topics were held throughout the year, with 147 patrons attending. Topics included Library eBooks with Libby, Cutting the Cable Cord, Library Digital Resources, Genealogy, Best Apps, 3D Printing, Shutterfly, Citizen Science, Travel Resources, and more. With the help of our outreach librarian, we were able to expand our offering of technology assistance outside the library, hosting 6 classes this last fall at a local Fitchburg apartment complex.



Youth Services hosted 329 programs in 2017 with 13,854 attendees! In addition to storytimes, crafts and science/technology programs some of our special programs included: ZooZort animal program, Yo-Yo show, Music Together (making instruments and playing music with a music instructor), and Snake, Rattle, and Roll (reptile program).



Partnerships with outside organizations helped with programming during the year. This was the second year that we worked with FACTv to offer kids ages 7-12 a technology series of programs on such topics as Cinematography, Foley Sound Effects, Video Editing, and more. This was also the second year that we partnered with the Fitchburg Public Works department to offer kids a program called Diggers, Dozers, & Dumps. Inside the library we read stories, made crafts and did a scavenger hunt, while outside kids were able to explore, climb in, take pictures and ask questions about some big Public Works vehicles.



Additionally, we partnered with Pellitteri Waste Systems to offer kids a program called Hooray for the Garbage Truck, which allowed kids to explore a Pellitteri recycling truck.

22 teen programs were held with 85 attendees. Examples of programs include: Community Helpers, Cupcake Wars, Escape Room Challenges, and movies.

Outreach was very busy with programs in 2017. The outreach librarian worked closely with both Leopold and Glacier Edge elementary schools to provide programming throughout the school year and into the summer. Examples of programs are Open School House at Leopold, Family Empowerment Nights for Trail to Success, and Literacy Night. The collaboration with Leopold Elementary and other partners to start summer programming at Leopold Park (free lunch and activities on Tuesday/Thursday afternoons and weekly Community Nights) was very successful, with over 900 residents attending. Outreach also participated in 12 community events over the year, including Touch a Truck, FTC Block Party, and the Kids Expo.



Outreach hosts three monthly book clubs, including Book Club at the Pub, held at the Great Dane. In addition, weekly technology classes at were held at Maple Lawn Apartments with the electronic services librarian. Other events hosted by outreach included "Paradox of Being a Black Police Officer" event at BTC, partnering with the Senior Center for "Born Survivors", partnering with Bike Fitchburg to organize family bike rides from Leopold Elementary to the library, a presentation of "The Stories of Fiddler on the Roof," and a WI Film Festival movie screening and discussion. Throughout the year, there were a total of 119 programs with 5251 attendees.

On July 19, the library unveiled the new outreach van! A celebration and sparkling cider toast was held in the library parking lot to reveal the van and thank the Friends of the Fitchburg Library and Capital Campaign donors for their generosity. The vehicle was wrapped with an eye-catching design to make it stand out as it travels through the city.



Computers and Wireless

The library's computers and wireless continue to be well used. Wireless use continues to rise, increasing by 8% to a total of 346,999 sessions in 2017. As more people are bringing their own devices, computer sessions on the library computers has gone down a little, but remains at a healthy 20,184 uses in 2017.

Volunteers

Volunteers continue to be an integral part of the working of the library. In access services, 7 volunteers gave 408 hours of their time to such tasks as the pick list and shelving books. Teen volunteers also helped throughout the year, assisting with the pick list, preparing supplies for programs, and helping with larger programs.

A new teen volunteer opportunity was inaugurated this year by youth librarian Jamie Hernandez. A one-hour, once a month volunteer opportunity called "Community Helpers" was started to allow teens to have an opportunity to get some volunteer hours without a regular weekly commitment. The first program in February 2017 benefited Shelter from the Storm, a Madison based animal rescue group, by making cat and dog toys. The programs continued throughout the year.

A large number of volunteers participated in outreach activities in 2017. Three volunteers consistently led book discussions and assisted with outreach events through the year. Over the summer, 217 volunteers from Next Step Ministries participated in afternoon activities and weekly Community Nights at Leopold Park.

Special Events

The library participated in its 6th annual summer reading program in 2017. A total of 98 adults, 82 teens, and 901 children registered for the program. Kids and teens were able to earn passes and coupons to several locations including Chocolate Shoppe, Topper's Pizza, Eugster's Farm, Schuster's Farm, Pizza Hut, the Milwaukee Public Museum, the Madison Mallards, and the Dane County Fair.



The 10th annual Halloween Hunt was attended by an estimated 775 children and their parents. In addition to the costume character scavenger hunt, there were games, crafts, an Alice in Wonderland themed haunted house, a balloon twister and a magic show. FACTv set up a green screen to take photos of kids with



Halloween-themed backdrops. We capped the evening off with popcorn and the animated Disney movie Alice in Wonderland. Additionally, this is an event that staff enjoy and look forward to dressing up for every year.



Professional Development, Grants, Awards, and Committee Participation

In addition to all of the work staff do inside the library and the nearby community, Fitchburg library staff are also active attendees of workshops and conferences, participate in committees, apply for grants, and occasionally receive awards!

The library was the recipient of three Beyond the Page Grants in 2017: one for the Horse-Human Connection, one for the Born Survivors program, and one for "The Stories of Fiddler on the Roof."

Liz Zimdars, Outreach librarian, served on the WLA Awards Committee, the BTP Oversight Committee, Leopold Community School Committee, and the Library Innovation Subcommittee. Director Wendy Rawson served on the Administrative Council for SCLS, the Public Library System Redesign Committee, the ILS Selection Committee, and the Digital Media Cost Formula Committee.



Our outreach librarian Liz Zimdars won the JFF Award for Programming in 2017.

Professional development is generously supported by the Friends of the Fitchburg Library. Thanks to their support, Kelly Witt attended the WLA conference in Wisconsin Dells in the fall, and Wendy Rawson, Tanya Bolchen, and Liz Zimdars attended the ALA conference in Chicago in the summer.