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Middleton Public Library

MISSION STATEMENT: TO MAKE A POSITIVE DIFFERENCE IN THE QUALITY OF LIFE IN OUR COMMUNITY BY:

- Offering a safe and welcoming environment in an aesthetically pleasing and conveniently organized facility.
- Defending Wisconsin's 130-year tradition of free and open access to knowledge, information, and the diversity of ideas.
- Protecting the privacy of library patrons.
- Meeting the educational, informational, and recreational needs of the community through access to traditional and nontraditional library resources.
- Providing highly competent library staff who works with the board and city officials to develop and implement clearly focused and shared goals.
- Responding to current library and information access trends.



Library programs are available for all ages and draw nearly 300 attendees per week.

Activity Levels Reach an All-time High

Reaching record high numbers in 2009, Middleton Public Library circulated over 794,500 items, an increase of 5.1% over the previous year. The numbers have been on a steady upward trend since 1990 and continue to climb in 2010.

According to projected circulation numbers, by 2014 circulation will exceed 1 million items, which means an anticipated 25.5% increase over the next five years.

In addition, the number of items Middleton residents borrowed from

LINK libraries surged upward from 63,500 in 1998 to over 222,000 in 2009, a 250% increase over a period of 11 years.

Likewise, Middleton Public Library loaned more than 226,000 in 2009, compared to 77,000 in 1998, or a 296% jump in 11 years.

Daily library visitor counts are another indicator of community popularity. In 2009, the library averaged over 27,000 people per month, for a total of more than 335,700 visitors.

From infants to seniors, the library offers programs that promote literacy, present new ideas and lifelong learning, and serve as a community resource.

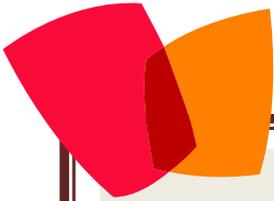
In 2009, the library held 572 programs, 90 for adults and 482 for children and teens. Total attendance at these programs was 15,065 (or 1,179 adults and 13,895 children and teens).

All programming is made possible through the Friends of the Library.



GOING GREEN is a smart investment

In 2009, the Library implemented new Green initiatives to support local economic and environmental sustainability efforts by: offering portable energy meters for monitoring electricity usage; providing a *Go Green!* collection of books, magazines, videos and audio for learning about green lifestyle choices, creating access to online resources on Green topics from energy efficient computers; and providing library program experiences, such as an Earth Day nature walk, craft sessions using recycled materials and a presentation with environmental activist Sonya Newenhouse.



From the Director's Desk:

2009 was a challenging year for many people, businesses and organizations. The Library was no exception. As an administrator, I confess, this was one of the most difficult years I've experienced in my 20-year career. Middleton Public Library faced drastic cuts to the materials budget. We lost \$58,000 in our book budget and \$10,000 in our audiobook and music budget. Library employees were required to contribute a greater portion of their income towards healthcare insurance, and all employee salaries were frozen.

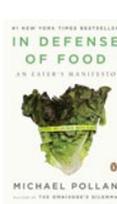
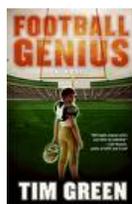
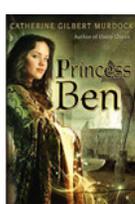
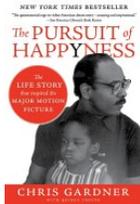
Despite these obstacles, our dedicated library staff, insightful members of the board, hardworking Friends of the Library supporters, and faithful volunteers continue to search for new and creative ways to help deliver exceptional service, programming and community-building opportunities. We are actively exploring new technology and fresh ideas to increase efficiency and save dollars. It is no accident that Middleton is one of the busiest libraries in Dane County!

In 2010, you can expect to see a new online catalog with many new options, additional language learning tools, and great programs, classes and materials to improve your quality of life and promote a lifetime of learning. It has been an honor to serve you and I look forward to meeting you in the stacks!

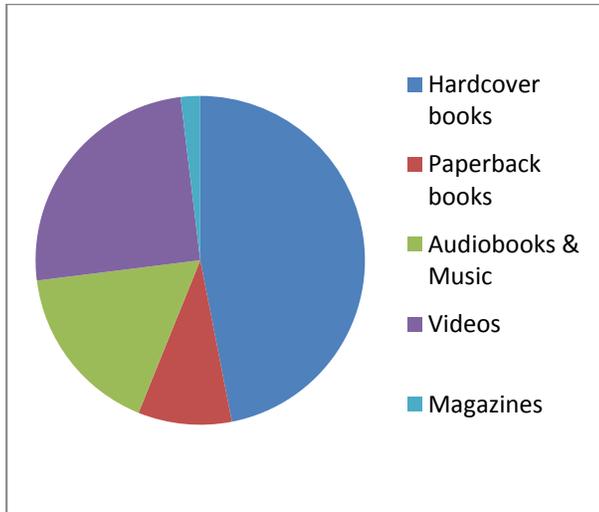
Kind regards,

Pamela K. Westby

Some of the titles chosen for our adult, teen, and 'tween book discussions in 2009:



Hardcover books are still...
the most commonly circulated item in
the library!

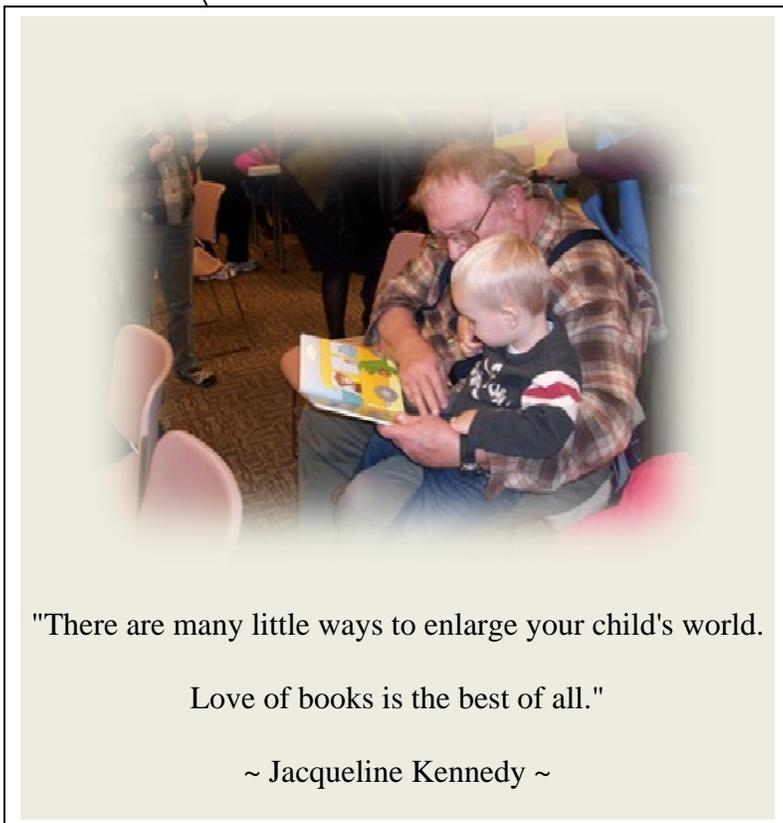


Summer Reading Gives Boost

In 2009, more than 1,200 children participated in the Summer Library Program. Children who read during the summer vacation maintain their level of reading proficiency. By the end of elementary school, summer readers can be as much as two years ahead of their peers who don't read during the summer!

Some of the NEW programs offered in 2009:

- ❖ Drop-in Needlework
- ❖ Easy Resumes and Cover Letters
- ❖ One-on-one Computer Learning Sessions
- ❖ Bilingual Storytime
- ❖ Mock Newbery Book Club
- ❖ Tween Knitting & eco-crafters
- ❖ Accessory and Hat Making Class
- ❖ Hootinanny for families
- ❖ PAWS to Read
- ❖ Pajamarama!



"There are many little ways to enlarge your child's world.

Love of books is the best of all."

~ Jacqueline Kennedy ~



Economic Benefits, During Hard Economic Times

The library is part of the solution by strengthening individuals and contributing to the local economy

At a remarkably low cost of \$ 62 per citizen per year, residents in Middleton receive access to library resources that have an impact on the economy, including job searching, resume writing, starting and managing small businesses, and study tools for educational and career-development.

Library computers provided over 157,000 sessions for

patrons who were completing online job applications, filing taxes, registering for college courses, setting up email accounts, locating consumer reports evaluations and accessing updated medical information.

In Middleton, wireless Internet access provides service to laptop users free of charge during library hours. In 2009, more than 5,100 people accessed our free Wi-Fi, or an average of 97 logins per week.

Our computer instruction programs teach people skills they need to be successful in school, at work, and in life.

While using the library, patrons often combine their visit with other stops in the community for services and shopping. In this way, the Library helps to strengthen individuals and positively impact the local economy.

2009 MOST POPULAR
ONLINE DATABASES:
In-library &
Remote Usage



- Ref. USA Business - 907
- EBSCOhost - 847
- WorldCat - 779
- HeritageQuest - 644
- netLibrary - 528
- AncestryLibrary - 486
- NoveList - 274
- Lit. Resource Center - 200
- NewspaperARCHIVE - 152
- ProQuest - 127
- BadgerCat - 121
- Novelist Plus - 115
- What Do I Read Next? - 103

Growth in the Numbers	1990	2003	2009	1990-2009 % increase
Annual circulation	255,011	523,796	794,573	212%
Internet access computers	0	10	42	↑
Fulltime-equivalent staff	10.0	15.5	21.2	112%
Annual hours of operation	3,016	3,528	3,520	17%
Annual budget	\$358,825	\$987,280	\$1,704,819	375%



Professional Library Staff at the Middleton Public Library

- Pamela K. Westby (Director)
- Patrick Williams (Head of Information Technology)
- Liz Dannenbaum (Head of Adult Services)
- Elizabeth Bauer (Head of Circulation Services)
- Rebecca Van Dan (Head of Young Adult Services)
- Svetha Hetzler (Head of Children's Services)
- Amanda Struckmeyer (Youth Services Librarian)
- Sarah Hartman (Technical Services Librarian)

