

MIDDLETON PUBLIC LIBRARY



February 2008 Report

(Distributed at March 11, 2008, library board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2008	34,135	3,493	20,165	57,793	120,087
2007	33,553	2,956	18,447	54,956	115,271
2006	32,216	2,977	15,976	51,169	107,343
2005	30,721	2,158	13,917	46,796	94,510
(2007-08 +/-)	(+ 2%)	(+18%)	(+ 9%)	(+ 5%)	(+ 4%)
(2005-08 +/-)	(+11%)	(+62%)	(+47%)	(+23%)	(+27%)

Self-Service checkouts:


	3M	ITG	Total	% of total
2008 (February)	4,603	5,636	10,239	17.6%
2008 (January)	5,186	6,265	11,451	18.4%
2007 (March)	5,289	4,781	10,070	16.2%
2007 (February)	2,970	476	3,446	6.3%


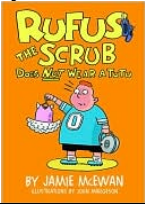
Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2008	91	23	2	0	116
2007	64	15	2	2	83


Dynix holds:

	Loaned to	Borrowed from
2008	16,543	16,821
2007	15,792 (+5%)	15,280 (+10%)

Miscellaneous:	ILL	Visits	Study rooms use
2008	21	39,753	438 hours / 308 bookings
2007	76	38,558	465 hours / 336 bookings

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
February 1, Friday	Teen Dungeons & Dragons	11
February 4, Monday	Baby storytime	17
February 5, Tuesday	Storytime for 2 and 3 year olds	28
February 5, Tuesday	Storytime for 4 and 5 year olds	20
February 5, Tuesday	All ages storytime	18
February 5, Tuesday	'Tweens Dungeons & Dragons	6
February 6, Wednesday	Toddler storytime 1 ("Snowed out")	0
February 6, Wednesday	Toddler storytime 2	9
February 6, Wednesday	All ages storytime	3
February 6, Wednesday	All ages drop-in storytime ("Snowed out")	0
February 6, Wednesday	Book Bunch, Group A. Program cancelled.	NA
February 7, Thursday	Baby storytime	14
February 7, Thursday	All ages drop-in storytime	18
February 7, Thursday	"Krafty" Kids: Heart-to-heart	82
February 11, Monday	Baby storytime	15
February 11, Monday	Evening drop-in storytime	28
February 11, Monday	Teen Advisory Committee pizza party.	3
February 12, Tuesday	Storytime for 2 and 3 year olds	28
February 12, Tuesday	Storytime for 4 and 5 year olds	20
February 12, Tuesday	All ages storytime	10
February 12, Tuesday	'Tweens Dungeons & Dragons	6
February 13, Wednesday	Toddler storytime 1	15
February 13, Wednesday	Toddler storytime 2	27
February 13, Wednesday	All ages storytime	16
February 13, Wednesday	All ages drop-in storytime	19
February 13, Wednesday	Book Bunch, Group A. Read last 5 Chapters of <i>Rufus the Scrub</i> .	19
February 14, Thursday	Baby storytime	22
February 14, Thursday	All ages drop-in storytime	14
February 14, Thursday	Book Discussion for Adults.  <p>Content: Discussion of Pamela Carter Joern's novel <i>Floor of the Sky</i>. Liz's evaluation: Great discussion. This book is a gem and everyone was so glad they read it. It's really wonderfully written. There was a lot to say & we have a really good group of "regulars" now. Even with 3 last minute cancellations (& they all called!), this was one of our biggest discussion turn-outs ever.</p>	12
February 14, Thursday	Teen program: Heart Burns: the anti-valentines Program Content: Icebreaker (find someone who..), heart balloon popping race, sappy valentine dartboard, broken heart cookies & lemonade, 10 types of people you never want to date, anti-valentines quiz, make an anti-valentine, bash the Cupid piñata. Rebecca's evaluation: A bit chaotic with people arriving & leaving at different times, but they definitely enjoyed torturing the Cupid piñata, and the heart balloon popping race. Younger teens were most excited by the physical activities; older teens liked reading the funny anti-valentine slogans & making their own anti-valentines. If noise level is any indicator, they were definitely having fun!	15

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES, cont'd.		
February 15, Friday	<p>Parents' Night Out (new program offering) Program Content: Sign-In, Ice Breaker Bingo, Pizza Dinner, Group Games (charades/hangman)/Scavenger Hunt, Booktalks, Film: I'll Fix Anthony (served popcorn and sugar cookie), Door prizes: poetry book "If I Were In Charge of the World and Other Worries". Svetha's evaluation: Went really well. The kids had a lot of fun and were well-behaved. The help from Miko and Frances was fantastic and made our activities, particularly the group game/scavenger hunt hour much smoother. We received lots of thanks from parents. The contract was a great idea and we reminded the kids of the behavior contract early on. Lori and I both agreed that if we do this program again in the future, we will make sure to have two additional adults in place before advertising. A super quick 3 hours!</p>	29
February 18, Monday	Baby storytime	15
February 18, Monday	 <p>Parent-Child Book Discussion. Program Content: Discussed the book <i>Moon Runner</i> by Carolyn Marsden. Started with a character matching sheet. Had discussion questions at each table for patrons to take a look at and have a chance to think about some topics. Read-alikes bibliography and book display. For snacks I had mooncakes (filled with raspberry preserves and red bean paste), hot cocoa, green tea and water. Recipes for mooncakes were also at the tables. Svetha's evaluation: Went really well. A few kids/families had some of their own questions. Great participation from parents and kids. The mooncakes were a hit. I think the traditional Chinese red bean paste was new to most and they all really liked it - I had no leftovers! I was happy with the turnout, it was large enough to make it feel like a program but small enough so that everyone was comfortable to discuss.</p>	14 (6 families)
February 19, Tuesday	Storytime for 2 and 3 year olds	25
February 19, Tuesday	Storytime for 4 and 5 year olds	16
February 19, Tuesday	All ages storytime	9
February 19, Tuesday	'Tweens Dungeons & Dragons	6
February 20, Wednesday	Toddler storytime 1	11
February 20, Wednesday	Toddler storytime 2	18
February 20, Wednesday	All ages storytime	9
February 20, Wednesday	All ages drop-in storytime	8
February 20, Wednesday	 <p>Book Bunch, Group B. Read the first 3 chapters of <i>Rufus the Scrub Does Not Wear A Tutu</i></p>	8
February 21, Thursday	Baby storytime	22
February 21, Thursday	All ages drop-in storytime	24

3. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES, cont'd.		
February 21, Thursday 	Teen program: Books and Brownies. Content: Discussion of Eclipse by Stephenie Meyer. Rebecca's evaluation: Excellent discussion--this series is a favorite with teen girls and they debated the merits of Edward/Jacob with gusto. Good mix of older & younger teens and even 1 male participant and seemed to work well together. One younger teen seemed to appreciate the relationship experience of an older teen & was brave enough to raise some potentially embarrassing questions. Older teen was very reassuring-- was wonderful to see such mentoring taking place and having such open, honest dialogue.	5
February 21, Thursday	Program for adults: A Virtual Tour of Costa Rica, presented by Jennifer Peters	48
February 22, Friday	Family program: Black Belt America. Interactive introduction to the martial arts	28
February 25, Monday	Baby storytime	11
February 25, Monday	Family storytime	13
February 26, Tuesday	Storytime for 2 and 3 year olds	24
February 26, Tuesday	Storytime for 4 and 5 year olds	20
February 26, Tuesday	All ages storytime	13
February 27, Wednesday	Toddler storytime 1	17
February 27, Wednesday	Toddler storytime 2	21
February 27, Wednesday	All ages storytime	13
February 27, Wednesday	All ages drop-in storytime	5
February 27, Wednesday	Book Bunch, Group B, week 2.	11
February 28, Thursday	Baby storytime	22
February 28, Thursday	All ages drop-in storytime	28
February 28, Thursday	DDR (Dance Dance Revolution) for Tweens Program Content: Dance Dance Revolution on the big screen with chips, cookies & soda. Evaluation: This group was a lot quieter than the teens I usually have, and very polite. Almost everyone thanked me as they were leaving. Had 3 kids that had never played before, but most knew what to do. (Teen players seem to have had a lot more experience & are much faster) Almost everyone had a chance to play twice with a playoff of the 4 best players at the end.	22
February 28, Thursday	DDR (Dance Dance Revolution) for Teens	7
	Number of programs / Total attendance	
	Children's	51 / 919
	Teens	5 / 41
	Adults	2 / 60
	Grand total	58 / 1,020

The continuing issue of parking (the sometimes lack thereof)

On Saturday, February 23, staff at the circulation desk fielded numerous comments about the lack of parking due to the Bock fest that took place at the Capital Brewery.

3. LIBRARY EXHIBITS

Location	Exhibit	Artist/Collector
Lobby display case	RSVP of Dane County	
Picture rail	Watercolors	Thomas Kuckenbecker
Front windows	Stained glass	Norma Hove

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Event	Participant(s)
February 1, Friday	Wisconsin Library Association Library Development & Legislation committee meeting at the WLA/SCLS conference center	Paul
February 5, Tuesday	Panel discussion for UW-Madison School of Library & Information Services "Library Management" class	Paul
February, Monday	Friends of the Library special board meeting to discuss membership recruitment	Svetha
February 14, Thursday	LINK Directors Council meeting at SCLS administrative offices.	Paul
February 19, Tuesday	Management Team staff meeting. (Summary found on page _)	Paul, Pat, Liz, Elizabeth, Rebecca, Svetha
February 20, Wednesday	Dane County Librarians Futures Planning Committee meeting, at the Madison Public Library	Paul
February 28, Thursday	Circulation staff meeting.	Paul, Elizabeth, Barbara, Peter, Katie O, Sara S., Jessica, Karen, Nate, Vranna, Jennie
February 29, Friday	City department heads meeting in conference room B at City Hall	Paul

Librarians Make a Fashion Statement



WLA Conference attendees received free t-shirts proclaiming, *Wisconsin Libraries: Keep Us All in a Better State*, the theme of the Campaign for Wisconsin Libraries. As a program of the WLA Foundation, the Campaign promotes the value of all types of libraries in Wisconsin. Additional free merchandise can be ordered at <http://www.wisconsinlibraries.org>. The new merchandise is available, in part, through a generous contribution from Highsmith.

Photo by Steven Platte

5. DIRECTOR'S REPORT

February 2008 Library Use

Circulation. In spite of the weather – including 2 days when we closed early and a Sunday when we didn't open at all – we registered a 5% increase in use in February 2008 compared to February 2007. Throughout the South Central Library System, only a handful of libraries experienced a decline in use. As you can see from the table on page 8, the weekends have been particularly busy.

Program attendance. Overall, the weather didn't have much of a negative impact on our programs. We managed to continue the strong pace we set in January with a February total of 58 programs attracting 1,020 attendees

Resource sharing. The number of items loaned to and borrowed from other LINK libraries continues to grow, which is why we're already starting to experience an occasional space crunch on the self-service hold shelves.

Study rooms. This is the only area where we experienced a decline in use – both in total hours used and number of sessions booked.

Dane County Celebrates Jane Hamilton

"Dane County Celebrates" returns for its third annual engagement. This year, Dane County librarians have chosen the works of Wisconsin author Jane Hamilton as the focal point for a series of book discussions that will take place at various locations throughout the month of April.

Hamilton is the author of five novels and is a frequent contributor of short stories, reviews, and essays to various publications. She lives in Rochester, in southeastern Wisconsin, with her husband, an apple orchard owner, and their two daughters.

For its part in this celebration, the Middleton Public Library has chosen *A Map of the World*. Book discussions will be held on Wednesday, April 16, at 10:00 a.m. and Thursday, April 17, at 7:00 p.m. in the Kenneth Mack Reading Room. The Library is also pleased to host a reading by Jane Hamilton on Monday, April 21, at 7:00 p.m. in the Archer meeting room.

Oprah Book Club® Selection offers the following summary. *In A Map of the World, appearance overwhelms reality and communal hysteria threatens common sense. Howard and Alice Goodheart, the couple at the center of Jane Hamilton's 1994 novel, have labored mightily to create a pastoral paradise in a Wisconsin subdivision. Their 400-acre dairy farm is the last in Prairie Center, and they're working flat out to raise their two young girls in a traditionally bucolic manner. Yet paradoxically, they strike their neighbors as unacceptably modern, and have been treated as interlopers since the day of their arrival. Howard, in love with his vocation, chooses not to believe that they've been frozen out. But Alice, flinty and quick to judge, finds things harder. And her job as school nurse doesn't work wonders for her reputation either. Happily, there's one exception to this epidemic of unfriendliness: their closest neighbors.*

5. DIRECTOR'S REPORT, cont'd.

COLAND and DPI Strategic Visioning Summit on the Future of the Library

The Council on Library and Network Development (COLAND), in cooperation with Superintendent of Public Instruction Elizabeth Burmaster, is conducting a strategic visioning exercise with library users and library professionals. A key component of this process is a "Strategic Visioning Summit on the Future of the Library", scheduled for May 5-6, 2008. The Summit is an invitational event to be attended by 100 librarians and library advocates from throughout the state.

The purpose of the Summit is to develop a vision for how libraries of all types will contribute to the continued prosperity of Wisconsin and its communities by promoting quality of life, the health of our democracy, educational excellence, economic and workforce development, and preservation of our heritage and cultures.

The Summit Executive Planning Group has selected a group of participants based on the following criteria:

- Diversity. To include participants representing different age groups, different user populations, and a variety of ethnic and cultural backgrounds.
- Geography. To include participants from all areas of the state.
- Library type. To include participants from small and large libraries, urban and rural libraries, and different types of libraries (public, special, school, academic).
- Roles. To include participants who have different roles in libraries, such as trustees and other library supporters, as well as librarians who directly serve the public (vs. administrators).
- Library educators. To include participants who educate librarians.
- Non-librarians. To include participants such as political representatives, municipal and county officials who fund libraries, school superintendents, instructors, and others.

A series of 7 visioning questions may be accessed at

https://www.surveymonkey.com/s.aspx?sm=BC6BzOYUsbQZyQGGT7iezw_3d_3d

I encourage you to take the time to provide some input.

The website for general information on this event is found at

<http://www.dpi.state.wi.us/coland/vision.html>

Director's Vacation

I will be on vacation during the week of March 23rd.

5. DIRECTOR'S REPORT, cont'd.

Gathering Data for the Library's Long Range Plan

Last March, I started to track the library's hour-by-hour weekend usage. To start, I defined the weekend as the Friday (3:00 to 6:00 p.m.), Saturday (9:00 a.m. to 5:00 p.m.), and Sunday (1:00 to 5:00 p.m.) portion of our hours of operation. Currently, our long-range plan addresses the objectives of later Friday evening hours (staying open until 7:00 p.m.) and additional hours on Sunday (both year-round and up to 2 additional hours).

One of the things I've learned is that the final hours of the library's weekend schedule are among the busiest of the week.

Time frame	Average circulation
Friday hourly average	224
Friday 3:00-4:00 p.m.	219
Friday 4:00-5:00 p.m.	252
Friday 5:00-6:00 p.m.	243
Saturday hourly average	228
Saturday 11:00-12:00n	261
Saturday 3:00-4:00 p.m.	248
Saturday 4:00-5:00 p.m.	292
Sunday hourly average	216
Sunday 1:00-2:00 p.m.	185
Sunday 2:00-3:00 p.m.	221
Sunday 3:00-4:00 p.m.	225
Sunday 4:00-5:00 p.m.	248

What follows is a series of four "Top Ten" lists of the busiest Fridays, Saturdays, Sundays, and weekends of the past year.

Top Ten Fridays (3:00 to 6:00 p.m.)

1. February 8, 2008	1,189	Average of 396 items per hour Overall, half of the Fridays are in 2008.
2. July 13, 2007	912	
3. July 27, 2007	905	
4. February 22, 2008	904	
5. September 7, 2007	898	
6. February 1, 2008	868	
7. January 18, 2008	862	
8. June 8, 2007	860	
9. January 4, 2008	848	
10. June 22, 2007	844	

5. DIRECTOR'S REPORT, cont'd.

Top Ten Saturdays (9:00 a.m. to 5:00 p.m.)

1. February 9, 2008	2,639	Average of 330 items per hour
2. February 16, 2008	2,418	Overall, 6 of 10 of the Saturdays are in 2008.
3. June 2, 2007	2,205	
4. January 5, 2008	2,156	
5. July 7, 2007	2,134	
6. May 27, 2007	2,122	
7. February 2, 2008	2,105	
8. March 1, 2008	2,071	
9. January 26, 2008	2,044	
10. December 21, 2007	2,034	

Top Ten Sundays (1:00 to 5:00 p.m.)

1. March 2, 2008	1,235	Average of 309 items per hour
2. January 13, 2008	1,105	Overall, half of the Sundays are in 2008.
3. January 6, 2008	1,098	
4. November 4, 2007	1,087	
5. November 11, 2007	1,045	
6. February 24, 2008	1,027	
7. October 14, 2007	1,014	
8. January 27, 2008	1,011	
9. April 1, 2007	980	
10. March 18, 2007	979	

Top Top Weekends

1. February 8-10, 2008	4,627	Average of 309 items per hour
2. February 29-March 2, 2008	4,122	6 of the 7 busiest weekends in 2008.
3. January 4-6, 2008	4,102	
4. February 1-3, 2008	3,847	
5. November 9-11, 2007	3,811	
6. February 22-24, 2008	3,794	
7. January 25-27, 2008	3,720	
8. November 2-4, 2007	3,702	
9. March 16-18, 2007	3,634	
10. March 2-4, 2007	3,628	

Percentage of circulation on the weekends

1. February 2008	28.1% (22%)	+6	(Number in parentheses is percentage of weekend hours to total # open.)
2. March 2007	27.3% (23%)	+4	
3. December 2007	27.1% (25%)	+2	
4. September 2007	26.6% (25%)	+1	
5. November 2007	25.5% (22%)	+3	
6. January 2008	24.0% (20%)	+4	
7. April 2007	22.3% (21%)	+1	
8. October 2007	21.1% (19%)	+2	
9. May 2007	20.6% (19%)	+1	
10. June 2007	18.8% (20%)	-2	
11. August 2007	15.9% (16%)	0	
12. July 2007	15.6% (17%)	-1	

6. MANAGEMENT TEAM REPORTS

Liz Dannenbaum, Head of Adult Services

A short month that seemed to be mostly about too much bad weather and lots of reference staff vacation!

We had one new adult volunteer begin; one go on "sabbatical; and one get hired on staff as a
Page 1.

We had two successful adult programs. The book discussion on the novel *The Floor of the Sky* brought in 10 people all of whom truly loved the book. It was a very lively and enriching discussion.

The evening travel program on Costa Rica had an audience of 48 people. The presenter, Jennifer Peters, did a great job. She offered a mini-Spanish lesson on useful travel phrases and then showed a lovely home-made DVD which included video and still photos that highlighted the flora & fauna of Costa Rica. I received lots of positive comments from people at the end of the evening.

Svetha Hetzler, Head of Children's Services

We ended our Winter Reading Club ("Get in the Game: Read!") on February 29 with 411 children enrolled. We will have a more detailed breakdown of statistics for the March report.

We offered 57 programs in February with a total attendance of 1,518. Due to weather conditions, we canceled a few afternoon programs and had a record low attendance of zero at three of our morning storytimes!

For the very first time, we offered an after-hours "Parent's Night Out" program which was very successful. I'm sure we will be offering a program like this in the future. Our patrons (children and parents) were very appreciative of our efforts.

Kathy has been assigned to creating displays for Youth Services. She has come up with a rough plan for display ideas for each month of the year and this month she has a display and accompanying booklist of ALA's 2007 Notable Children's Books.

In collection development/management, we are phasing out our books on cassette collection and will be utilizing that space for our book & CD kits. At the moment, this collection is interfiled with the picture books and easy readers but many patrons look specifically for "read-alongs" and I think a special location in our audiovisual collection with accompanying booklists will be beneficial. It will also be nice to have it ready to go for the spring and summer as many families look for listening opportunities while traveling. Right now, we are in the process of collecting "kit" books so that we will have a substantial number of materials out for browsing.

The Discovery Packs continue to circulate well. Christine and the Technical Services staff have cataloged and processed duplicate and in some cases, triplicate copies to help with the demand.

6. MANAGEMENT TEAM REPORTS, cont'd.

Lori has been managing the holiday book collection – ordering more titles and shifting to and from storage when necessary. She also put together all our spring publicity including program brochures, storystime flyers, and the Mid-Kids Newsletter (including the e-newsletter).

We surely had a busy month and winter despite the weather obstacles and are looking forward to a smooth and predictable spring!

Elizabeth Bauer, Head of Circulation Services

With the abundance of snow and ice and cold we experienced in February, the Circulation Staff is watching to see if it is the weather that has caused our “pick lists” to increase. A “pick list” includes items retrieved from Middleton Public Library's shelves to send to other libraries for holds. A typical list is around 125 titles; recently, the number of titles has reached into the high 300s. The weather might also be responsible for increases in the daily “pull lists”. A “pull list” includes items whose holds have been cancelled by the patron or lapsed because the item is not picked up within seven days it is held. A typical “pull list” is in the 40s; recent lists are up around the 80s or 90s.

The weather has not deterred hardy patrons on Saturdays and Sundays; the Circulation Desk has been extremely busy on weekends.

The Circulation Staff met on Thursday, February 28th for a staff meeting. Main topics included a discussion of possible locations for the new self-check machine and a discussion of short and long term expansion of the self service holds shelving. A tentative time line was established for the new self check machine; initial objectives are a discussion with Patrick Williams, Head of Technology, about wiring possibilities, contact with Lauren Blough, Automation Project Manager at LINK, about when the next bulk order of self check machines will take place, and a decision to send the Circulation Staff out on field trips to LINK libraries that have self check machines on their circulation desk. Placement of a self check machine on the Circulation Desk is one of the options we are considering, but loss of staff work space is a big consideration. A more definitive time line for the purchase and installation of the new self check machine will be included in the March 2008 Circulation Services Report.

Rebecca Van Dan, Head of Young Adult Services

In February, we had more teen programs than usual, with both an Anti-Valentine's program and Dance Dance Revolution. We had a surprisingly good turnout for the Anti-Valentines, despite a snowstorm, and though Teen Advisory's turnout was small, we had a great turnout for Books & Bagels' discussion of "Eclipse." Both Tween & Teen DDRs went well, though with a much higher turnout of tweens.

6. MANAGEMENT TEAM REPORTS, cont'd.

We had three new teen volunteers start this month, and all seem to be doing well. Fumiko, our practicum student, has been working on weeding and ordering of teen graphic novels and creating questions for a "Battle of the Sexes" summer program. Anna Biermeier suggested having a teen-run booksale and we've had a few teens volunteer to help. I've also been surveying other libraries about a recurring Teen Advisory Committee request for a Wii or X-Box console that could be used in the library. Our Teen Summer Reading program brochure has been sent out for printing, and I've started assembling a program flyer for May.

On the 22nd, I attended a workshop for outreach to Hispanic patrons, and came back with a few ideas. We now have a welcome/open sign in both Spanish and English, and a flyer in Spanish that explains what we offer at the library. In March, I've been asked to be interviewed on a Spanish radio station (La Movida) to explain the function of libraries in the community.

Pat Williams, Head of Information Technology

The menu and security application which runs on the public PCs in the computer lab now clears all files saved by patrons at the end of the day. All PCs now handle Office 2007 documents, and have the Picture Manager software installed. A master drive image of the public PCs was created to aid in quick restoration and duplication of stations.

7. STAFF MEETING SUMMARY REPORTS

Management Team Staff Meeting, Tuesday, February 19

- Paul, Pat, Liz, Elizabeth, Rebecca, Svetha
- Staff reports. Paul gave Rebecca a green light to investigate the possibility of adding game consoles, specifically Wii or X-Box, to the library's service program. Initially, Rebecca will query libraries as to planning, policies, physical set-up, implementation, and outcomes.
- Staff reports. Paul prepared a series of four procedural overviews of Director responsibilities – or "cheat sheets", if you will: Library Board annual activities, Library Board meeting preparation, Director's meeting schedule, vendor report annual inventory.
- Svetha provided a summary of the Friends of the Library special meeting on February 11th to discussion membership recruitment and fundraising activities. Friends Vice-President Mary Drake has taken a lead role in developing some new approaches.
- Other topics of discussion, e.g., the Fundraising and Solicitations policy, appear elsewhere in this report.

7. STAFF MEETING SUMMARY REPORTS, cont'd.

Circulation Staff Meeting, Thursday, February 29

- Paul, Elizabeth, Barbara, Peter, Katie O, Sara S., Jessica, Karen, Nate, Vranna, Jennie
- The main focus of this meeting was an initial discussion of the various ways in which a 3rd self-service check-out unit can be incorporated into the Circulation Services area of the library. Funding for this project was included in the 2008 City of Middleton capital budget. Lauren Blough, LINK Automation Manager, has not yet determined when a group order for self-check units will be sent to ITG, the manufacturer, but it's not likely to occur until the 3rd quarter of the year. Implementation will take place during the fall.

8. AGENDA OVERVIEW

Long-Range Plan of Service, 2008-2012

Although there's not likely to be enough time to schedule a full discussion for this item this year, I wanted to present you with a close-to-final draft before I move on. I will distribute a copy of the current plan at our March meeting, as the electronic file is quite large. In fact, I had trouble sending it to a colleague who asked to see a copy. I think the current version will provide a good starting point for discussions with the new Director.

Here's an outline of the table of contents:

- Mission Statement
- Introduction
- Snapshot of the Library's Current Service Program
- Middleton Public Library 2008 Organization Chart
- Organization Chart Overview
- Overview of 2008-2012 Goals and Objectives
- General Library Operations: Goal 1, Objectives 1 & 2
- The Dane County Library Service Partnership
- Preview to Goal #2: Timeline of materials by format
- Access to Materials and Information: Goal 2, Objective 1
- Access to Materials and Information: Goal 2, Objective 2
- Snapshot of Library Audiovisual Holdings, 1991-2007
- Technology: Goal 3, Objective 1
- Space Needs: Goal 4, Objective 1
- Public/Community Relations: Goal 5, Objective 1
- Public/Community Relations: Goal 5, Objective 2
- Public/Community Relations: Goal 5, Objective 3
- Long-Range Plan Checklist

8. AGENDA OVERVIEW, cont'd.

Library Board Membership Status Review

The table below provides of overview of appointments to the Library Board.

Appointments to the Library Board are made by the Mayor. Kurt Sonnentag will present a comprehensive list of committee, commission, and board appointment at the April 15th Council meeting. Middleton mayors have always welcomed the input of the Library Board and Library Director.

In order for our input to be timely, however, we'll need to forward a list of any recommendations to Mayor Sonnentag by the end of the month. At this point, no one has submitted a filled-out "Invitation to Serve" that we've displayed in high-traffic locations. Looks like we'll need to do some recruitment in this area, too.

Name	1st appointment	2nd appointment	Other	Final month of service
Patricia Borhhofen, President	July 2002 (to fill an unexpired term)	July 2004	July 2007	June 2010
Marjorie Kozich, Vice-President	July /2005	<i>July 2008</i>		<i>June 2011</i>
Chris Viney, Secretary	July 2004 (appointed to a 2-year term)	July 2006		June 2009
Bob Allen	July 2002	July 2005		June 2008
Mary Fulton	July 2004	July 2007		June 2010
Steve Olson	April 1999 (served as Council Liaison)	April 2000	April 2001 April 2002 April 2003 April 2004 (Above as Council Liaison) April 2005 (as citizen representative)	June 2008
Sandy Smith	July 2005	<i>July 2008</i>		<i>June 2011</i>
Hans Hilbert	April 2007 (serves as Council Liaison)	<i>April 2008</i>		
Steve Soeteber	July 2000 (serves as School District Superintendent's designee)	July 2003	July 2006	June 2009

At this point then, we have the following situations:

1. One board member who will have served 2 three-year terms as of June 2008 and is not eligible for reappointment. (Bob Allen)
2. One board members who has served 1 three-year term as a citizen representative and one-year terms as the Council Liaison, and who may or may not be eligible for

8. AGENDA OVERVIEW, cont'd.

reappointment depending upon how strict a reading of the bylaws we take.

(Steve Olson)

3. Two board members who have served 1 three-year term and are eligible to be reappointed to second terms. (Marjorie Kozich and Sandy Smith)

In other words, we have the potential for major turnover on the board at a time when we can least afford it.

Library Policy Review: Fundraising and Solicitations

A recent online discussion about policies among South Central Library System directors made me realize that I've long been uncomfortable about what we don't say about fundraising and solicitations in and on library property. (At least what we don't say in the current versions of our policies.) For this reason, I decided to draft a policy on these topics, which is included as Appendix A to this report. (See pages 16-17.)

Library Director Recruitment and Hiring

The following topics will be discussed:

- Distribution of candidates' materials (cover letters, resumes, references, achievement history questionnaire)
- Review of the ranking sheet for Library Director candidates
- Setting the guidelines for scheduling interviews with finalists (time of week, time of day, format, contacts, accommodations, transportation)
- Preparation of interview questions

Appendix A: Fundraising and Solicitations Policy

DRAFT

- I Authorization to Conduct Fundraising Campaigns
- II General Guidelines for Fundraising
- III Guidelines for Fundraising by Outside Persons and Organizations
- IV Solicitation, Canvassing, and Surveys

I Authorization to Conduct Fundraising Campaigns

- (A) The Library encourages fundraising efforts on behalf of the Library as formally authorized by the Middleton Public Library Board of Trustees.
- (B) Fundraising by the Friends of the Middleton Public Library is also permitted either in conjunction with or authorized by the Board of Trustees.
- (C) Fundraising of any type by outside persons and organizations will be reviewed on a case-by-case basis. This type of fundraising will be done for library purposes only.

II General Guidelines

- (A) Fundraising efforts may include, but are not limited to, an annual campaign and a building campaign.
- (B) All funds raised or donated in accordance with this policy will be used at the discretion of the Library Board of Trustees in accordance with the Library's Endowment Policy and/or Gifts & Special Accounts Policy.

III Guidelines for Fundraising by Outside Persons and Organizations

- (A) Outside persons and organizations wishing to raise funds for library purposes may act in the name of the Middleton Public Library only after the Library Board of Trustees has reviewed and approved the fundraising plan. The Board will determine the following:
 - (1) Specific purpose and scope of the project.
 - (2) Starting and end dates of campaign.
 - (3) Financial procedures to be followed.
 - (4) Advertising and publicity to be utilized.
 - (5) Evidence that the Library and its personnel and agents will be fully indemnified against loss or damage.
 - (6) Certification that Library Board of Trustees will receive a full and complete accounting of the funds raised on its behalf, immediately upon completion of the fund raising project.
- (B) The preceding guidelines are in no way intended to limit or preclude outside persons or organizations from donating funds to the Library or soliciting funds for the Library on their own initiative or at the request of the Library Board of Trustees or its designated agent, so long as the provisions of this policy are satisfied.

Appendix A: Fundraising and Solicitations Policy, cont'd

IV SOLICITATION, CANVASSING, AND SURVEYS

- (A) Solicitation and canvassing of the public or the staff is not permitted on Middleton Public Library property or property under the control of the Library Board of Trustees or the City of Middleton by the public or members of the Library staff, by authority of City of Middleton Ordinances 16.04 (9) *Obstructing Streets and Sidewalks*.
- (B) Soliciting is defined as the sale or distribution of merchandise, sales materials, tickets, insurance, coupons, magazine subscriptions, political campaign material, or anything not connected with the work of the Library.
- (C) The only exceptions to the non-solicitation policy are those authorized by the Library Director for the City of Middleton's annual United Way campaign or the Library's staff association.
- (D) Canvassing is defined as petitioning or distributing written materials or soliciting for political, charitable or religious purposes on Middleton Public Library property or property under the control of the Library Board of Trustees of the City of Middleton by the public or members of the Library staff.
- (E) Surveying of groups or individuals may only be done in conjunction with output measures or other similar surveys designed to quantify library use or satisfaction with library services.

2-19-2008