



## VILLAGE OF SHOREWOOD

### 2020 ANNUAL REPORT 2021 PROJECTS AND FUTURE INITIATIVES

**Department:** Library

**Department Head:** Rachel Collins, Director of Library Services

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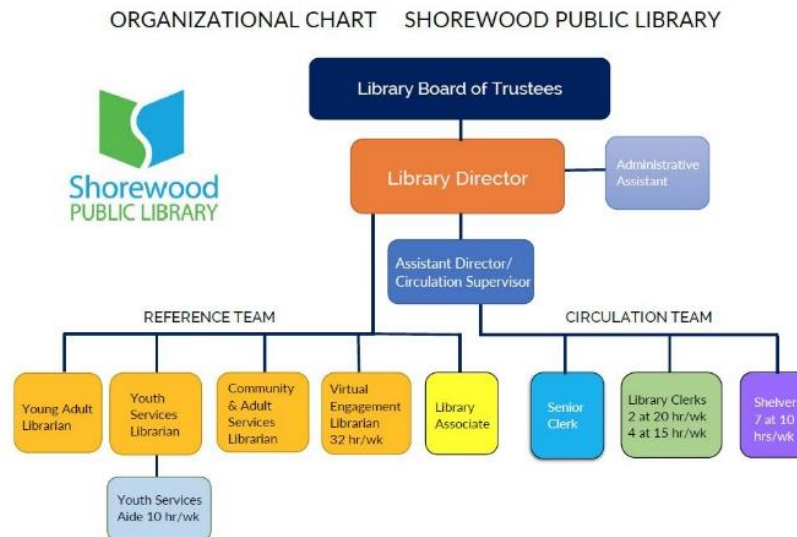
#### Summary of Department Services



Shorewood Public Library serves the Village of Shorewood and Milwaukee County communities with a collection of 97,300 physical items in the library and access to over one million digital items through a variety of platforms. The library also provides space to convene and converse, play and learn, in addition to making available 30 public computers and 24/7 access to wireless internet.

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#### Current Personnel and Organization Structure



The library is governed by a Board of Trustees made up of six community members and the Shorewood School District superintendent. The Board of Trustees oversees the Library's operations via the Library Director, Rachel Collins. Other staff are: Assistant Director, one full-time administrative assistant, three full-time professional librarians, one full-time Library Associate, one full-time Senior Clerk, six part-time clerks, one part-time youth services aide, and five to seven part-time shelvers. In 2020, librarian Nancy Shimon retired after 25 years of service.



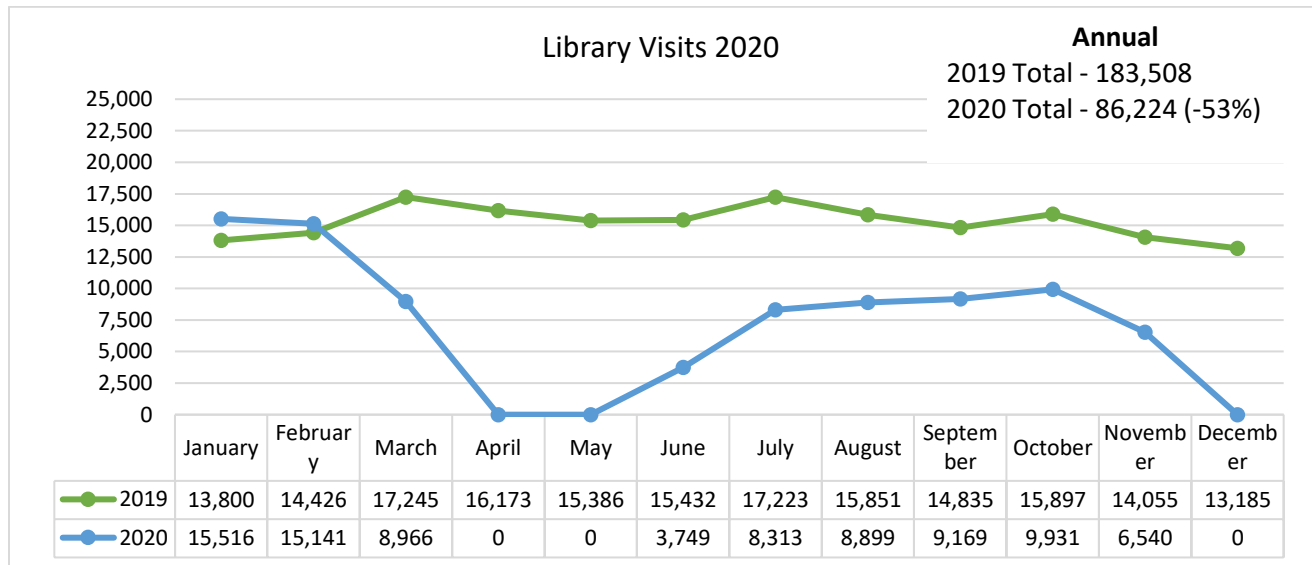
### 2020 Work Accomplishments & Service Delivery

The work of the library was impacted significantly by COVID-19 from March 16-December 31. Our mission to welcome all people to learn, connect, and explore, and serve our community with resources for lifelong learning and engagement drove everything we did in 2020 including during times when we were inaccessible to patrons in a traditional manner. We reflected on our values, identified and pivoted service goals, and looked with fresh eyes upon the barriers to library access that we could and did address.

“One of the librarians helped me with my job search on the computer a few weeks ago. Please tell her I accepted an offer for a fulltime, benefited position just in time for the birth of my first child.”

#### Changes to regular operations:

Use of the library looked very different in 2020 than in previous years. Visits to the library were up in the beginning of 2020, but COVID-19 changed everything beginning in March.



During 2020 library staff, administration and board guided the library through continual shifts in service delivery with an aim to provide a safe environment for the public and staff during the COVID-19 pandemic. Library hours and services pivoted numerous times as illustrated here:

Dates	Hours per Week	Services Provided
3-16 to 4-26	0	No in-person and limited online services
4-27 to 6-15	30, Mon-Sat	Curbside pickup and online services
6-15 to 6-29	30, Mon-Sat	Limited in-person, online services and curbside pickup
7-1 to 9-7	46, Mon-Sat	Limited in-person, online services and curbside pickup
9-8 to 11-23	54, Mon-Sat	Limited in-person, online services and curbside pickup
11-24 to 12-31	54, Mon-Sat	No in-person, only curbside or lobby pickup and online services

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In addition to pivoting services provided and hours open:

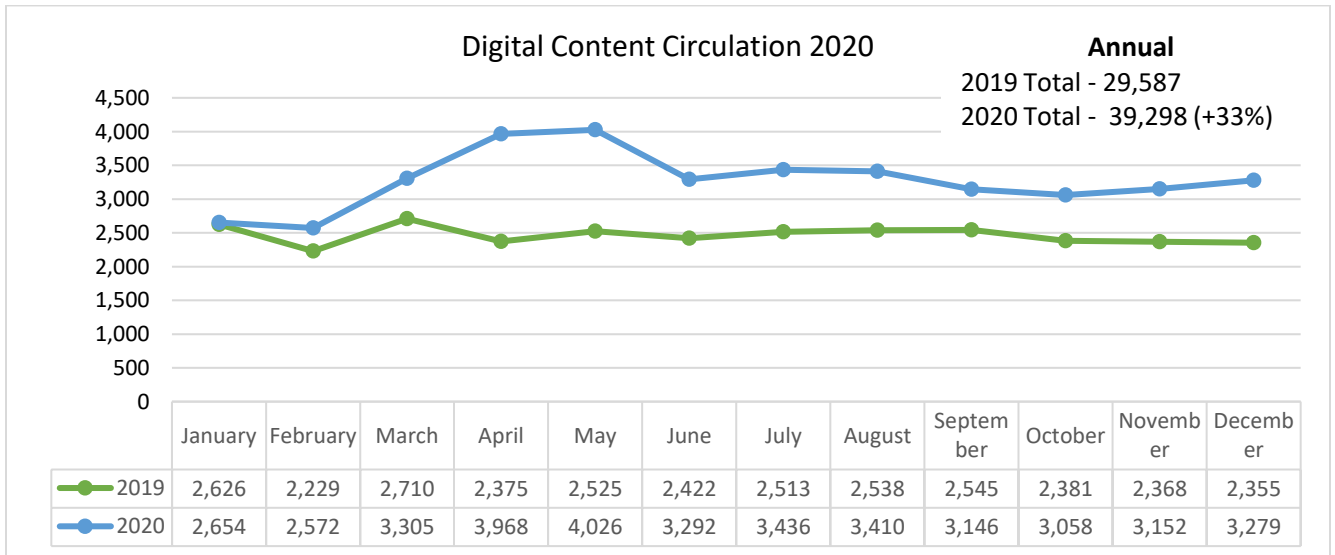
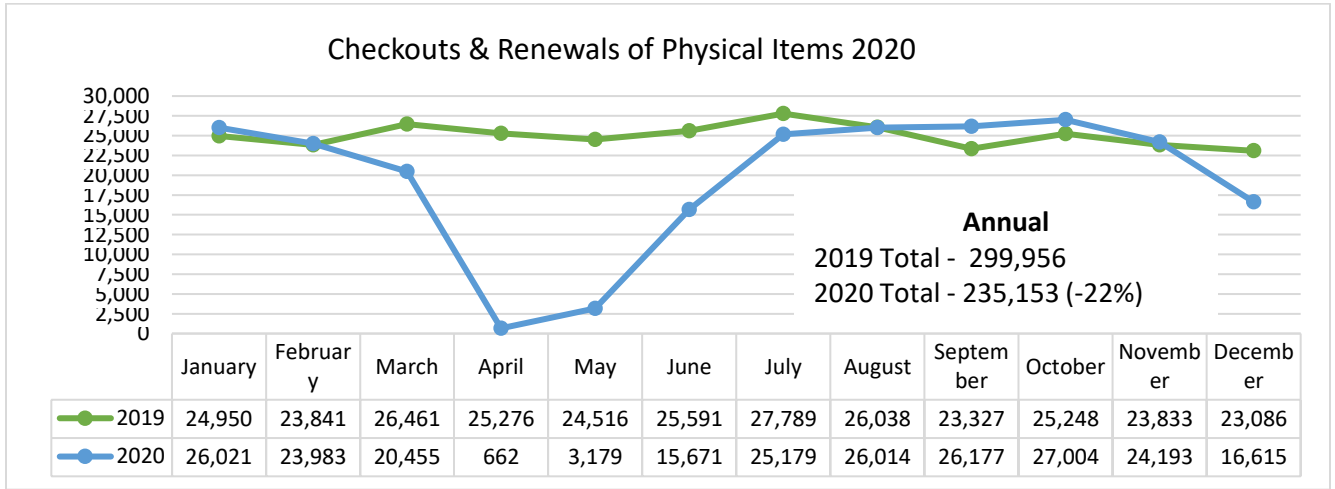
- Library administration deployed most library staff to assist with April election for a total of 343 hours
- Library staff continually evolved service delivery as prompted by frequent discussions between Director Rachel Collins and North Shore Health Department and other Milwaukee area libraries. This constant change managed by Director Collins and the library team, with regular assistance from DPW, involved:
  - o Removing all soft furnishing
  - o Reducing seating to one chair per table, then just six tables with chairs, then no chairs except at computers in order to curtail visits
  - o Removing all interactive materials including closing the Early Learning Center
  - o Resuming and then ceasing newspaper service to deter visits
  - o Reducing and then expanding number of computers available to the public thanks to innovative uses of technology and furniture.
- Library staff continued providing curbside service throughout all service models, allowing us to easily pivot to curbside-only in late November and then expand curbside service to include drop-off and pick-up at vehicles and use of the lobby as a service point
- Library staff worked with Milwaukee County Federated Library System staff to make non-holdable and non-circulating items, such as Lucky Day books and new issues of magazines, available for checkout and holds for patrons to expand access
- Library staff deployed website forms to allow patrons to make requests both for specific items, when holds via the library catalog were unavailable, and for types or genres of items (readers' advisory) when browsing was unavailable
- Library staff pivoted all programming to virtual platforms and/or "take and make" model including reaching 5,584 users in 2020 through Facebook story times, summer reading with a self-guided online component, craft kits for all ages, "Stories on the lawn," Zoom book clubs and more
- School - library collaborations continued with virtual class visits via Zoom and pre-recorded kindergarten story times shared via YouTube.
- Library staff worked with Milwaukee County Federated Library System staff to allow patrons to create and renew library cards online.



**Shift in use of collection:**

Despite being closed completely for one month and open for limited service for six months in 2020, circulation of physical library materials was only down 22% for the year. In late summer and early fall, circulation of library materials outpaced 2019.

During the library’s closure in the spring, the circulation of digital materials increased significantly, and overall use of digital materials (from Wisconsin’s Digital Library, hoopla, and RB Digital) was up 33% in 2020.



## Projects & Accomplishments:

Despite the constantly shifting operations in 2020, the library staff, administration and board still proceeded with strategic plan goals and projects:

- Approved an Equity Commitment to make explicit the library's deep commitment to changing the landscape of injustice for marginalized people
- Began a Renovation Master Plan to guide future modifications to the library interior based on stakeholder input and the 2019-2024 Strategic Plan
- Initiated the Shorewood Stacks podcast during the early months of the pandemic to reach library users at home
- Supported upgrade to LED lamps inside the library
- Created a library teleworking procedure to address the ability of select staff to work from home and reduce the number of staff in the building
- Library staff attended the Public Library Association conference (February) and the Research in Public Libraries conference (December) as well as participating in other continuing education endeavors throughout the year.

"Our deepest gratitude to staff for your adaptation during this time."

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## 2021 Projects, Operations & Services

We anticipate maintaining our successful limited service model in 2021 or until most members of the public are vaccinated for COVID-19. Though the inability to gather will prevent weekly in-person programs like story time and Lego Club, and our annual large-scale events like Summer Celebration and a Shorewood Reads author visit, we will engage in projects that reinforce our goals to serve the full community and provide extraordinary customer service.

"The children's virtual programs are the only times my two children get to see someone they care about without a mask on."

### Webpage Review and Redesign

We will conduct and complete a Request for Proposal process for a webpage redesign increasing engagement with our existing library media channels and using up-to-date user experience and accessibility practices.

### Virtual Engagement Librarian

Based on community need, we transitioned our vacant librarian position to a focus on virtual engagement, primarily social media and the library website, in addition to reference duties. We will post, recruit, interview, hire and on-board this 32-hour a week benefitted employee and will strive to increase the diversity and skills of our current team.



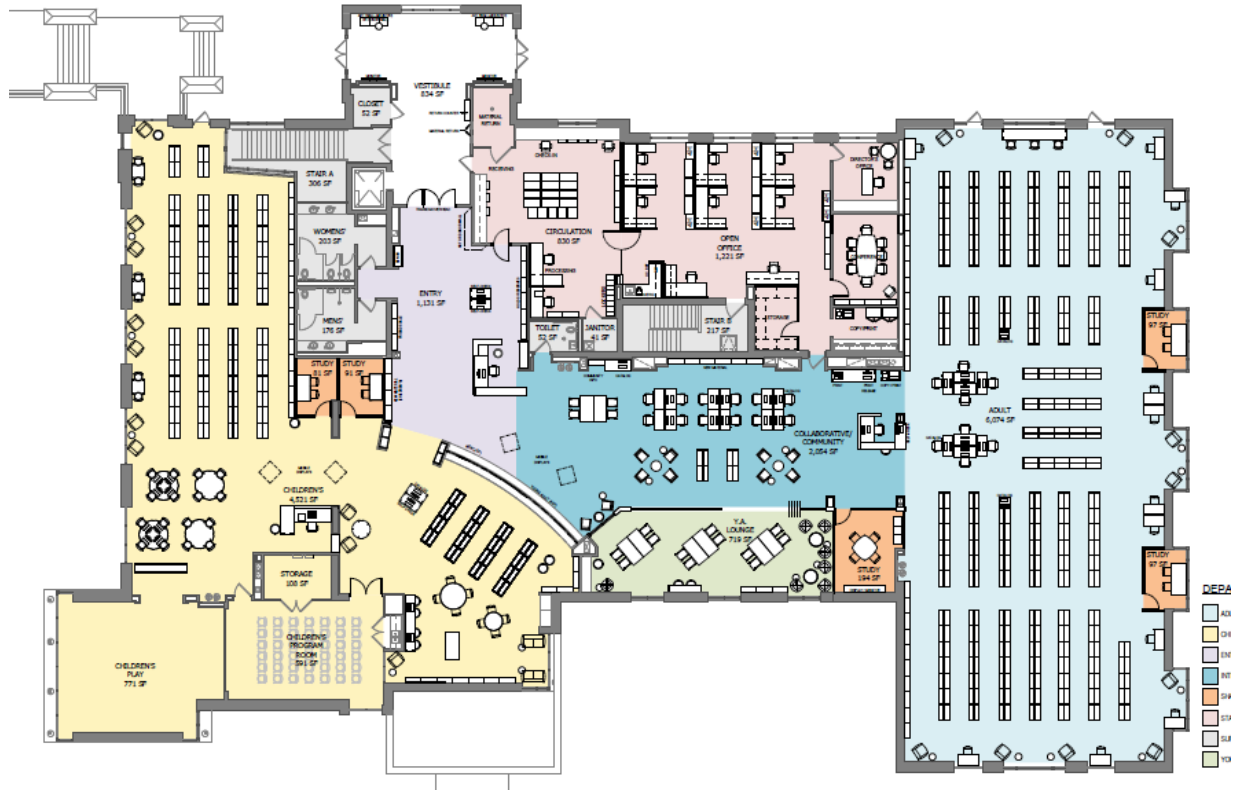


**Equity Commitment**

We will form data indicators to monitor the success of and create accountability for the Library Board-approved Equity Commitment, including setting quantifiable training targets, creating a process to increase diversity of new hires and collaborating with other organizations focused on addressing structural inequities.

**Renovation Master Plan:**

We will receive the completed renovation master plan from HGA Architects in March 2021, which will include a proposed floor plan similar to the early draft below. At that point, we will create an implementation team to determine next steps for the project including detailed designs, construction phasing, timeframe for the project and who will be contracted to manage the work. We hope to have a few of the small projects suggested in the plan implemented by the end of 2021 using the Lange Bequest – Library Board Directed Fund.



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**Future Initiatives, Budget Impacts & Fee Updates**

**Library Renovation**

We hope to realize a library renovation project in 2022, which will improve the customer service experience by developing a welcoming environment and enhanced spaces for users. The project may require the library to be closed for period, demanding the need for limited services in an

alternative location. The renovation will be primarily funded by the Lange Bequest – Library Board Directed Fund and we plan to provide donor opportunities as well.



### **Shorewood Reads 2022**

We are proud to host a reoccurring community read every few years. Shorewood Reads aims to get as many people in and around Shorewood reading the same book, then uniting to discuss it, explore its themes through engaging cultural events, culminating with meeting the author. Shorewood Reads will be planned and supported by the Friends of the Shorewood Public Library, the Lange Bequest and the Library.