



# UW-GREEN BAY LIBRARIES Annual Report

*2021 – 2022*



UNIVERSITY of WISCONSIN  
GREEN BAY



## Message from the Director

# RISING TOGETHER



**Paula Ganyard**  
**Library Director**

I am not sure that I have ever used the word 'together' so much, as I have in the last two years. From "We will get through this together" to "Together we will figure it out" to "It is nice to be together again", it seemed to be the word of the day, day in and day out. However, in taking a moment to reflect on this past year, I do think it is the perfect word to use. Because of the dedication and hard work of a talented team of information experts, the UWGB Libraries are "Rising Together" once again. The 2021-2022 highlights shared in this annual report capture just a portion of the work that is being done within the four library locations to help students succeed, to assist instructors to create the best and most equitable learning environments, to support faculty and student research, and to capture and preserve our community's history. There is no telling what we can do when we do it TOGETHER!

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## GUIDING PRINCIPLES

- Provide library and archive services, programs, and collections that are informed by the needs of students, faculty, and staff.
- Offer easy and equitable access to collections that represent a variety of perspectives on subjects that support the academic curriculum.
- Create intentional collaborations across the university to support and improve student success.
- Promote diversity, equity, and inclusion through services, programs, and resources.
- Engage in continuous improvement, including comprehensive assessment.

# Meet our Team

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**STEPHANIE ALVEY**  
Manager of Collection Development



**ANNA MERRY**  
Research & Instruction Librarian



**DEB ANDERSON**  
Coordinator of Archives



**KAREN MURPHY**  
Library Assistant, Marinette Campus



**SARAH BAKKEN**  
Research & Instruction Librarian



**CINDY OLSON**  
Resource Sharing Coordinator



**CHERYL CHARON**  
Library Services Assistant, Manitowoc Campus



**LINNEA OTY**  
Library Assistant, Sheboygan Campus



**JEFF ELLAIR**  
Campus Librarian at Sheboygan & Manitowoc



**JODI PIERRE**  
Research & Instruction Librarian



**RENEE ETTINGER**  
Assistant Director, Research and Outreach Services



**MELISSA PLATKOWSKI**  
Systems Librarian



**KATE FARLEY**  
Digital Collections & Metadata Librarian



**SARAH POTRATZ**  
Acquisitions & Serials Assistant



**KATHLEEN GAJESKI**  
Office Operations Associate



**OLIVIA RAASCH**  
Library Assistant, Sheboygan Campus



**PAULA GANYARD**  
Library Director



**CARLI REINECKE**  
Campus Librarian at Marinette



**ERICA GRUNSETH**  
Coordinator of Public Services



**JENNIFER SHAW**  
Library Assistant, Manitowoc Campus



**HANNAH HACKER**  
Archives Assistant



**PATTY JO WAGNER**  
Library Assistant, Manitowoc Campus



**ANTHONY LALUZERNE**  
Cataloging Librarian



## OUR LOCATIONS

- Green Bay
- Manitowoc
- Marinette
- Sheboygan

# UWGB LIBRARIES BY THE NUMBERS

**99,890**  
**LIBRARY VISITORS**

in 2021-2022

*Enough to fill  
Lambeau Field  
1.25 times!*



## RESOURCE SHARING

One of the most popular services is Resource Sharing. If we don't have immediate access to an item, we can request it from another library for you.

**2,673** ITEMS BORROWED  
to support research

**4,226** ITEMS LENT  
to other libraries

## MOST POPULAR



time of day  
**1:00 pm**



day of the week  
**Wednesdays**



month  
**April**



study room  
**606 K**



equipment checkout  
**student  
laptops**

**95%**

of our digital requests are  
filled in *less than*

**24 hours**

with an average turnaround  
time of **8 hours**

**2,891**

**HOURS BOOKED**  
in our study rooms

**1,245**

**EQUIPMENT  
CHECKOUTS**

# PUBLIC SERVICES & STUDENT EMPLOYEES

## Did you know?

Our **32** student employees worked a total of **12,276** hours this past year.



We could not run our library without the assistance of our valuable student employees. Our students are part of the team and are essential to our library operations. We have 32 employees working that open and close the building 7 days a week, provide service at the Public Services Desk, filling resource sharing requests, assisting with collection management, and providing reading room support in the Archives.

## STUDENT EMPLOYEE SPOTLIGHT



### MEET RACHEL!

**Hometown:** Denmark, Wisconsin

**Major/minor:** Psychology w/ Development Emphasis/History, Human Development, & Music Performance

**Plans after school:** I graduated from UWGB in spring. In fall, I begin graduate school at UW-Milwaukee to pursue a Master in Library & Information Science.

**Favorite book:** "Doctor Zhivago"

**Favorite thing about working at the library:** I love that everyone is working to make sure all patrons have a great experience at the library. It makes for a welcoming and positive workplace for student employees!



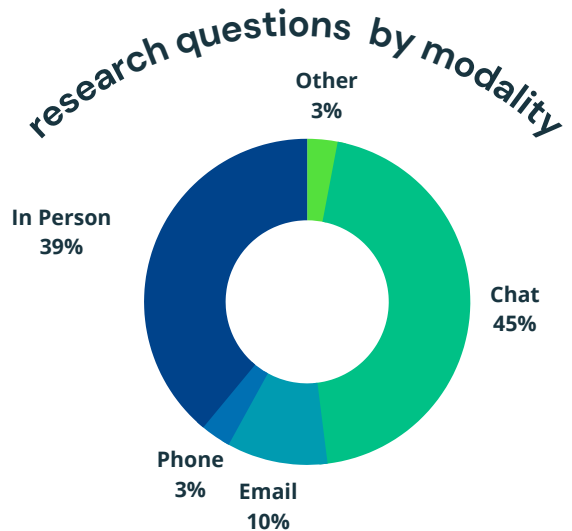
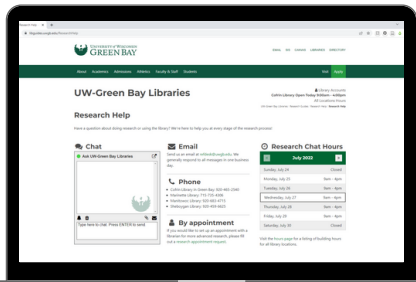
Above: the Manitoowoc Campus Library

Right: a quote from a local researcher at the Manitoowoc library

“  
*I've asked a lot of questions and this is more info than I've ever gotten! You both have made my day! I think my heart is beating faster--just to have some direction to dig into!*  
”

# RESEARCH SERVICES

Our Research & Outreach Services department is responsible for **providing research support** to our UWGB community through our research help service. Additionally, we support information literacy across the curriculum through our library liaison program.



## INSTRUCTION

We had a very busy year for library instruction. Across our libraries we had **90 instruction sessions**. Sixty of those sessions were in First Year Seminar courses and 60% had a writing emphasis. We **reached over 2,300 students in over 100+ classrooms** (in-person and virtual).

## Most Popular Research Guides

- Identifying Bias
- Cite Your Sources
- Evaluating Sources of Information
- Identifying False & Misleading News
- Scholarly Sources

Altogether, our top ten guides received a whopping

**106,840** views!



## Research Question Spotlight

Here is just a small sample of the types of questions answered via the research help service this past year:

How do I find primary sources on the French Revolution?

What are the power dynamics in Shakespeare's King Lear?

What kind of stretching is best to increase hip range of motion?

What does starvation do to both mental and physical health?

Does human genome editing harm the environment?

How prevalent is workplace discrimination among older adults?

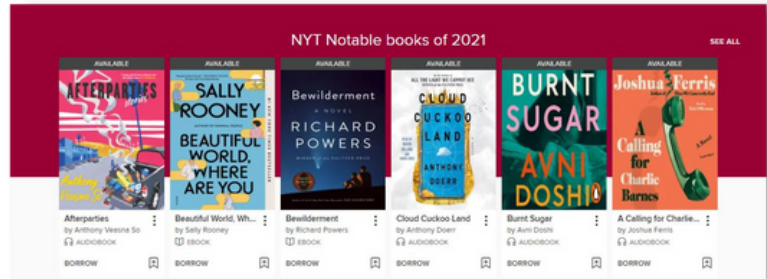
How do you cite a recording of a historical speech?

# COLLECTIONS: THE DIGITAL SHIFT

Our collection continues to shift from physical to digital more every year. This past year, over 2,600 eBooks were added on our newly-added platform, OverDrive (shown below).

Additionally, several new e-journal subscriptions were started to support new academic programs and courses.

Online access allows students, faculty, and staff to find and use resources 24/7 from any location and take advantage of accessibility features, such as read-aloud and color/contrast customization. In preparation for a new building, and to keep the collection current, we continue to remove outdated and zero use materials in the physical collection.



most popular

-  **JSTOR**  
database
-  **Counseling the Culturally Diverse**  
ebook
-  **October**  
busiest usage month
-  **Journal of Great Lakes Research**  
Journal

Did you know?  
You can access **88%** of our collection online **24/7 ?**

This past year we **doubled the size** of our eBook collection. We now have **1 million +** eBook titles in our collection.

## NEW DATABASES

Our users have access to a total of 228 databases, with 7 new databases added this last year.

- Access World News
- Black Life in America
- ChemSpider
- Consumer Lab
- Life Magazine Archive
- OverDrive
- Westlaw

 **THE DATA**

276,103	DATABASE SEARCHES
30,000+	JOURNAL ARTICLE DOWNLOADS
16,732	EBOOK VIEWS
17,511	VIDEO STREAMS

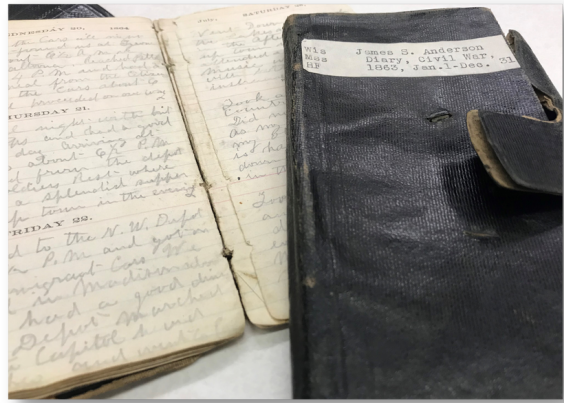
# ARCHIVES

The Archives has original materials pertaining to Northeastern Wisconsin (11 counties), dating from the 1600s to the present. The collections include diaries, letters, memoirs, photos, maps, oral histories, court records, citizenship papers, vital records, school records, and more!



## RESEARCH REQUESTS

The Archives helps an array of researchers use the archival collections to answer a wide range of questions. Research assistance is routinely provided to students working on course projects, community historians documenting buildings, genealogists, and University departments.



Over **2000+** research questions were answered for researchers by our archives.

Over **3000+** archival items were used in conjunction with providing research assistance.



Above: The Archives was able to supply a North Carolina museum with a reproduction of the 1940s label featuring the famous Veg-All™ man for their museum.



## OUR VISITORS

The Archives registered **408 visitors**. Of this number, **282 visited the Archives** while **126 utilized the Department's remote research services**. 76% of the visitors to the Archives were UW-Green Bay students. **51% of our users were conducting research for scholarly purposes**.



## INSTRUCTION

Unique among UW archives programs, the **UW-Green Bay Archives primarily serves as a lab for courses across the curriculum**. Instruction and coursework take place in the Archives over multiple sessions, and the Archivist is often an embedded instructor. In some instances, **courses met in the Archives 80% of the scheduled semester**.

**45** LAB SESSIONS

**11** SINGLE INSTRUCTION SESSIONS

**277** STUDENTS participated in Archives instruction

**865** STUDENT ENGAGEMENTS with the Archives through instruction



## NEW ARCHIVAL ACQUISITIONS

Nearly 80 cubic feet (~80 boxes) of manuscript collections were added to the holdings of the Archives this year. Noteworthy additions include the records of the N.E.W. Community Clinic, Napalese Lounge and Grille, Elsie Bovine, and the papers of former Wisconsin State Senator Dave Hansen.



## OUR VOICES: LGBTQ+ STORIES OF NORTHEASTERN WISCONSIN



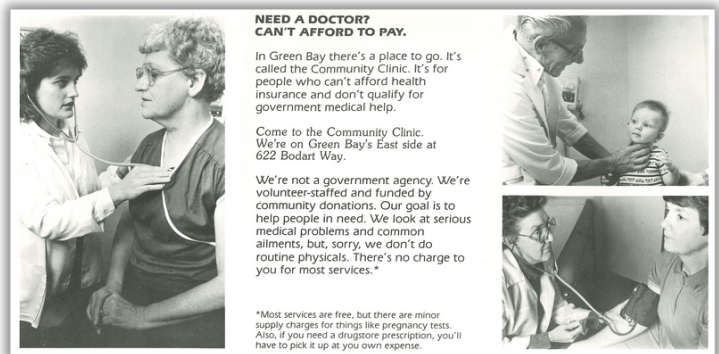
*Our Voices: LGBTQ+ Stories of Northeastern Wisconsin* is an ongoing collaborative effort by the Archives along with university faculty, students, and community members. The Archives seeks to preserve the narratives and experiences of Northeastern Wisconsin's LGBTQ+ community. The newly created *Our Voices* collection includes oral history interviews, photographs, records, newsletters, objects, and ephemera.

*Our Voices* is based on unique collaborative work with undergraduate courses in Women's, Gender and Sexuality Studies, English, and Public Humanities. Since its inception, students have conducted nearly thirty oral history interviews with individuals who shared their meaningful stories about growing up, coming out, gender and sexual identity, advocacy, and work/life experiences. Students also conducted historical research and worked with the archival collections of LGBTQ+ local organizations.

## N.E.W. COMMUNITY CLINIC

Donations of historical materials come to the Archives in a variety of ways. This year's acquisition of the original records of the N.E.W. Community Clinic is a unique story.

The Green Bay Area Free Clinic opened its doors at 1232 E. Mason Street on July 27, 1971. The concept of the Clinic can be



traced back to Linda Pratsch, a UWGB alum ('71), who had a purpose to provide, "free or low cost medical and counseling services to residents of the Green Bay area." Fast forward to 2021, the N.E.W. Community Clinic reached out to the Archives for help in understanding its history in preparation of celebrating the Clinic's 50th anniversary. As a result, the UW-Green Bay Archives received 50 years of Clinic historical records for preservation. The documents tell the distinct story of this grass roots community clinic, changes in healthcare services and needs, and the unique ties to UW-Green Bay.

# PROJECTS

## SPACE STUDY

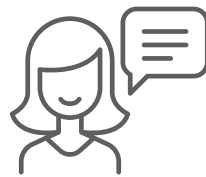
In the fall semester of 2021 and the spring semester of 2022, the UWGB Libraries conducted a space study to learn how people use the library spaces. Our staff collected data by observing our library spaces one week out of each month and also provided a survey for patrons to provide feedback.

Through the space study, we found people appreciated the quiet atmosphere, study rooms, and view from library windows. Green Bay patrons requested more power outlets for charging devices. Additionally, the vast majority of people use their own electronic devices in the library and most prefer to use tables for studying rather than our soft furniture. Our study rooms are also heavily used by our students.



### Did you know?

The Library Commons is the most popular place to study in the library.



“I like the cozy library feel, like you cuddle up with a book on a rainy day.”



... I love the feeling of being surrounded by all the books. It's nice and quiet there... It's like a quiet, comforting haven...



## SPACE IMPROVEMENTS

We were excited to open our new reflection room on the 6th floor of Cofrin Library this past fall. This room is meant to be used as a place of quiet personal or small group meditation, and/or reflection for members of our university community. What makes us really happy is to see the room being used frequently throughout this past year!

We also added new bright light therapy lamps in our



library spaces. We purchased these for our library spaces to support mental health.

You can find a lamp at each campus library along with information about university mental health resources.

Marinette and Manitowoc purchased new signage in the libraries this past year to help patrons find what they are looking for.

Sheboygan installed a new power-assist door on their East library entrance, so both entrances are more accessible for their patrons.



## OPEN EDUCATIONAL RESOURCES PROGRAM

In collaboration with The Center for the Advancement of Teaching and Learning (CATL), the Library launched an Open Education Resources (OER) Strategic Initiatives program. The program supports faculty in the adoption, remix, or creation of openly available resources in place of textbooks and other course resources that add costs to students.

Using open resources allows students to access materials day one of classes, is an equity gap mitigation strategy, and can help ease the financial burden students face. Not only does this project increase affordability for students, but is also a best practice in inclusive pedagogy and course design.

There are currently 30 courses participating in the pilot program among 22 instructors. The following departments are currently participating:

- Chemistry
- Computer Science
- Engineering
- English
- Environmental Science
- History
- Humanities
- Music
- Nutritional Science
- Physics
- Political Science
- Psychology
- Spanish
- Writing Foundations

The team aims to continue expanding this program across all disciplines and provide all UW–Green Bay students opportunities to take courses without additional course fees for textbooks or materials.

## Cost Savings

The OER projects from this spring and summer saved students

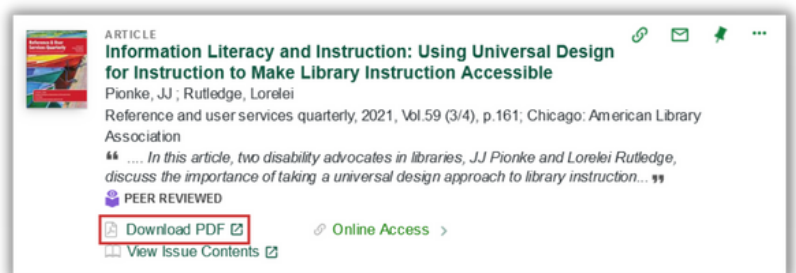
**\$12,750**

in textbook costs

## USABILITY TESTING

Our team works very hard to ensure our library search tools are user-friendly. We strive to make the research process simple and efficient. By conducting usability testing on Search@UW, we are able to evaluate and improve the tool. For this quality improvement project, we observed student participants as they worked on realistic research prompts, like finding a peer-reviewed article on a particular subject. We then identified common pain points and developed potential solutions. Our most significant finding was that students struggled to access the full text of articles in their search results.

In response, we are implementing a new product that will streamline this process and significantly reduce the number of clicks needed to view articles. The image (right) shows the **new and more direct "download PDF" option** available in Search@UW.



This project exemplifies our commitment to student success, accessibility and continuous improvement.

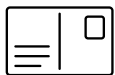
# PROGRAMMING & EVENTS

Through the UWGB Libraries' programming and events, we strive to serve the University and Northeast Wisconsin as an intellectual and cultural asset. Here are some highlights from the past year.



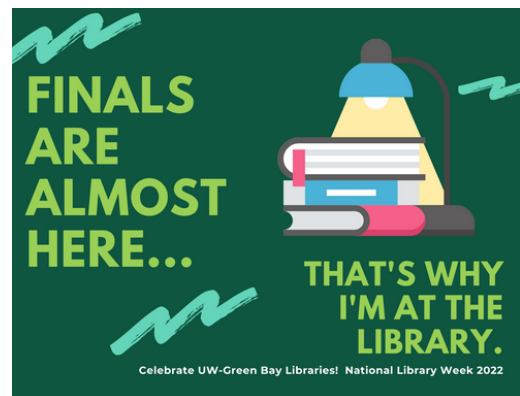
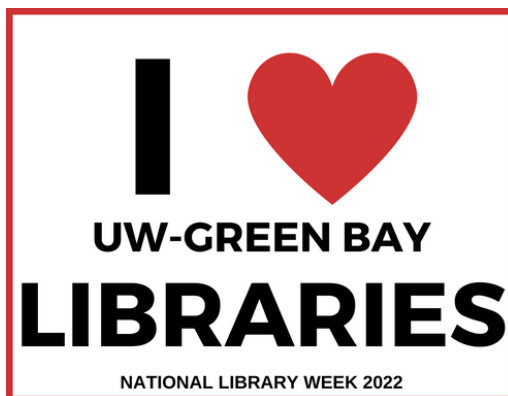
## THE WAR IN UKRAINE ROUNDTABLE

In collaboration with the History department and Multi-Ethnic Student Affairs (MESA), the library sponsored *The War in Ukraine Roundtable* event held this past spring. History professors led a discussion related to the war in Ukraine and its historical and ongoing significance. To support this program, we created a guide providing users with resources for learning about Ukraine's historical roots and current events.



## NATIONAL LIBRARY WEEK

In celebration of National Library week in April, our libraries provided our students with library-themed postcards and paid the postage to send the cards to their friends and family. It was a great opportunity for a study break and fun way for students to connect with family and friends in a non-digital way for a change!



In recognition of this program, our library was proud to receive the National Library Week Programming Award from the Wisconsin Library Association.



## NATIONAL HISTORY DAY

The Archives hosted the Northeastern Wisconsin Regional National History Day Contest in its 20th year at UW-Green Bay. **Over 100 area youth participated**, representing 10 schools. The contest was supported by 46 community and UW-Green Bay volunteers.

Over the 20 years of the regional NHD program, well over 5000 students have been provided the opportunity to work with primary resources and expand their knowledge of history.

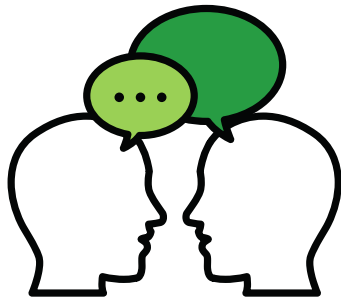


## INCLUSIVE READS & CONVERSATIONS

Our Diversity, Equity, and Inclusion team had another successful year with strong attendance for our *Inclusive Reads & Conversations* series.

**The goal of this event series is to help the University ask difficult questions, advance inclusivity, encourage tough conversations, help amplify voices, and magnify talents within our university.**

We had **448 registered participants** for the series this year. Some topics included conversations about language and inclusion on our campus, marginalization within the LGBTQ community, and teaching or supervising diverse students. In our feedback survey, we received the following comments:



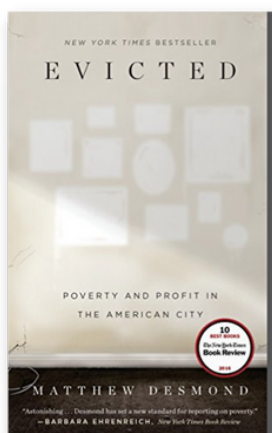
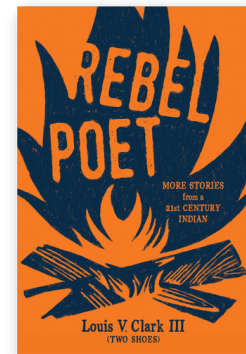
“ Thank you once again UWGB Libraries! These conversations are always so great, and I appreciate the organization of these readings and encouragement for diversity.

“ Thank you for providing a safe space for uncomfortable talks.”



## BOOK DISCUSSIONS AT MARINETTE

The Marinette library hosted a book talk and signing with Oneida author Louis V. Clark III (Twoshoes) and his book, *Rebel Poet: More Stories from a 21st Century Indian*. Clark discussed how he became a published writer, as well as his “journey of being an Indian in the 21st century” with a lot of stories and poetry. This event was co-hosted with the Marinette Campus DEI Committee.



In collaboration with Continuing Education and the Marinette & Menominee Women’s Giving Circle, our Marinette library hosted a book discussion featuring the book, *Evicted: Poverty and Profit in the American City* by Matthew Desmond.

# SUPPORTING THE UW-GREEN BAY LIBRARIES



## NEWLY FORMED LIBRARY ADVISORY COMMITTEE

The Library Advisory Committee advises the Library in the planning and development of programs and services to meet the needs of the students, faculty, staff, and community. This committee is not a shared governance committee, and it is completely volunteer. Any member of the university may join the group.

Current members of the library advisory group include: Gaurav Bansal (Business Administration), Sarah Detweiler (Art), Rebecca Nesvet (English), Kristopher Purzycki (Humanistic Studies), Sara Wagner (Human Biology), Rebecca Stewart (student), and Paula Ganyard (Library Director)



## GIVING TO THE LIBRARY

The Library welcomes gifts and donations to support the library and archival collections and services. Both monetary and material donations are appreciated.

### Who Benefits from Your Gift?

- Current students, faculty, staff and researchers
- Future generations of students, faculty and researchers
- Northeastern Wisconsin's educational and cultural community

### How to Make a Monetary Gift

Online giving is available through the [UW-Green Bay Foundation](#). Library-specific designations include the Robert L. Ganyard Library Endowment. This fund allows the Library flexibility to use the annual spendable earnings for a variety of (non-capital) expenses, such as collection development, purchasing specialized equipment, or supporting staff members with funds for professional development stipends.

### How to Donate Material Items

We accept material donations unconditionally with the understanding that we are not obligated to include them in our collection. Each donation is evaluated by the Coordinator of Collection Management for inclusion in the library collection. Items not added to the collection are put into the library's annual book sale or are offered to other libraries where the item is better suited.



**Give Today**