

MIDDLETON PUBLIC LIBRARY



August 2008 Report

Presented at the September 9, 2008 Library Board Meeting

Prepared in part by: Paul Nelson (Past Director) & Pamela K. Westby (Current Director)

1. STATISTICS

Circulation:

| | Adult | YA | Juv. | Total | Year to Date |
|---------------|--------|-------|--------|--------|--------------|
| 2008 | 36,165 | 4,589 | 21,635 | 62,774 | 510,673 |
| 2007 | 38,424 | 4,495 | 23,388 | 66,307 | 490,988 |
| 2006 | 37,486 | 4,322 | 20,121 | 61,929 | 457,647 |
| 2005 | 35,849 | 3,659 | 16,934 | 56,442 | 413,415 |
| (2007-08 +/-) | (-5%) | (+1%) | (-6%) | (-5%) | (+5%) |

Self-Service checkouts:

| | 3M | ITG | Total | % of total circulation |
|------|-------|-------|--------|------------------------|
| 2008 | 6,171 | 6,102 | 12,273 | 19.5 |
| 2007 | 5,965 | 7,320 | 13,285 | 19.9 |

Library cards issued:

| | Adult | Juv. | Sr. | Org. | Total |
|------|-------|------|-----|------|-------|
| 2008 | 119 | 43 | 2 | 0 | 164 |
| 2007 | 121 | 39 | 1 | 2 | 163 |

Dynix holds:

| | Loaned to | Borrowed from |
|------|-----------|---------------|
| 2008 | 16,981 | 16,855 |
| 2007 | 17,483 | 17,122 |

We are a net library lender!

Miscellaneous:

| | ILL | Visits | Study rooms use |
|------|-----|--------|----------------------------|
| 2008 | 45 | 40,812 | 440.5 hours / 317 bookings |
| 2007 | 39 | 40,946 | 493 hours / 374 bookings |

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

| Date | Program | Attendance |
|--|---|----------------|
| August 1, Friday | Children's Summer Reading Program Finale , featuring Mr. Billy Content: A children's concert of all original music. All the songs were about bugs. Evaluation: Great! An interactive program with a nice mix of slow and fast songs. The kids were engaged and entertained the entire time. We had a nice group of kids ranging in age from about 3-11. It was a nice sized group too, not overwhelmingly large at all but certainly big enough to make it feel like an "event". Also, the special kids only book sale was a nice touch. | 79 |
| August 2, Saturday | End of Teen Summer Reading Program Picnic Content: Digging game, back to back guessing, watermelon seed spitting contest, human knot, writing & drawing contest winners, murder & detectives, memory, sack race, (out of breath--balloons & straws), frozen t-shirt race, M&M/whipped cream race, water balloon toss, drawing for grand prize winners. (Betsy led evolution & mingle game) BBQ with vegetarian options. Evaluation: Great. Kids had a lot of fun! Betsy (SLIS practicum student) did a great job grilling & leading games. Kids were most excited about the water balloon toss & had a lot of participants for the whipped cream race this year, despite the messiness. The writing contest winner was thrilled, as were the grand prize winners. 4 of the 5 were at the picnic & one girl pulled her brother's name for a prize. I was happy to see an older teen attend, who had been a bit of a troublemaker in the past. He has matured a lot & helped lead the water balloon toss (he had won it 2 years ago) & helped a lot in taking down a stubborn tent. Definitely a successful program--kids enjoyed themselves thoroughly! | 32 |
| Number of programs / Total attendance | | |
| | Children's | 1 / 79 |
| | Teens | 1 / 32 |
| | Adults | / |
| GRAND TOTAL | | 2 / 111 |

3. LIBRARY EXHIBITS

| Location | Exhibit | Artist/Collector |
|--------------------|--|------------------|
| Lobby display case | Plant Identification of Library Garden | |
| Picture rail | Mixed Media | Mary Ann Inman |
| Glass display case | | |
| Front windows | | |

4. STAFF DEVELOPMENT: MEETINGS & CONTINUING EDUCATION

| Date | Event | Participant(s) |
|---------------------|---|----------------|
| August 1, Friday | Wisconsin Library Association Library Development & Legislation committee meeting at the WLA headquarters | Paul |
| August 28, Thursday | Annual staff in-service program | All staff |

5. DIRECTOR'S REPORT

Summer Reading Program Statistics

| | 2007 | 2008 | +/- % |
|-------------------|-------|-------|-------|
| Total Registered | 1,227 | 1,480 | +20% |
| 0 wks completed | 212 | 294 | +38% |
| 1 week completed | 1015 | 1,178 | +16% |
| 2 weeks completed | 877 | 1,030 | +17% |
| 3 weeks completed | 766 | 896 | +17% |
| 4 weeks completed | 651 | 784 | +20% |
| 5 weeks completed | 533 | 638 | +20% |
| 6 weeks completed | 408 | 509 | +25% |
| 7 weeks completed | 261 | 374 | +43% |
| 8 weeks completed | 136 | 228 | +68% |

Most Notable Changes:

The 20% increase in program registration participation yielded a significant increase in program commitment – weeks 7 and 8 saw an increase of 43% and 68% respectively.

Number of Participants by age

| | 2007 | 2008 | +/- % |
|---------|------|------|-------|
| Under 1 | NA | 2 | NA |
| 1 yr. | 9 | 17 | + 88% |
| 2 yrs. | 32 | 36 | + 12% |
| 3 yrs. | 77 | 98 | + 27% |
| 4 yrs. | 99 | 108 | + 9% |
| 5 yrs. | 118 | 152 | +29% |
| 6 yrs. | 164 | 174 | +6% |
| 7 yrs. | 174 | 186 | +7% |
| 8 yrs. | 174 | 213 | +22% |
| 9 yrs. | 153 | 187 | +22% |
| 10 yrs. | 126 | 160 | +27% |
| 11 yrs. | 74 | 113 | +53% |
| 12 yrs. | 20 | 16 | -20% |

Outreach to all the elementary schools yielded in a consistent overall increase in participation from school-aged children. The dedicated help at the treasure chest allowed us to direct more 12 year olds to the teen reading program which explains the dip in the 12 year old participation.

Milestone Prizes Awarded

| | 2007 | 2008 | +/- % |
|---------|------|-------|-------|
| 5 hour | 841 | 1,053 | +25% |
| 10 hour | 657 | 853 | +30% |
| 20 hour | 407 | 624 | +53% |
| 30 hour | 274 | 447 | +63% |
| 50 hour | NA | 233 | NA |

Very remarkable to note is the significant increase in reading milestones. Ultimately the goal of the summer reading program is to simply encourage summer reading. The 50 hour Read poster was clearly a huge motivator in this achievement. Kudos to Lori for her diligence in this effort!

**Total # of hours read: 32,069
(an increase of 56% - 20,495)**

We offered 91 programs this summer a total attendance of 4,643.

5. DIRECTOR'S REPORT, cont'd.

Meetings attended during my first short week (due to Labor Day): Youth Services and Circulation to address staff work space needs, Finance Committee, Common Council, Dane County's Julie Chase, and "Get Moving Middleton" Chamber.

2009 Library Operating Budget Proposal is schedule to go before the Finance Committee on September 17th.

6. LIBRARIANS' REPORTS

Liz Dannenbaum, Head of Adult Services:

August is traditionally "catch up" month for adult services; we don't do any programming and we primarily focus on weeding and updating the collection.

Aside from that, a lot of my month was spent preparing for the Staff Inservice.. The theme was "transition," and everyone seems to agree was a success. The impact to the public and the staff of closing the library during a weekday is fairly high, however; and it is on my "to do" list to discuss with Pamela some other options for a full-staff get-together.

I also finalized the publicity for our fall adult programs and began planning ahead for spring!

Rebecca Van Dan, Head of Youth Adult Services

The Teen Summer Reading program ended the first week of August with a record total of 291 teens registered. (in 2007, we had 276 teens registered) Our Grand Finale Picnic was a big success with over 30 teens attending. The day was hot, so the water balloon toss was eagerly anticipated & a lot of

enthusiasm for all the games. I was impressed by the maturity of a former "troublemaker" who stopped by & volunteered to help with some games & cleanup. He said he always felt welcome at the library, unlike a lot of other places.

In August, we deleted the entire teen Book on Cassette collection and reordered many titles on CD and Playaway. I also wrote an introductory letter to the teachers, explaining how I could help them with assignments, booktalks, etc. for the beginning of the school year.

Svetha Hetzler, Head of Children's Services:

We wrapped up our Summer Reading Program on Saturday, August 2. We held a finale concert with Mr. Billy on Friday August 1 with an attendance of 79.

August gave us the opportunity for staff vacations so we didn't schedule any additional programs or special events. August also gave us the opportunity to work on some housekeeping projects.

The time off from programming gave us the opportunity to evaluate our summer reading program. The program was a huge success in terms of participation but it did come at a cost as staff felt extremely overwhelmed by the volume of work. Lori and I have come up with several ideas to help alleviate the burden while maintaining a high quality program for next year. We're looking forward to our smaller Winter Reading Club program to give us the opportunity to test some new ideas. Our goal is come up with a balance so that quantity does not take over quality of all the services we wish to maintain and provide. This includes collection development and maintenance, readers' advisory (including the creation of booklists, book reviews and displays), website updating and maintenance, community outreach, practicum student supervision, continuing education and programming.

We've also used the program-free time to come up with some proposals to address our space needs. The biggest problem we face is the disjointedness of our current situation. Not being in close proximity, it has become evident that things are not as efficient as they can be and need to be for our department. Many things pertinent to what we do are scattered between our separate work spaces, the Archer room closet, the storytime room, technical services and the Friends' sorting/booksale room. Having a common youth services workspace would certainly help streamline the "physical" workload and would also give us the opportunity to maintain communication and create a much more efficient workflow as many of the things we do are interwoven.

Kathy and I have been working on Discovery packs. We temporarily have them out of circulation to check inventory and will have them back out by the start of our fall programs. The Discovery packs are very popular but because they contain so many parts and pieces, many of them have been returned with parts missing. The goal is to have one complete pack per in circulation and keep extra packs and/or extra parts in storage.

Kathy started off August with an Olympics/Sports book display and wrapped up the month with a Back to School display.

Lori kept the "Read" posters up this month to celebrate the achievement of our 50 hour ultimate milestone readers. We will be taking them down before the start of our fall programs.

Elizabeth Bauer, Head of Circulation Services:

August was an uneventful month, at the Circulation Desk, with continual check out and public service; because of revised Delivery routes in the afternoon delivery has become heavier than morning, so our work flow is being adjusted.

The annual Library Inservice was held on Thursday, August 28th. Joan Gillman, UW-Madison Business School, facilitated a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; there were five small group discussions, that the results in each category were discussed and collated and will be shared with the Library Board in the September Board Report.

Lauren Blough, SCLS Automation Project Manager, will connect me at the end of September and give us the time line for the installation of our new self check machine. In the meantime, circulation staff has instituted a campaign to increase self check use; patrons are asked if they know their PIN, the PIN is retrieved if needed, and patrons are shown how to use self check.

Pamela Westby, our new Library Director attended the Library In-service and officially started work on Friday, August 29th. We are all glad she is here and look forward to working with her.

Pat Williams, Head of Information Technology

To utilize both our Charter and TDS Internet connections, a dual-WAN router was installed on the network. The TDS connection was made the primary, as we have been having recent spotty connection issues with Charter. Some network renumbering on all our PCs was done to accommodate the switch. The new router will automatically switch between the two connections, if one goes down.

Two public Internet access stations were replaced with new units. One old station had a bad motherboard; the other station was a spare to be moved off for future use.

7. STAFF MEETING SUMMARY REPORTS

All staff in-service, Thursday, August 8

2008 In-service Small Group Discussion Overview

Joan Gillman from UW-Madison encouraged us to break up into 5 small groups and discuss the concept of "transition" from the following perspectives: the library's strengths; the library's weaknesses; the library's opportunities; the library's threats; the library's hopes; and the library's concerns.

Below is a synopsis of what we discussed:

Strengths

| | |
|-----------------------------------|------------------------------------|
| Customer service | Good collection |
| Building & grounds | No fines policy |
| Familiarity with patrons | Team unity |
| Self-check | Full time Teen librarian |
| Sunday hours | Consistency in service |
| Strong work ethic | Computer classes |
| Friends group | Funding |
| Orderly collection; good shelving | Public meeting rooms |
| Knowledgeable staff | Consistent & firm library policies |
| Quiet spaces | Reputation |

Weaknesses

| | |
|---|--|
| Not enough staff | Not enough computers on upper level |
| Staff too large for personal interaction | Heating and cooling system |
| Staff too small to do all we'd like to do | No public fax machine |
| Lack of space for staff & collection | Lack of communication between volunteers & staff |
| Low wages | |
| Cell phones | |
| Lack of consistency in training & Supervision | |

Challenging patrons

Lack of parking

Opportunities

New director/new vision/new ideas

New automation system

Supportive community & City Hall

Improved economy

Increased fund raising

Expanded collection development

Staff advancement/staff development

Diverse and growing population

New self-check

Reformatting existing space

New programs

Threats

Decreased funding

Unease with new computer system

Theft

Unease with self-check

Increased patron-negative incidents

Increased home-use of technologies

Increased service demand w/out increase
in funding

More non-English speaking patrons

Drop in Dane County funding

Hopes

New director communicates well;
takes interest in becoming
familiar with operations

That enforced time-limit/no
sign in on public computers
is maintained

More staff is added

New automation system comes with
reduced transportation function

Drive through hold pick up/drop off

Cell phone jamming (illegal)

Remodeled kitchen & staff break room

Stop using 2nd to bottom shelf on hold
shelves

Concerns

Expanded patronage/needs of
diverse groups

More check out/more holds=
more physical strain
on staff

Attract good staff through
higher pay scales

Nothing in our "hopes"
column ever comes
true

Madison talking about new
West Side branch

New management style

Long grace period attracts
abusers of system

Over extended staff
w/increased
programming

8. AGENDA ITEMS

2009 Dane County Library Service Budget Proposal

Resolution Exempting the City of Middleton from the Dane County Library Tax

See Appendix A.

Appendix A: Resolution Requesting Exemption from County Library Tax



WHEREAS the Dane County Board has established a county library and levies a county library tax as authorized under Section 43.57 (3) of the Wisconsin Statutes, and

WHEREAS the Dane County Library Board has determined that the library serving the City of Middleton meets the minimum standards of operation established by County Board Resolution 269, 2007-2008 in compliance with Section 43.11 (3) (d) of the Wisconsin Statutes, and

WHEREAS Section 43.64 (2) (b) of the Wisconsin Statutes provides that a village or city which levies a tax for public library service and appropriates and expends for a library fund as defined by s.43.52 (1) during the year for which the county tax levy is made a sum at least equal to the county tax rate in the prior year multiplied by the equalized valuation of property in the city or village for the current year, and

WHEREAS the City of Middleton will appropriate in 2008 and expend in 2009 an amount in excess of that calculated above,

NOW THEREFORE BE IT RESOLVED that the City of Middleton hereby requests of the Dane County Board of Supervisors that the City of Middleton be exempted from the payment of any tax for the support of the County Library Service as provided in Section 43.64 (2).

BE IT FURTHER RESOLVED that confirmed copies of this resolution be forwarded by the city/village clerk to the following party:

DIRECTOR
Dane County Library Service
201 W. Mifflin St.
Madison, WI 53703

Date Passed: _____

Vote: _____

Authorized Signature

Title of Person signing