

MIDDLETON PUBLIC LIBRARY



May 2008 Report

Presented at the June 10, 2008, Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2008	35,865	4,067	19,472	59,404	303,246
2007	34,315	3,454	17,454	55,223	287,580
2006	33,261	3,054	15,585	51,900	270,989
2005	32,043	2,537	13,353	47,933	244,646
(2007-08 +/-)	(+5%)	(+18%)	(+12%)	(+8%)	(+5%)

Self-Service checkouts:

	3M	ITG	Total	% of total
2008	5,211	5,487	10,698	18.0%
2007	4,965	5,450	10,415	18.9%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2008	83	21	1	0	105
2007	96	29	0	0	125

Dynix holds:

	Loaned to	Borrowed from
2008	16,946	16,897
2007	16,168	15,346
	(+5%)	(+10%)

Miscellaneous:	ILL	Visits	Study Rooms Use
2008	32	39,706	521 hours / 372 bookings
2007	34	37,816	465 hours / 343 bookings

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
May 1, Thursday	Baby storytime	16
May 1, Thursday	All ages drop-in storytime	18
May 5, Monday	Evening storytime	11
May 7, Wednesday	Computer class: Introduction to Excel	7
May 8, Thursday	Computer class: Online Photo Albums I	7
May 8, Thursday	School visit. Rebecca and Miko (UW-SLIS practicum student) visit Susan Guderyon's English Language Learning (ELL) classes at Kromrey Middle School to booktalk and promote teen summer reading program activities.	10
May 9, Wednesday	Computer class: Introduction to Word	9
May 10, Thursday	Computer class: Introduction to Excel	6
May 13, Tuesday	School visit. Rebecca visits Middleton High School to promote teen summer reading program and to give book talks. (Arlene Ford. Jody Retzer Crolla & Nancy Bogue's classes – 3 in all.)	45
May 14, Wednesday	Computer class for adults: Intermediate Excel	9
May 15, Thursday	Computer class: Online Photo Albums II Content: Hands-on computer class: "Using Photobucket, learn how to edit your photos by cropping, resizing, adding special effects, and more; add tags to label your photos; and make digital slideshows. Participants must register for a Photobucket account prior to class." (From promotional brochure) Evaluation: I am so glad these Online Photo Albums classes are over! They are very fun to put together and teach, much more exciting than Excel, but they are also very time-consuming to create and require much more background knowledge and flexibility while teaching. Like any class based on a website, things are constantly changing from one day to the next, and keeping on top of the changes is a little taxing. I will be happy to take a break from Photobucket for awhile. Today we covered the material I expected to get through and went about 7 minutes over. I could *easily* split this into 3 classes, as both classes felt rushed. But these classes were fun to teach, and the participants enjoyed them and are excited about what they learned.	6
May 14, Monday	Teen Advisory Committee meeting	4
May 21, Wednesday	Computer class: Advanced Excel Content: Hands on computer class. Class description: "Using Microsoft Excel 2002, learn how to work with multiple worksheets, turn your data into charts and graphs, and more." Evaluation: It was absolutely beautiful outside tonight, which I'm sure hurt our attendance. But it is a little irksome when people whine about there not being enough evening classes, and I work extra evenings to do them, and then only 4 people show up. *sigh* And it was a strangely busy Wednesday evening, so poor Patrick had to deal with more non-class traffic than usual (the laptops were a huge help though). But the people who did come were very appreciative and enjoyed the class a lot. This is easily the most fun Excel class of the three (pretty charts and graphs!).	4

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
May 23, Friday	<p>School visit. Rebecca visits Jean Holmen's 7th grade classes at Kromrey Middleton School to promote the Summer Reading Program</p> <p>Content: Talked about the teen summer reading program events and activities & booktalked new books.</p> <p>Evaluation: Very enthusiastic students! 4 classes and they loved shouting out responses to my questions that tied in with the books. Quite a few kids that bragged they were going to read ALL the books I had mentioned this summer and they pleaded hard to know more details when I left them hanging with a book hook. Encyclopedia Horrifica was still a favorite, but Epic (about a society governed by a computer game) was a winner, too. Teacher commented that she was impressed by how enthusiastic all the classes were and really liked the choice of books. For 2 of the books I didn't even have to booktalk--students shouted out that they had read it, so I let them describe it to the class & they seemed to really enjoy that.</p>	95
May 27, Tuesday	School visit. Svetha and Lori visit West Middleton Elementary School to promote the Summer Reading Program.	355
May 29, Thursday	School visit. Svetha and Lori visit Elm Lawn Elementary School to promote the Summer Reading Program.	300
May 29, Thursday	School visit. Rebecca visits Jyl Molle's 6 th grade classes at Kromrey Middle School to promote the Summer Reading Program and booktalk	60
May 29, Thursday	Teen program: Life Size Board Game Race	16
	Number of programs / Total attendance	
	Children's	3 / 45
	Teens	2 / 18
	Adults	5 / 33
	GRAND TOTAL	10 / 96

3. LIBRARY EXHIBITS

Location	Exhibit	Artist/Collector
Lobby display case	Middleton Outreach Ministry	
Picture rail	Watercolors	Claire Mangasarian
Window		

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION		
Date	Event	Participant(s)
April 21, Monday	Tour of the library and informal discussion with Gurdip Brar, newly elected members of the Middleton Common Council	Paul
April 29, Tuesday	Tour of the library and informal discussion with Susan West, newly elected members of the Middleton Common Council	Paul
May 1-2 Thursday-Friday 	Wisconsin Association of Public Librarians annual spring conference at the Holiday Inn Hotel & Conference Center, Stevens Point	Paul, Liz, Svetha
May 5, Monday	Meeting with Michael Blumenfeld, of Blumenfeld & Associates, to develop agenda for 5/20 Library Issues Discussion Group	Paul
May 7, Wednesday 	South Central Library System annual meeting at UW-Madison Arboretum Visitors Center.	Paul
May 8 Thursday 	Dane County Librarians meeting, at the Stoughton Public Library	Paul
May 10, Saturday	Friends of the Library Annual Meeting, in the Archer Room of the Library	Paul
May 15, Thursday	Annual meeting of the Library Council of Southeastern Wisconsin, at the Boerner Botanical Garden in Hales Corners	Paul served as a panelist for the morning program: "Make the Connection, Share the Spark"
May 20, Tuesday	Library Issues Discussion Group, at the Wisconsin Library Association headquarters	Paul
May 22, Thursday	Circulation staff meeting. (Summary is found on page __.)	Paul, Elizabeth, Jason, Barbara, Peter, Sara, Katie O, Vijaya, Cindy, Jessica, Karen, Nate
May 23, Friday	Tour of library and informal discussion with Dianne Hesselbein, newly elected member of the Dane County Board of Supervisors	Paul
May 27, Tuesday	Lower level staff meeting. (Summary is found on page __.)	Paul, Pat, Liz, Sarah, Jenny, Chris.
May 28, Wednesday	Management Team staff meeting. (Review of questions to be used during interviews with Library Director candidates. Paul joined the group briefly to explain the format of a newly developed vendors contact list.	Pat, Liz, Elizabeth, Rebecca, Svetha
May 29, Thursday	Youth Services/ Circulation Supervisors staff meeting	Paul, Rebecca, Svetha, Lori, Kathy, Elizabeth, Jason, Barbara, Peter

5. DIRECTOR'S REPORT

Statistical Highlights for May 2008

- Increase in circulation remains strong across the board: adult up 5%, teen up an impressive 17%, children's up 12%.
- Total circulation of 59,404 is our best May ever.
- The significant increase in study room use reflects a high demand by college and high schools students who want a quiet place to prepare for final (or AP) exams.
- Use of the two self-check machines remains flat (an issue that is currently being addressed by the circulation staff).

From the Comment Box

Comment. The teen section needs to be much better supervised, especially after school hours. A staff person should be posted to that area or the area itself should be moved closer to the information and check-out desks. Maybe switch it with the children's section?

Problems:

1. Kids using the area are not reading or studying but are talking loudly, playing video games and swearing.
2. It is being used as a hang-out area.
3. It is intimidating for others to use the area because of the noise and offensive language.

Response. Thank you for your comments and concern. We have been happy to see the Teen section grow in popularity and to have the circulation of teen materials more than double so far this decade. This success, however, has required that we respond to issues of inappropriate library behavior.

Excessive noise and offensive language are not tolerated. Our general procedure is give one warning before any consequences take effect. (Lack of library privileges for a day, a week, a month – depending upon the severity and frequency of the incidents.) If a problem persists, we will contact a parent and attempt to work out a solution.

We encourage patrons to let us know at the Youth Services Desk if they feel the noise is excessive or hear offensive language. Although we do not have the resources to have staff in the area at all times, we do try to ensure the noise level does not get to the point it disrupts others.

While planning the expansion and renovation of the library in 2004, we carefully considered the design of a teen-friendly space that would be appealing for teens to hang out in. At the same time, we offered a balance with the creation of a quiet area on the lower level, a place specifically designed for

5. DIRECTOR'S REPORT (cont'd)

reading and study. Participants in a series of focus group discussions in 1997 brought both of these needs to our attention.

In addition, teens are encouraged to offer their suggestions and ideas for improving library services by participating in our Teen Advisory Committee. Here they have input on materials selection as well as furnishings and program ideas. Part of our philosophy of teen services is meeting the changing recreational, developmental, and educational needs of teens, and we hope by meeting these needs, we will retain members of this age group as lifelong learners and library supporters.

6. MANAGEMENT TEAM REPORTS

Liz Dannenbaum, Head of Adult Services

For Liz the month was mostly about planning for the library director interviews and preparing for the adult summer reading program. There was also a lot of time spent arranging desk coverage for planned sick leave absences in the next few months.

Sarah offered 5 computer classes (3 on Excel and 2 on online photo albums using Photo Bucket). Attendance averaged 6 adults per class; an OK number, but disappointing in lieu of the fact that most of these classes had the maximum number (12) people signed up and in some cases there was a waiting list.

Sarah participated in an SCLS continuing education class about requesting obituaries, articles, and microfilm via interlibrary loan requests.

Svetha Hetzler, Head of Children's Services

The focus this month was on final preparations for our summer reading program. Lori, Kathy and I have been checking inventory and organizing prize incentives (milestone & weekly), calling sponsors, working on the treasure chest schedule and summer page schedules. We've also been very busy with program preparation, decoration preparation and bibliography compilation.

As part of our prep, we addressed a lot of collection management issues, especially in our audio book, paperback and picture book areas.

We wrapped up our spring storytimes and visited West Middleton and Elm Lawn Elementary schools. We held 4 programs with a total attendance of 689 for May.

We met with a potential fall practicum candidate in May who will begin her work after Labor Day in September.

6. MANAGEMENT TEAM REPORTS (cont'd)

Early in the month, I attended the Wisconsin Association of Public Libraries conference in Stevens Point and I was on the panel for Intellectual Freedom and the specific impact on youth services public librarians. My focus was on what to do when approached by a patron with a challenge. I was also asked to serve as a member for the Charlotte Zolotow Award committee. The committee will begin meeting in June at the CCBC.

We're looking forward to the summer and are excited to present some new program offerings and giving kids the opportunity to reach even higher reading milestones.

Rebecca Van Dan, Head of Young Adult Services

In May, I also served on the Advisory group for the Adolescent Literacy Conference, made a display, and attended the conference on 5/15. The speakers were excellent--a scientist who spoke about teens and brain development and how adolescence is occurring earlier and earlier; and a researcher who spoke about how video games can enhance learning.

In addition, Ellen Baum, the librarian at the high school and an English teacher contacted us to make a short video promoting summer reading for high school students. The video was filmed both here and at the high school and highlights our teen Summer Reading Program. Ellen and Pam also requested that I appear on their "Reading Rainbow" series to booktalk my favorite teen book. Both video clips will be shown during morning announcements at the high school.

May 3rd was the Annual Free Comics Day and Westfield Comics donated a large box of comics that were given away at the Youth Services Desk. (and very much appreciated by both children and adults) The High School Work Experience program also presented us with a plaque for commitment and dedication to students for allowing volunteer opportunities for students with disabilities.

Finally, in terms of programming, our Teen Advisory this month had a good mix of new and returning members. The Life Size Board Game Race had a good turnout and participants enjoyed themselves with the initial games so much, we had little time left for the Monopolife race to determine the final winner.

Elizabeth Bauer, Head of Circulation Services

Two library page I's resigned in May; one due to moving, the other due to family illness. Their hours will be filled by college page I substitutes until August, then we will be hiring three new page I's. (Another page I will be leaving for college.)

The Circulation Staff met on Thursday, May 22nd, for a preview of the summer reading programs

6. MANAGEMENT TEAM REPORTS (cont'd)

and to make a final decision on type and location of the new self check machine. The new self check will be placed on the circulation desk in the first check out spot; staff will be promoting use of it as well as our other two self check machines. SCLS Automation has been contacted and the installation time line will become clear when we receive confirmation of our order. In the meantime, several sub committees will work on signage and self check promotion, incentives to encourage patrons to use self check, security issues, and circulation desk work flow patterns with the integration of the third self check machine into the circulation desk check out routine.

Svetha Hetzler, Head of Children's Services, presented an overview of the children's and teen summer reading programs to the circulation staff. Information on the adult summer reading program was also presented. It is very helpful to the circulation staff to be informed about programming; as busy as summers are, it is useful to have the circulation staff answer general questions, if the youth services staff is busy. Circulation and Youth Services staff work closely together to ensure continuity of information and service on the main floor.

Patrick Williams, Head of Information Technology

The public Internet access stations have been programmed to display more friendly and helpful screens during Internet outages, or when our web server gets locked up and doesn't show our home page. A guide is being written for staff to trouble shoot basic network connectivity issues.

A wireless panic button was added at the lower level Reference Desk. This button will be used to alert staff in the upper level if there is an abusive patron, or other such distress, and help is needed.

7. STAFF MEETING SUMMARY REPORTS

Circulation Staff meeting, Thursday, May 22

- Paul, Elizabeth, Jason, Barbara, Peter, Sara, Katie O, Vijaya, Cindy, Jessica, Karen, Nate.
- Supervisor staff reports covered the following topics:
 - ✓ Phone notification of holds. No calls made until Monday for items received on Saturday, which impacts on the 7-day lapse period, reducing it, in essence, to 5 days.
 - ✓ Books from other Wisconsin library systems. Will be accepted and sent to their home library via delivery.
 - ✓ LINK resources. Staff are encouraged to sign up for the circulation and delivery blogs.

7. STAFF MEETING SUMMARY REPORTS (cont'd)

✓ Guidelines for library card registration.

✓ Library card eligibility scenarios at the Middleton Public Library by place of residency: City of Middleton, Dane County, City of Madison, other municipalities in the South Central Library System (SCLS), residents from outside SCLS, Milwaukee County and out-of-state residents, temporary residents, and people living in two states.

- **Library Collection Development.** The library has added Playaways to the adult audiobook on CD collection and will receive regular orders in this format. When Paul asked about weeding the books on cassette collection, the Circulation Staff strongly recommended that the collection not be weeded yet, as there remains frequent usage despite the declining circulation.
- **Self-Check.** After discussion, it was agreed that the third self check unit would be placed at the "Circulation 1" desk location. Elizabeth and Paul will consult with Patrick about the timing of the wiring, licenses, and set-up, and start the process by ordering the machine. In the meantime, circulation sub-committees will work on:
 - Signage and promoting usage
 - Incentives to promote usage
 - Circulation Desk Flow with a self check at the desk

Elizabeth will contact SCLS about the Automation timeline and will consider security issues.

Lower Level staff meeting, Tuesday, May 27

- Paul, Patrick, Liz, Sarah, Jenny, Chris
- **July computer classes.** Sarah will be teaching the three Word classes in the evening, and Genealogy Online split into two parts. The first class will cover the databases (Ancestry Library and HeritageQuest), and the second class will cover other websites like RootsWeb, the Wisconsin Historical Society's website, etc. People do not have to take the first class to take the second class. The schedule/publicity for July classes will be out June 9th. Sarah has decided not to pursue hiring outside instructors at this point. September will be the last month of classes this year due to her ankle surgery, and the computer classes program will begin again in January 2009. Sarah will consider making changes and adding instructors when the program restarts.
- **Computer and technology topics.** Patrick will install the free version of the GreenPrint software on the five new public computer stations along the wall outside of the lab. He will be installing the new AVG 8.0 free version on staff PCs, as well as the Office 2007 plug-in. The plug-in will allow older Office applications to read, edit, and save files created with Office 2007. The public PCs

7. STAFF MEETING SUMMARY REPORTS (cont'd)

already have this plug-in installed. Sarah will add information about the plug-in to the Reference Desk Cheat Sheet Wiki. Patrick is going to hold off installing Office 2007 on the public PCs for as long as possible and is looking into ways to get multiple versions of Office to coexist happily on one computer. Full Office 2007 is installed on the Youth Services laptop if staff wants to try it.

- **Troubleshooting during Internet outages: cable modem and router resets** . Patrick is writing up procedures with pictures on how to troubleshoot loss of Internet connectivity. The first thing to check is the cable modem, then the router. If the cable modem's lights are not lit correctly, the problem is with Charter and we should call them. There is nothing we can do if Charter is completely down. If we need to reset the router or switches (Patrick will label the plugs with red tape flags), we need to tell Patrick, as it indicates a problem that needs to be looked into. Patrick is also writing a procedure for the server, which now has a 5-minute healing process to fix problems. He will be upgrading the server with more memory and hard drive backup next week.
- **Panic button**. Patrick has installed a long range, wireless doorbell at the reference desk. It rings at Patrick's desk & at the YS desk upstairs. You have to press & hold it to make it ring; brushing up against it will not do so. Paul will go over this with the response team (YS & circulation staff) at their next meeting. The bell at Patrick's desk may be too far away to work properly.

Youth Services/Circulation Supervisors Staff Meeting, Thursday, May 29

- Paul, Rebecca, Svetha, Lori, Kathy, Elizabeth, Jason, Peter
- **Staff reports:** In her busiest month of promotional activities ever, Rebecca has given numerous book talks at area schools and has participated in the production of two summer reading program promotional videos for use at the high school. Svetha noted that visits to elementary schools so to promote summer reading program activities are now underway. Three more are scheduled for next week. Lori reported that the children's area makeover is complete and has been well-received. Patrick will have the new children's game computer up and running by June 9th. A new library behavior poster is under construction featuring the Little Mouse character from storytimes. Betsy, a summer UW-SLIS practicum student, starts next week.
- **Staff and building safety issues.** During a discussion about the panic button at the reference desk (currently in "beta", or testing, mode), staff considered a few other ideas for enhancing communication between the two levels of the library: walkie-talkies, instant messaging, and cordless phones. It was also noted that signage reminding patrons to lock up their bikes has been placed outside near the rack.

8. AGENDA OVERVIEW

Request to Carry Over Unused Vacation Beyond June 30th

Kathy Rausch, Library Assistant II for Youth Services, requests permission from the library board to carryover 7.84 hours of vacation beyond June 30, 2008.

This procedure is set forth in Section VIII of the library's personnel policy:

(C) Carryover of unused vacation

Employees may, with the written permission of the Library Director, carry over any unused vacation credit to the first six (6) months of the following year. To carry vacation credit more than six (6) months during the following years must have the approval of the library board.

Library Director Hiring

The members of the Selection Committee and Management Team will go into closed session to discuss the outcomes of the three recent interviews for Library Director.

Appointment of Nominating Committee

Bornhofen will appoint a committee to present a slate of officers to be voted on at the July meeting.