



Black Earth Public Library

2018 Annual Report

So as to better describe the annual statistics reported to the WI Department of Public Instruction, this narrative is being submitted to the Black Earth Public Library Board, its staff, the Village of Black Earth administration and the general public via our web site (www.blackearthpubliclibrary.org). Viewing only the annual report as submitted to DPI doesn't effectively tell our story. Our raw data is here, in the context of that story.

Overshadowing everything else that occurred in 2018 was the flood of August 21st. Some libraries in the area, such as Rock Springs, are still unable to resume operation in their regular spaces. Some libraries won awards for helping other libraries out of their struggles by filling holds for their neighboring libraries. Black Earth Public Library did receive some water in the basement, but no significant damage. We had a quilting program scheduled for the weekend that followed the flood and considered cancelling it. However, we had several participants that wanted a break from the many, unending tasks required to recover at their homes. So, quilt we did, and by Veterans' Day five quilts were ready to be awarded to local veterans! This is but one small story that represents the spirit of a community that was hit hard, came together and found a way to turn their personal pain into beautiful treasures.

New and Noteworthy

In 2018, the 2019 budget was passed with a new half-time position! This is the first time that we have added a position during my nearly 12 year tenure as library director. All previously added positions were carved out of existing hours/positions and cobbled together out of those pieces. A new staff member joined us in February 2019! This will help immensely with the library heading in new directions!

In January of 2018, we replaced heavily worn soft furniture in the children's area, with colorful vinyl seating, with generous help from the Friends of the Black Earth Library.

In early fall of 2018, we were approached with the idea of purchasing property for a new library. It was clear from our decision-making process at that time that we are not yet ready to entertain such a development and currently lack the planning, information and vision to do so. We already knew that we needed a strategic plan, but this hit home that message more than ever!

Over the summer, the library board had made some progress towards fulfilling this need for a strategic plan. We finalized new Mission and Vision statements (which are included below). We also started work on a community survey and community focus groups, with assistance from the consultants from South Central Library System. Previously, in the spring of 2018, I met with library directors from Cambridge, Belleville, Spring Green, Barneveld, and Cross Plains to look at similarly sized communities

and their library needs to inform our process. Articulating the needs of the library to fulfill the community's wishes, while leading the library towards solutions for its' many challenges, continues to be my most pressing goal.

Also new in 2018, we officially became a partner in Recollection Wisconsin and the Digital Public Library of America. The partnership between Black Earth Public Library, the Black Earth Historical Society and the South Central Library System has been fruitful. Photographs of the graduating classes of Black Earth High School from 1885 through 1963, the Black Earth village Presidents photo collection and an 1880 Oak Hill Cemetery map are all part of our recently released collection. Many hours of oral history interviews were recorded by a UW graduate student volunteer, also, and will be entered into the collection soon. Many more digital projects are planned and in the works. An upgrade to the new BEHS web site (www.blackearthhistory.org) which went live in spring of 2018 is also brewing. I also completed the UW iSchool continuing education course, Basics of Archives, to help me with this work.

In September 2018, I attended the annual conference of the Association of Rural and Small Libraries in Springfield, IL, for my first time. It is a very active group with very relevant information for our library. I hope to be able to attend ARSL and WLA in alternate years.

The 110th Anniversary of Black Earth Public Library was celebrated in November of 2018. Volunteers from the Black Earth Historical Society, as well as the Friends of the Library and the family of Margaret Nelson helped to pull together a historical and fun series of events. All of the Kindergarten classes from the Black Earth Elementary School came to story times with Kirsten. An elaborate all-day tea party, complete with birthday cake, was hosted by Jan Cowan (BEHS) and was attended by many community members throughout the day. In the evening, President of the Friends of the Library, Pat Mommaerts, portrayed Teddy Roosevelt and interspersed national history of 1908 with local history of the time. Tim Nelson, Margaret Nelson's son, talked on the history of the library and presented the library with his mother's Certificate of Commendation which she had been awarded in 1990 by Tommy Thompson for her 25 years of service as the library director of the Black Earth Public Library. Photo albums created to commemorate the last ten years, since our 100th anniversary celebration were created and on display.

Oldies but Goodies

We are so blessed to have a robust and healthy range of children's programs, which continue under the direction of Kirsten Rogers. (Kirsten had her 8 year anniversary in 2018.) She keeps on keeping on with the preschool and toddler storytimes, as well as Play Literacy at the Black Earth Elementary. She keeps things fresh with special programs in the summer that are technology-based and/or craft-based. Oftentimes, special programs are planned for days off from school or spring break. Children's programming is our greatest strength at the Black Earth Public Library, and it benefits not only the families and children in the Wisconsin Heights School District, but also the Mazomanie Free Library, to which she shares her program plans, as they do not have a dedicated children's librarian.

For our 2nd year, we utilized "altruistic summer reading incentives." This resulted in these three organizations receiving the following amounts when children and adults earned \$1 for completing their summer reading goals. Funds for these prizes were provided by the Friends of the Black Earth Library.

Heights Unlimited Community Service Center = \$179
Wisconsin Heights Music Department = \$162
Music & Memory = \$128

Adult programs have gone from almost non-existent to a fairly regular series of offerings. April 2018 saw the 4th annual motorcycle “symposium,” which brought in attendees from far afield, along with their motorcycles, to see the authors of books, speakers and their display racing bikes.

2018 saw the 2nd annual Aldo Leopold Bench Building Workshop (3rd annual was on March 3, 2019). Approximately, 25 people from Black Earth and Mazomanie built eight benches to distribute four in Black Earth and four in Mazomanie, as part of Aldo Leopold Week. This event has been generously sponsored by Black Earth resident, Mike Heath and his employer, Stevens Construction Corporation.

Michelle Zander heads into her third year of organizing the Library Recipe Club’s Sample Day at the monthly, Coffee with a Cop event. One of the photo albums we made for the 110th Anniversary looks nearly like a professional quality cookbook! This year her work has finally been included as a “drop in program” in the DPI annual report, as it should have been from the start.

Donna Vought completed her 50th *Book Nook* column! It started out in the News Sickle Arrow, which has since been discontinued, and picked up in the Star News, where they left off. We often get compliments on Donna’s writing and her reader’s advisory services.

We continue to rely on our student help on most days and are always grateful for the quality and character of the wonderful young people that work with us.

Sauk Prairie Health Care Foundation and Beyond the Page

We continue to receive grant funds from both Sauk Prairie Health Care Foundation and Beyond the Page. In 2018, we were able to host five programs sponsored with funds from each organization. The Sauk Prairie Health Care Foundation was the source of funds for our New Years’ Fitness Resolutions in January 2018 and the spring break Tae Kwon Do demonstrations by Lion’s Den Martial Arts. Beyond the Page provided funds for the civil rights documentary director’s presentation and screening, “Alice’s Ordinary People,” Madison Music Theater’s presentation of “Beyond the Ingenue” and also September’s program “Thunder on the Wisconsin: the Battle of Wisconsin Heights.”

Friends of the Library

The Friends of the BEPL continue to be strong supporters of the library operations. They hosted an art auction fundraiser in November and December which was new in 2018. They raised over \$600 from this event.

Two members of the Friends group also assisted in outreach on Music and Memory activities (after having been trained in 2017) with the Middleton Senior Center, and now library board member, Heather

Messer and her class from Middleton High School. Two other participants received Music and Memory iPods in 2018, for a total of five.

Friends' President, Pat Mommaerts portrayed Teddy Roosevelt at the library's 100th anniversary celebration program.

In 2018 the Friends of the Library replaced our early literacy computer workstation and contributed to the purchase of new furniture in the children's area.

The Friends continue to host the annual book & bake sale, pie auction during Concerts in the Park, Trivia Night and Mark Moran (2019 final year), and antique appraiser (with the Friends of the Mazomanie Free Library). They also make an annual contribution to the library's summer reading program and purchase our movie screening license each year. There are also many members that are active book discussion group participants. Volunteers also maintain the continuous book sale in the library.

The board of officers of the Friends of the Library are: Pat Mommaerts (President), Gary Olsen (Vice President), Lisa Lutz (Treasurer), Mary Miron (Secretary). Annual board elections are in May.

Library Facilities and Technology

It was determined in March of 2018 through the ILS evaluation process, which compared Koha to other proprietary vendors' ILSs that we would keep our current ILS but migrate to the Bibliovation "version" of it in 2019. Working groups and testers began in earnest to work with it in a sandbox before the migration is to take place in the fall of 2019.

Our BadgerNet network was upgraded in 2018 which helped us to realize faster connection speeds.

In spring of 2018, we were able to remove all the network equipment from off of my desk to install them in the back wall cabinets. SCLS was instrumental in planning the move and the required modifications for venting. It is a great improvement in space and sound quality in the office.

We continue to contribute to WPLC (Wisconsin Public Library Consortium) for our Overdrive products access. This includes e-books, digital audio books and downloadable video in multiple formats for children and adults. We also continue to provide access to Flipster (digital magazines) and some specialized databases, such as A-to-Z Database (marketing and jobs), Consumer Reports, Ancestry and Chilton's Automotive Repair Manuals. More information about the usage of these resources follows in the statistics section below.

Library facilities continue to be stretched beyond capacity. Especially with the addition of a new staff person, we are becoming even more resourceful at utilizing every square inch. A laptop is coming to aid in more work outside of the library, and I continue to use the Rosemary Garfoot Public Library in Cross Plains as "my office" and "meeting room," long after the annual report crunch has ended. Through the process of strategic planning, we have started to look at the usage of our facilities and will be conducting some space studies in 2019.

Outreach

2018 was a busy year for us in Outreach to the community. Outreach to children and their families was through Kirsten's efforts at the Child Development Fair, annual school visits in May (for Summer Library Program promotion), Play Literacy (at Black Earth Elementary School, three times a month during the school year) and her work on library collections circulated to participating day cares. A new system was developed to circulate existing library materials, eliminating the need for adding items that are only rotated for a year to the day cares before being added to the general collection.

In outreach to adults, I presented to the Optimists Club about the library's work, as well as at the Veterans Day assembly at Wisconsin Heights High School. I also participated in the annual Dane County libraries booth at Quilt Expo and Music & Memory with Friends' volunteers, Middleton Senior Center and Heartland staff in Black Earth.

Within the library system, I have been participating on a Dane county committee on racial equity and social justice, which is charged with creating a multi-year staff training and public-facing series of programs with the goal of increased awareness of inequities in our libraries and communities.

Library Operation

The Black Earth Public Library operates under Wisconsin State Statutes Chapter 43 as well as under the provisions of Village Ordinance 9-4 and the Black Earth Public Library Bylaws. The Library functions as a department of the Village of Black Earth and extends service to residents of the village of Black Earth, residents having a valid card in the South Central Library System, and residents of other library systems which have obtained registration within South Central Library System. Financial Support for the library is obtained by taxation through the village of Black Earth, Dane, Iowa, Sauk and other adjacent counties with the budget being set by the Library Board. We expect to have incorporated the library's employee manual into the village's manual by mid-2018.

Mission and Vision Statements

Black Earth Public Library's Mission Statement

The Black Earth Public Library and its staff provides inspiring programs, services, and materials for the community's educational, informational, cultural, and recreational needs in a welcoming and respectful atmosphere.

Black Earth Public Library's Vision Statement

The Black Earth Public Library provides opportunities for free and equitable access to learn, discover, create and connect.

Adopted October 16, 2018

The Library Board

This board shall consist of five members who shall be residents of the Village of Black Earth. There shall be one member from the Village Board, appointed by the Village President, and one member shall be a school district administrator or his representative (whom may live outside Black Earth, but within the school district). The Library Board President may appoint a nominating committee or Library Board members may appoint, from among the residents of the Village, to vacant library trustee positions at the April meeting.

Years of Service

In 2018, the Black Earth Public Library marked 28 years in the municipal building on Mills St. and 110 years of service in Black Earth (established in 1908).

2018 Library Board Members

President – Angie Updike
Vice-President – Gary Schuetz (term expires in 2019)
Secretary - Heather Messer
Treasurer - Brian Klaschus (term expires in 2019)
Village Representative – James Coyle

The Budget

The 2018 operating revenue of the library can be broken down as follows:

Village of Black Earth \$112,827
Dane County \$41,391
Other Counties \$10,390
All Other (including investments, grants, Friends donations) \$43,698
Total \$208,305

The 2018 operating expenditures of the library can be broken down as follows:

Salaries and Wages \$92,201
Employee Benefits \$18,235
Library Materials \$31,123
All Other \$26,397
Total \$167,956

The capital revenue/expenditures of the library can be broken down as follows:

Revenue/Expenditure: None in 2018
Totals \$0

Statistics

Circulation: 30,865

The library circulated 30,865 items in 2018 which is about a -7% decrease from 2017 (this number does not include the checkout of 2,365 digital items). Overall, there has been almost a 3,000% increase in use of electronic formats since collection of statistics began in 2010 and 43.5% increase since last year.

The circulation can be broken down as follows: 18,867 adult items were circulated and 11,998 children's items were circulated. Digital circulation appears in parentheses. These figures can be further broken down into e-book, e-audio, and e-video downloads.

2018 30,865 (2,365)
2017 33,255 (1,648)
2016 34,837 (1,373)
2015 35,109 (1,001)
2014 37,160 (1,114)
2013 35,703 (491)
2012 43,142 (373)
2011 44,288 (144)
2010 44,044 (78)
2009 40,842 (NA)

Internet Computer Usage

2018 1,589
2017 1,903
2016 2,014
2015 2,149
2014 2,431
2013 2,900

Internet computer usage, although once thought to have been increasing as circulation figures decreased, seem to also be decreasing over time. Internet computer use has dropped about 45% since 2013. Printer usage may be increasing among these users, however. These statistics should be reviewed, but we currently do not have a counter on the printer.

Wireless Internet Usage

2018 11,330 (2 mon of data from summer were missing due to a system-wide equipment failure)
2017 24,587
2016 15,869
2015 17,076
2014 18,698 (first year AR collected WiFi usage stats)

Though wireless internet usage also seemed to have been decreasing over the last three years, in 2017, it increased to its highest rate since 2014 when WiFi statistics were first reported to DPI). Unfortunately, due to a malfunction of the wireless router counter at our system, our 2018 statistics are unknown for two months, but would seem to be down overall. We are able to tell which brand devices are most often connected to our WiFi router, with a total number of unique devices. The most popular brand device that enters the Black Earth Public Library is Apple.

Web Site Usage

6,293

This is a new number that is required for the DPI annual report. It is calculated by Google Analytics as the number of “clicks” at www.blackearthpubliclibrary.org.

Hot Spot

The hot spot continues to be circulated continuously. It typically uses over 40GB of data per month. This information is not collected on the annual report by DPI.

Digital Magazine Collections & Databases

As traditional materials and circulation decrease, databases and digital magazine subscriptions are being scrutinized much more heavily for specific measures of use and ultimate value of digital library resources. Definitions have changed such that no longer do we count “sessions.” Some are counted by “page views,” while others are “online views,” “result clicks,” or “searches run.” The movement towards quantifying digital resources usage has begun in earnest and likely will become integrated into the state annual report in detail, other than the cumulative number of “uses” of all databases combined.

Magazine download statistics from Flipster first became available on a per library basis in 2018. Although, overall there has been an increase of usage of digital magazines through Flipster, there was exactly one use of the *Atlantic* by a single Black Earth patron in 2018. It is not hard to imagine that this was the same gentleman who donated a paper version subscription of the same title to the library.

Consumer Reports is not included within Flipster, but can be subscribed to digitally as a separate “database.” In 2018, Black Earth Public Library card holders utilized 186 “page views” within this resource, making it our most heavily utilized “subscription database.” (*Consumer Reports* in paper is also, Black Earth Library’s 2nd most circulated title **overall**.)

Ancestry, which is a subscription database for genealogy researchers, was used for 73 “searches” 2018. This is down from 228 in 2017, when we had several Family History programs, likely accounting for the difference.

BadgerLink databases, which are provided via the state, account for over 350 “result clicks.” The highest usage in this suite of databases comes from *Newspaper Source Plus*, *Masterfile Premiere* and *Auto Repair Reference Center* (which was eliminated in 2018, and we received complaints from a “power user.”)

We also discontinued our Tutor.com access in 2018, for which we have not received any complaints.

A Note about Paper Magazines

Although, the number of paper magazines in publication decreases almost daily, *People Magazine* remains the single most popular title checked out at Black Earth Public Library. Because of the demise of many magazines, the Dane County Standards for required number of magazine titles held per library was eliminated in 2016. However, at Black Earth Public Library, paper magazines still account for the highest number, by title, circulated per month. In 2018, the most popular paper titles in Black Earth were *People Magazine*, *Consumer Reports*, *Martha Stewart's Living*, and *American Girl* (which ceased publication in 2018).

Number of Registered Borrowers

In 2018 there were 664 registered Black Earth card holders and 432 nonresident registered card holders for a total of 1,096. This figure is about 10% more than in 2017. Cards not used in two years are purged, if there is a not a balance over \$20.00.

Library Visits: People passed through the library door 28,309 times in 2018, which is nearly a 3% increase over 2017.

On average, over 90 people pass through library door each day.

Interlibrary Loans: We supplied 21,580 items to other libraries and received 13,302 from other libraries. This means we lent more items than we borrowed from other libraries, which is about 69% of our total circulation of 30,865. Alternatively, about 43% of our total circulation to local library users is from materials that belong to other libraries. These numbers are both about 2% higher than 2017. Approximately 57% of our local circulation is from locally owned materials to local library card holders.

Library Collection:

The library continues to add new materials to the library collection, but each year we also withdraw outdated and worn out materials and due to space restrictions. The library added a total of 1,201 books to the library collection in 2018 and withdrew 1,168 books. We have 33 more total items in 2018 than we did in 2017, so we added about 1.03 for each item that we withdrew. In 2017, we weeded 1.4 items for every 1 item added. In order to maintain order in our very limited space, we need to stay close to weeding an item for every item added.

Our library houses books, audiobooks, videos and other items for a total of 23,932 items.

Electronic books, e- audiobooks and e-videos are part of our digital collection and available in digital versions online through the Wisconsin Digital Library Collection. Through our payments into the Digital Buying Pool, we have access to 205,625 titles. This number is items in Overdrive and does not include Flipster magazine issues or databases leased, such as *Consumer Reports* or *Chilton's Auto Repair Manuals*. Overall, this is approximately 4% fewer titles, but almost 7.5% more e-audio books. The

largest increase in usage of electronic materials by Black Earth library card holders was in e-audio books with nearly a 63% increase. E-book usage continues to rise, also, with ~43% in 2018.

LinkCat, our online shared library catalog, provides a catalog covering 54 public libraries in seven counties. The LinkCat database holds well over 3 million items.

Magazines: The library subscribes to, or receives through a gift, 67 magazines and newspapers and provided access to over 200 digital magazine subscriptions through Flipster in 2018.

Computers: There are 5 Public Access Computers, 4 which offer Internet access (with Microsoft Office products, Adobe Reader and various web browsers including Chrome). One is an early childhood literacy computer, which was replaced with a new one, courtesy of the Friends of the Library, in 2018. There are 3 staff computers, one of which is a laptop. Patron Internet computers and staff computers are all on the SCLS network, via BadgerLink, and must be upgraded annually, such that no PC is older than five years old.

Other items for loan: Hotspot, Sphero, Amazon Fire, Fitness tracker wristband

Programs:

The library held 176 programs for people of all ages, which is about 25 more than in 2017. The attendance for the year was 2,445 which is slightly fewer attendees. There were 129 programs for children, 17 for young adults and 29 for adults. There were about 14 more programs for young adults and 10 more for adults. Attendance for Children's programs was 2,103 (nearly 10% increase), 61 (65% increase) for Teens and 261 for Adults (about 100% decrease).

For the last few years, our largest spring adult event has been our motorcycling program. The numbers have been decreasing each year and probably accounts for the reduction of half of our overall adult program attendees. However, Beyond the Page programming has steadily increased the number of programming opportunities, though with smaller crowds.

Young adult offerings were down in 2017, but we are back up to our 2016 numbers in 2018. It is a group that is hard to attract and retain. The addition of Magic: The Gathering and Teen Knitting, to our regular summer teen offerings, helped to bring us back up to our pre-2018 numbers.

Attendance at children's programs has increased as the number of programs stays steady. It is probable that economic development in town has helped to bring in more adults with their preschool children. Kirsten has also made a strong effort to stay visible in the community through Play Literacy at the school and outreach events, such as the Child Development Fair, which helps to maintain a relationship between families and the library.

STAFFING

The library had a staff of 2.40 FTE. 1.5 of the FTE is staffed with MLS (ALA accredited Master's degree). The library director at this library must hold a Grade III certification from the Wisconsin Department of Public Instruction.

2018 SUMMER READING PROGRAM

A total of 158 children, teens and adults registered for the 2018 Summer Reading Program.

2018 Completions Numbers

0-11 yrs **Total: 82 (63%)**

12-18 yrs: **Total: 6 (100%)**

Children read five books or five hours (or have books read to them if they are not independent readers yet). Children under 11 read either a total of 1,300 books or hours. Teens read 270 hours. We collected 312 tokens. 14 more kids registered in 2018 than in 2017. 18 more kids earned 4 or more stickers in 2018 than in 2017.

LIBRARY HOURS AND CONTACT INFORMATION

Library Hours: Monday - Thursday 10:00 AM - 1:00 PM, 2PM-7PM, Friday 10:00 AM - 5:00 PM, Saturday 10:00 AM - 2:00 PM, Sunday Closed

1210 Mills St., PO Box 346, Black Earth, WI 53515 Phone: 608-767-4905 FAX: 608-767-2564

Webpage: www.blackearthlibrary.org

Find us on Facebook, Instagram and Pinterest

Library Catalog: www.linkcat.info

2018 BOOK CLUB SELECTIONS

December 15, 2018 -- The Curious Incident of the Dog in the Night-Time by Mark Haddon

November 3, 2018 -- The Hidden Life of Trees by Peter Wohlleben

September 29, 2018 -- The Death and Life of the Great Lakes by Dan Egan

August 25, 2018 -- The Spirit Woman by Margaret Coel

July 28, 2018 -- Beloved by Toni Morrison

June 16, 2018 -- Isaac's Storm by Erik Larson

May 12, 2018 - The Underground Railroad by Colson Whitehead

March 31, 2018 - Angle of Repose by Wallace Stegner

February 24, 2018 - River of Doubt: Theodor Roosevelt's Darkest Journey by Candice Millard

January 13, 2018 - Mrs. Dalloway by Virginia Woolf

PROGRAMMING

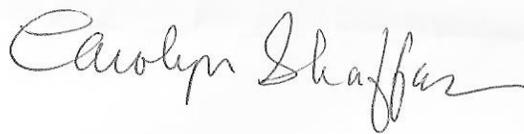
Children's, Family and Young Adult Programs

Battle of the Books
Crafternoon
Family Dance Party
LEGO Club
Magic, the Gathering
Messy Mondays
Move It Mondays
Pint Sized Polkas
Play Literacy
Play Dates
Preschool Storytime
Teen & Tween Makerspace
Teen and Tween Knitting and Crocheting
Toddler Storytime
Wii Games & Minecraft

Adult Programs

110th Anniversary Celebration
Alice's Ordinary People
Battle of Wisconsin Heights
Beyond the Ingenue
Bonneville and Beyond
Family History
Go Big Read book discussion and author streaming
Jack Harris, author visit
Leopold Bench Building
Library Recipe Club – Sample Days at “Coffee with a Cop”
My Revolutionary War Ancestors
New Year's Fitness Resolutions
Quilting 101
Revolutionary War Ancestors
Scrabble Club

Respectfully Submitted,

A handwritten signature in black ink that reads "Carolyn Shaffer". The signature is written in a cursive style with a long, sweeping tail on the letter 'f'.

Carolyn Shaffer