

MIDDLETON PUBLIC LIBRARY

2012 ANNUAL REPORT

Director – Pamela K. Westby



In 2012, Middleton Public Library began offering one of the area's most unique weekly programs:

Bicultural & Bilingual Indian-English Story Times.



Middleton Public Library focuses on youth programming for all ages; and is one of only a few libraries in the state with a librarian specifically dedicated to providing programs & collections targeted for Tween readers (ages 8-12).

Middleton Public Library

How We Rank:

- Middleton outranks all other libraries for the number of materials loaned and borrowed to other LINKcat libraries. (Over 200,000 annually)
- Middleton is the **second** busiest library in the South Central Library System consortium of 53 libraries.
- Middleton holds the **13th highest** total circulation in the state of Wisconsin.
- Middleton's books & media averaged **8.3 circulations per year**, compared to the statewide average of **3.26 circulations per year**.
- Middleton Public Library's resident service population averaged **29.2 checkouts per year**, while the statewide resident service population public averaged **18.2 checkouts per year**.
- Middleton Public Library **offered 565 events** in 2011, compared to the statewide **average of 213** programs in 2011.
- Middleton also did well in the program attendance category with an average of **34 attendees per event**, compared to the **statewide average of 24 attendees** per event.

**Based on 2011 Figures from the Wisconsin Department of Public Instruction's website: <http://dpi.state.wi.us>.*



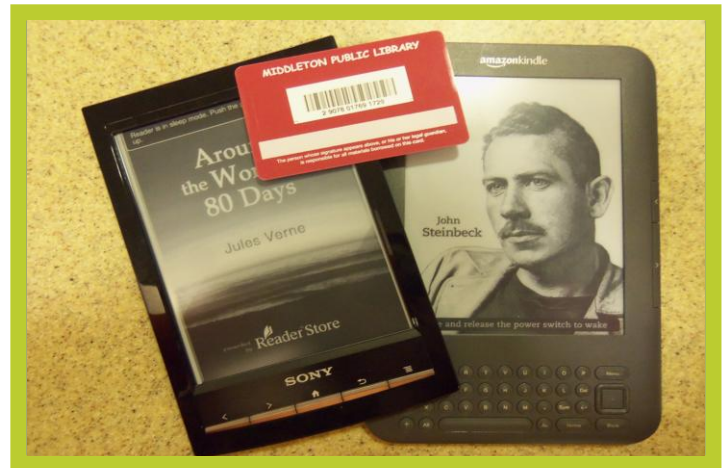
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The Middleton Public Library's Mission Statement is to make a positive difference in the quality of life in our community by...

- offering a **safe and welcoming environment** in an aesthetically pleasing and conveniently organized facility;
- supplying **free and open access** to knowledge and information, and the diversity of ideas to all, while protecting the privacy of library patrons;
- meeting the informational, educational, and recreational needs of the community through information **collections, resources, programming and outreach**; and
- providing **highly competent library staff members to assist, guide, and instruct the public** in the use of library resources and information gathering.



"...LIBRARIES ARE NOT FRILLS. THEY ARE NOT LUXURIES, BUT
A SACRED COMPONENT OF AMERICAN EDUCATION AND
AMERICAN DEMOCRACY." DAVID NASAW



2012 Middleton Public Library Highlights:

- Added a circulating Sony Reader collection
- Added new children's collections: Trains and Princesses
- Added a children's Playaway collection
- Added LCD Microscope for in-house circulation
- Began offering Bi-cultural and Bilingual Indian-English story times
- Designed & offered outreach afterschool program at YMCA locations
- Introduced circulating gaming consoles
- Added adult video games and software collection
- Created a Pop Culture collection
- Added two display units for Serendipity collection
- Installed end cap displays (slatwall panels) for Adult Fiction, YA fiction and Children's fiction & nonfiction
- Offered year-round Techno Minutes
- Installed Automated Materials Handling System - RFID
- Renovated the circulation staff room
- Replaced floor tiles in the front entry and added a granite ledge in the front entry
- Updated the exhibit case with new backdrop
- Updated public PCs with new monitors
- Installed new phone system
- Updated our security gates
- Instituted a print vending system
- Participated in the first County-wide Library Trivia Event
- Met our goal for the Beyond the Page Campaign
- Extended the Friends donor opportunity through corporate sponsorship of programs
- Expanded shelving for ongoing Friends book sales
- Participated in the WI Statewide Media Buying Pool to expand Overdrive titles
- Replaced 3 failed air compressors (cooling system)

The Library Board of Trustees meets on the second Tuesday of the month at 6:30 PM in the Archer Rooms. Meetings are open to everyone.

Library Board of Trustees:

Stephanie Hammes, President

Joan Gillman, Vice President

Jill Kubiak, Secretary

Chris Clay

Lisa Helmuth

Anne Irish

Rusty Shoemaker-Allen

Steve Soeteber,
School District Representative

Gurdip Brar,
City Council Representative

Provide a Lasting Gift to the Library

The Middleton Public Library Endowment Fund was created to encourage private donations and bequests to further the excellence of the library's service program. A contribution to the Endowment Fund is a unique opportunity for you to help insure that high-quality library service continues to be a Middleton hallmark.



Beyond the Page Endowment

For the first time in their history, Dane County libraries will share a growing pool of programming money to propose, plan and promote new projects. This unique endowment will enable and extend collaborative and innovative humanities projects in every library's community.

Humanities enrich our understanding and appreciation of all things human, comprising a wide range of subjects and library collections including: Arts, Drama, Film History, History, Language, Law, Literature, Philosophy, Religious Studies and World Culture.

The Beyond the Page Campaign received a \$350,000 challenge grant from the National Endowment for the Humanities, as a result of a joint effort with the Dane County Library Service and the Madison Community Foundation. Each community must raise \$3.00 for every \$1.00 from the NEH, or \$1.4 million. An initial investment of \$10,000 from each library is needed to meet the goal.

Our sincere thank you to everyone for their efforts in raising the \$10,000 from the Middleton Public Library. A special kudos to Friends of the Middleton Public Library who contributed \$8,000 and to those involved in the successful fundraising events, the Library Trivia Event and the American Girl Doll Raffle.

"You cannot have a functioning democracy if you do not have innovation. You cannot have a functioning democracy if you cannot have the citizenry able to inform itself."

Anthony Marx



Middleton Public Library Professional Staff



- Pamela K. Westby (Director)
- Patrick Williams (Head of Information Technology)
- Rebecca Van Dan (Head of Young Adult Services)
- Sarah Hartman (Head of Technical Services)
- Svetha Hetzler (Head of Children’s Services)
- Amanda Struckmeyer (Head of Youth Services)
- Jim Ramsey (Head of Adult Services)
- Brendan Faherty (Head of Circulation Services)

Middleton Public Library’s Philosophy of Service:

“The library patron is the most important person in the library.
Service to patrons is not an interruption of work, but rather the purpose of it.”



Middleton Public Library	1990	2003	2007	2012
Service Data: then and now....				
Books owned: hardcover & paperback	43,416	65,636	87,578	91,702
eBooks & Downloadables owned	0	0	0	63,333
Audiovisual materials owned	2,687	13,918	16,357	24,795
Magazines subscriptions	200	284	295	300
Annual circulation	255,011	523,796	716,348	776,132
Internet access computers	0	10	31	51
Fulltime-equivalent staff	10.0	15.5	20	23
Annual hours of operation	3,016	3,528	3,528	3,528
Annual budget	\$358,825	\$987,280	\$1,439,513	\$1,815,904
City of Middleton share of the budget	\$301,620	\$621,571	\$927,218	\$1,018,315
Dane County share of the budget	\$57,205	\$365,709	\$512,295	\$ 766,589

