Hales Corners Library

2020 Community Annual Report:
A Year in the Pandemic

Presented May 2021
Public libraries faced staggering challenges in 2020 as the COVID-19 pandemic spread across the nation and radically changed the landscape of library services. From program cancellations to temporary building closures, the pandemic affected nearly every area of library operations.

In the midst of these profound changes, the Hales Corners Library rapidly responded to the shifting environment. When the library temporarily closed, a curbside delivery service was developed to get materials out to patrons safely and efficiently. During the closure, usage of the library’s digital collections through Overdrive and Hoopla saw a dramatic increase that has been sustained into 2021, and additional resources were allocated to bolster these collections.

On the programming side, the Summer Reading Program transitioned to the online platform Beanstack, and many other programs went virtual or took advantage of outdoor spaces where social distancing was possible. Virtual story times were offered in both live and pre-recorded formats to fit families’ busy schedules. Self-directed activities like take-and-make crafts saw tremendous popularity as well, allowing families to pick up activities that could be completed at home. As we move forward into 2021 and beyond, the Hales Corners Library plans to continue offering many of the innovative programs developed during the pandemic while also reintroducing programs that were temporarily suspended.

The following report offers a view into the library’s 2020 statistics, from all areas of our operations. We hope that you will find the 2020 Community Annual Report both interesting and informative, and we look forward to seeing you back in the library!
Library Support

The 100 Women Challenge raised $6000 to support early literacy initiatives in a renovated building.

The library received a $100,000 bequest from the estates of Bill and Charlene Wright, and their son Bill Wright Jr., to be used for the installation of an elevator.

Programs

There were 97 in-person programs with 1,866 attendees.

There were 53 virtual programs with 2,596 attendees.

2,554 children and parents attended story times.

1,329 children, teens & parents attended Summer Reading Programs, both in-person and virtually.

There were 1,174 participants in self-directed activities such as take-and-make crafts and community votes.

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What great events! Good job, Hales Corners Library!  
—From Joseph K. on Facebook, 6/4/2020

Thank you for the wonderful job that you are doing with the curbside pickup option. My kids are so happy that they can still get some new books. :)  
—From Kay C., 5/13/2020

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There were 40,867 visits to the library in 2020

An average of 34 people used our free Wi-Fi each day. When the library was temporarily closed, an average of 14 people used the Wi-Fi each day from outside the building.

Public computers were used an average of 23 times per day

Staff answered 4,610 questions at the information desk

Library meeting rooms were booked 142 times by residents, nonprofits, businesses, and other community groups, bringing 2,282 individuals to the library

89,463 items were checked out in 2020

That’s roughly 12 items for every person in Hales Corners

Those 89,463 items would cost about $2,237,000 for patrons to buy individually instead of borrowing them from the library

Checkouts of electronic materials surged by 45% in 2020. The largest increases occurred in spring when the library temporarily closed.

In April and May, an average of 47 items were checked out each day through curbside pickup

Nearly 4,800 new items were added to the collection
Top Books

Top Movies

Operations

Library Board of Trustees:
- President - MaryAnn Lindberg
- Vice-President - Crystal Rogall
- Treasurer - Lindy Hertel
- Secretary - Penny Harycki
- Trustee - Lori Komas
- Trustee - Emeran Leonard
- Trustee - Beth Ludwig

Friends of the Library Board:
- Treasurer - Jim Motz
- Secretary - Janet Kundinger
- Director - Martha Riel
- Director - Jennifer Charpentier
- Membership - Marcia Marino

Mission Statement: Our mission is to provide the community with a space dedicated to the power of knowledge and technology, the world of culture, and the joy of reading by providing excellence in library services, resources, and programs.

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