

MIDDLETON PUBLIC LIBRARY



November 2008 Director's Report

(For the December 9, 2008, Library Board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2008	35,605	3,505	21,962	61,314	696,966
2007	34,450	3,363	20,721	58,534	665,092
2006	32,970	3,381	17,936	54,287	620,703
2005	32,309	2,766	15,684	50,759	564,769
(2007-08 +/-)	(+3.3%)	(+4.3%)	(+6%)	(+4.75%)	(+4.46%)

Self-Service checkouts:

	3M	ITG	ITG#2	Total	% of total
2008 (November)	6,034	7,529	6,392	19,955	28.6%
2007 (November)	4,595	5,747		10,342	17.7%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total	
2008		117	20	1	0	128
2007		83	19	1	0	103
2006		76	7	6	0	89

Dynix holds:

	Loaned to	Borrowed from
2008	15,225	16,749
2007	15,344	15,928
2006	14,978	14,511
	(-0.1%)	(+10%)

Miscellaneous:	ILL	Visits	Study rooms use
2008	41	41,801	473.25 hours / 325 bookings
2007	38	42,013	550 hours / 384 bookings
2006	30	38,901	437 hours / 299 bookings

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
11/3/2008	Storytime Celebration - If You Give a Mouse a Cookie : Demonstrator, Svetha & Lori with Mouse (Mark Goad) Evaluation: Went well. A nice evening, many nice comments from parents. It's fun to have the character greeting and Mark does an amazing job with the kids. We had quite a few that were very sad to see Mouse go.	35
11/4/2008	Meriter Hospital Mother-Baby Hour : Demonstrator, Svetha Evaluation: A nice group. In fact, 2 were Middleton patrons! It's always nice to go out and let people know why we do what we do.	26
11/4/2008	'Tween D&D: C : Demonstrator, Lori	4
11/4/2008	Teens Vote : Demonstrator, (Rebecca) Evaluation: Not a lot of votes, but the teens who participated were happy to have a way of having their voices heard. Had a few children who saw the poster & asked if they could vote also. (I said I'd be happy to count their votes as well, but none came on election day to cast their ballot.) Results: 10 votes for Obama, 2 for McCain, 1 write in.	13
11/5/2008	If You Give a Mouse a Cookie Character Visit : Demonstrator, Lori, Svetha & Madeleine Evaluation: Very successful - lots of appreciative comments. A very lively program. Mark is awesome and very patient with tons of kids wanting hugs and attention. Photos on the event will be on our webpage thanks to Patrick!	80
11/6/2008	Book Bunch : Demonstrator, Svetha	6
11/10/2008	Teen Advisory Committee : Demonstrator, Rebecca Evaluation: Very quiet group today--a few suggestions for manga & dvds, request to have fencing again, but not many ideas how to spend our book sale \$.	4
11/11/2008	'Tweens D&D: C : Demonstrator, Lori	3
11/12/2008	Book Bunch : Demonstrator, Svetha Program Content: Read and evaluated 4 book that we previewed from a the previous weeks. The kids filled out reaction and comment sheets for each book. Evaluation: Went well. The kids seem to like this format as they are very involved in the evaluation process. I also let them choose what we read. We had 2 new kids show up this week. One planned on attending and another happened to be at the library when I announced the program.	8
11/13/2008	'Tweens D&D: D : Demonstrator, Lori Evaluation: 5 of the 6 signed up showed up so the size of the group is just about perfect. All the kids seemed eager and focused. It was really good to see very positive interactions between the older kids (11-12) and the younger kids (8-9). We started the campaign, but didn't get very far due to the desire of the group to analyze and strategize (a lot!). As all players were engaged and involved and everyone was getting a chance to put their thoughts in, I let them carry on. This meeting in particular definitely demonstrated that D&D fosters teamworking skills and creative and strategic thinking. Highly successful.	5
11/13/2008	Author reading by Jesse Lee Kercheval : Demonstrator, Jesse Lee	29

	<i>Kercheval</i> Program Content: Ms. Kercheval is an accomplished poet, novelist, and memoirist. She is the head of the Creative Writing program at UW-Madison. She read from her novel "The Alice Stories" and talked about the writing process. Evaluation: She was terrific! Witty, compelling, and thoughtful. The audience loved her & several thanked me profusely for arranging the program. I'm sorry it wasn't a slightly larger crowd, but for a rainy November night with a conflicting Friends event on the same evening, I was happy enough with 29. And then, when there were just 8 people schmoozing around 8:20, Pauline arrived with lovely gift bags from the wine tasting--8 of them, so each person remaining got one! :-) 6 of the 8 were members of a downtown book group, most unfamiliar with our library. After they got the bags one of them said, "hey, I'm coming back!"	
11/14/2008	Teens D&D : <i>Demonstrator, Lori</i>	4
11/17/2008	'Tweens 4th Annual Harry Potter Trivia Challenge : <i>Demonstrator, Lori</i> Program Content: Trivia contest based on Harry Potter books and movies in "spelling-bee" format; Filmed by Channel 10; Prizes: B&N gift cards, books, games, bookmarks, etc...; All participants received a pencil and bookmark plus a choice of prize; Evaluation: 20 contestants and a huge audience - definitely a "family" program. Hayley was the clear winner - she won in 21 rounds and never got a question wrong! Amazing. The program lasted an hour and a half, and I got the feeling the kids wanted it to go on even longer. Lots and lots of thanks and compliments afterward. I think Bonny @ Channel 10 is going to get a lot of orders for DVDs this year. All in all, a huge success. Many expressed the hope that we'll do this again next year.	85
11/18/2008	Evening Adult Book Discussion : <i>Demonstrator, Liz & Elizabeth (and 4 attendees)</i>	4
11/18/2008	'Tweens D&D: C : <i>Demonstrator, Lori</i> Program Content: A discussion of "Digging to America" by Anne Tyler. Evaluation: A fun time and a new person came! We will have to weigh the merits of the argument as to whether four is too few for a library program, but I do know that these four had a very nice time and were glad we offered the discussion.	5
11/19/2008	Book Bunch : <i>Demonstrator, Svetha</i>	5
11/20/2008	Morning Adult Book Discussion : <i>Demonstrator, Liz and Elizabeth (+ 6 participants)</i>	6
11/20/2008	'Tweens D&D: D : <i>Demonstrator, Lori</i>	4
11/20/2008	Chocolate Night : <i>Demonstrator, Rebecca</i> Program Content: Poetry contest, Chocolate trivia contest, chocolate unwrapping with oven mitts race, identify the chocolate bar by sight, chocolate bar written quiz, Hallie Klecker, teen chocolatier, demonstrated how to make gourmet chocolates, fondue pot & array of chocolates by percentage of cocoa beans for sampling, hot cocoa, brownies, etc. Evaluation: The teens LOVED this program. Hallie did a great job of demonstrating how to make chocolates, the teens loved showing off their knowledge of chocolate bars & that I let them shout out correct answers at the end, they were very excited by the relay race to unwrap chocolate kisses & they devoured a huge amount of chocolate. 5 people entered the poetry contest, but they were unanimous in their decision of a winner. (33 signed up, 21 came.)	21

11/21/2008	Teens D&D: B : <i>Demonstrator, Lori</i> Program Content: Continued Shadowfell campaign - bridge crossing, kobold ambush, reached dragon's tomb burial site; Snacks: Chips, Oreos, Water; Evaluation: All 5 players in attendance today - a very fun group - great interactions and diversity of style. We agreed to change our meeting time from 3:30-5:30 to 3:45-5:45 to allow all players to arrive on time from school.	5
11/24/2008	SLIS visit : <i>Demonstrator, Rebecca</i> Program Content: Talked about practical aspects of working with teens in a public library setting: programming, teen spaces, popular materials, controversial issues: gaming computers, popular books of questionable literary merit, intellectual freedom complaints, Reader's Advisory/booktalks, technology & reaching out. Evaluation: Fun to see all the enthusiasm--a lot of excellent questions. This is the first time I've visited one of Allison Kaplan's classes (I have been to Anne Lundin's & Dianne Hopkins' classes in the past). Had a few students ask about volunteer opportunities here and practicum experience, overall just shared a lot of practical knowledge. Prof. was very appreciative and said she made a lot of notes of things she hadn't thought to cover yet in class.	9
11/24/2008	"Krafty" Kids: Thanksgiving 4pm session : <i>Demonstrator, Lori</i> Program Content: Thanksgiving crafts: Squirrel Door hanger - gather together with thankful hearts; color your own puzzle; charm bracelet; fuzzy bookmark; Sticker picture: Tree of Thanks; 5 coloring pages;	27
11/24/2008	"Krafty" Kids Thanksgiving 6:30pm session : <i>Demonstrator, Lori</i>	10
Number of Programs / Total Attendance		
	Children's	14 / 303
	Teens	5 / 47
	Adults	4 / 48
Grand Total		23 / 398

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Poster information	Middleton Cross Plains School Dst
Picture rail	Madison Watercolor Society	Deb Shapiro (contact person)
Front windows	Mosaic stain glass	Don Spencer

4. Staff Development: WLA Reports



WLA Conference notes by Pamela Westby:

Keynote address: **Climate Change: Local to Global and Back Again** by John J. Magnuson. Professor

of Zoology and Limnology, UW-Madison. Spoke about the invisible present and the importance of not

4. **Staff Development: WLA Reports, cont'd**

making long-term predictions using short term information. He predicts that the climate for Wisconsin in future years will be like the climate of southern states in the very near future. He stressed the need for thinking about mitigation in the long term. We need to reduce greenhouse gas emissions in all sectors. Why? Because global warming speeds up global water cycle and affects our climate change. As stewards of this earth we can apply adaptation by planning and making wise decisions concerning natural resources. Think ahead!

YSS Luncheon Featuring Catherine Gilbert Murdock, author of *Dairy Queen*, *The Off Season* and *Princess Ben*. She did a nice job of talking about her books, the impact they have made on the lives of young people and the trends in young adult literature.

Emails as Public Records with Amy Moran, Nan Kunde. Discussed “best practices.” Email is a public record and should be retained..... The state’s Department of Administration will soon release an email retention document. Keeping it should be based on administrative, legal or financial value. Based on the content of the message is the determining factor as to keep the message. Email was once thought to be a more casual exchange, like a phone call. It is, however, more formal. For example, it is used to exchange agreement purchases. Guidelines should follow those of your local retention management (7 years) schedule. We must commit to action. Delete all personal email. Examine, sort, weed and organize all emails. Storage strategies need to be addressed.

Discussing Leadership: an open forum with library directors featured a panel of library leaders and room packed with veteran and first-time managers. The agenda was opened for questions. Does your organization have a records retention manager?

Quality Improvement Teams—Analyze and Improve Process Flow in Your Library with Garrett Erickson and Rebecca Lemons of Marathon County Library. Presented how to create a quality and process improvement team, tools that were used, how it affected the other library staff and the team’s future. Drive through. “Today’s records are tomorrow’s standards.” This is not magic. It is the elimination of waste by controlling the process, not the product, with zero defects, less material, inventory, floor space and labor. (Analyze the process.) Reduce time and distance. Touch the product as few times as possible. 1.) Quality circles: Workers analyzed what they were doing, 2.) Continuous

improvement.

4. Staff Development: WLA Reports, cont'd

WEE? WII? QUE??...Gaming: WLA Foundation fundraiser. I've discussed adding gaming to our Teen library programming with Rebecca. I learned firsthand how Wii bowling, Dance Dance Revolution can create a bond between total strangers and bring friendly competition to a small or large mixed group.

Managing Your Carbon Emissions: an Innovative, Wisconsin-Based Tool with MG & E's Eileen Vandoros, Sonjia Short and Kim Koss introduced a new web-based service called CO2gether as a way to help individuals track and manage their carbon emissions and provides a network for those seeking to reduce greenhouse gas emission in their homes and their use of transportation. The site will be launched to the public on November 20th.



WLA Conference Notes from Liz Dannenbaum:

I appreciated a chance to attend!

I always enjoy the Notable Books Marathon...but, alas, in spite of how well the presenters described the books they chose...none of them captured my fancy (I was hoping for some multicultural novels to use next year for book discussions).

It's fun to go to the exhibits, too. I met with the rep from BBC audio and learned that they will have a FREE disc replacement policy beginning in January. I don't know how that compares to Recorded Books and Books on Tape, but it suddenly makes me much *less* enthusiastic about Midwest Tape which we were thinking of trying. *Their* disc replacement cost is \$9.99 per disc. Time to rethink using them, in my opinion.

But it was still a program that made me wonder:

- Should our library have a logo?
- Should we have an identifiable graphic that we put on ALL flyers and booklets that identifies the item immediately as a MID item?

The presenter also showed a month-by-month calendar that a library had created (it was photos of pets reading books). Patrons submitted the photos (it could be a contest with small prizes) and then,

4. Staff Development: WLA Reports, cont'd

presumably the Friends, paid to have the calendars assembled. Then they were sold at the desks and the money went back to the Friends. Cute idea...and one the Friends might want to consider. What I esp. liked about it was that you could include in it all the library "close" dates; all the book sales; and any other regular events we have.

The luncheon discussion on poverty was sobering. The only specifically "library oriented" idea was to get the whole community to read a book addressing poverty and then have book discussions on it, etc. Appleton used Barbara Ehrenreich's "Nickel and Dimed" to great success.

I wonder if the City (Middleton) would be interested in helping promote an all-city read on this topic? It would be difficult for the library to do it entirely on its own.



WLA Conference Report from Jenny Carr:

The Cross-Generational Workforce

This was a presentation by Rachel Singer Gordon, webmaster for LISjobs.com, in which she addressed the challenges faced by our "graying" profession. For the first half of the discussion, she talked, in general terms, about the traits different generations (veterans, boomers, generation x'ers, and millenials) bring to the profession, and how these "perceived" traits can lead to conflicts. People don't fit into neat little boxes – there is a lot of variation and stereotypical assumptions lead to problems. For example, not all younger people are technologically savvy and not all older people are wary of technology. The speaker continually stressed how we need to look at our own assumptions, reach out and get to know colleagues at all levels, and look at people as individuals with both strengths and weaknesses. The second half of this presentation had to do with succession planning – something libraries need to get going on! The big wave of retirements the ALA has been predicting will hit the library profession has been pushed back 5 years (to 2015-2019), but it is coming. We need to plan for this by recruiting, and retaining, younger professionals or institutional wisdom will be lost. She gave many tips on how to do this, including: recruiting right out of library school, encouraging mentoring relationships, offering practicum experiences, sending lower level professionals to conferences, encouraging vertical work teams, and a management style that gets input from multiple groups (not just the "management team"). Looking at this shortlist, I

would say Middleton is on the right track!

4. Staff Development: WLA Reports, cont'd

Get Your Green On: Practical, Quirky Advice on Becoming an Eco-tistical Library

This was a presentation by Pamela Bosben, director of Cross Plains Public Library, the first “Green” library building in the state. The speaker pointed out that libraries have always been unintentional front-runners in the green movement by their very nature - reusing and sharing materials. She thinks we should build on this momentum by stepping up our greening practices and public services. She then went on to demonstrate (using a nicely put-together power point) how Cross Plains has put this concept in to action. Ms. Bosben did not give us any handouts, but assured us they would be posted on the WLA Conference website, but they had not been posted as of this writing. A few ideas I was able to scribble down include:

- When buying building materials, buy local products and/or those made with sustainable materials (e.g. limestone used in their building was local, furniture from sustainable forests, wheatboard cabinetry, floor mats out of recycled tires, waterless urinals, etc.)
- If going to purchase one thing only: “Sloan Xelerator” touch less hand dryer (I have used these – they are great! Will dry your hands in about 10 seconds!).
- Post signage explaining these products to the public – a “teachable moment”
- Rain garden around library
- Recycle: toner and printer cartridges (take 450 yrs. to degrade in landfill), compact discs and DVDs, e-waste, etc.
- Reuse paper
- Discarded books – book sales or “Free Books” carts
- Use compact fluorescent and recycle properly
- Pick lists – instead of using a sticky note for each book, bundle items and use one slip
- Purchase green energy such as wind power
- Buy energy star appliances
- Use rechargeable batteries
- Use cloth towels and napkins – take turns laundering
- Plug electronics in to “smart” power strips and turn off at night
- Use environmentally friendly cleaning products
- Purchase and use “Eco Smart” disc repair system

- Programming ideas – eco-talk book discussions, environmental film series, how to create rain barrels, “All About CSAs”, composting, community gardening behind library, eco-footprint quiz, eco-library bags, partner with high school environmental class, MG&E grants

4. Staff Development: WLA Reports, cont'd

Whew! Again, these were just some of the tips! I will keep checking for the handouts which should have a more complete list.

What’s New with Your EBSCOhost Resources?

This presentation was given by Kathy Kiely, an Implementation Specialist at EBSCOhost. Do you know what EBSCO stands for? Answer: Elton B. Stephens Company, the founder of EBSCO. Anyway, this talk was a demonstration of the updates for the “new” EBSCOhost (last updates were done 6 years ago). The speaker stressed that all changes were the result of (mostly) librarian feedback and include: a simpler basic search screen (yes, they did intentionally copy Google!), four new search modes, SmartText Searching, a new “Limit Your Results” field (with a cool date slider feature), a new preview option, an interactive breadcrumb list, enhanced preference options, and a journal alert service. The presenter also went over how to set up an account and save items to a “My EBSCOhost” folder. The presenter stressed that there are tutorials and fact sheets for all new features available on EBSCOhost.

Marketing as a Team Sport

Elizabeth, Liz and I all attended this session. Elizabeth will do the write up.

Perspectives on the Library Past

Ahhh! Being a history buff, this session was like candy to me! Also, I knew, and admire, all three presenters because they are professors I have had at SLIS. Here is a brief synopsis of their presentations:

1. Spreading Small Libraries: The Wisconsin Free Library Commission – Christine Pawley

The Wisconsin State Library Commission was an advocacy and fundraising group created to help start libraries. Between its founding in 1895 and the First World War, the commission was responsible for starting 114 libraries in our state. In her talk, Prof. Pauley touched upon why this commission was founded (part of the Progressive Movement), some of the key players (especially a woman named Lutie Stearns), and how it was tied to the evolving profession of librarianship. The commission was absorbed in

to the D.P.I. in the 1960s and has been little studied.

2. Harlem Renaissance Librarian: The Biography of Regina Anderson Andrews – Ethelene Whitmire

Prof. Whitmire delivered a brief summary of her current research on Regina Anderson Andrews – a very unusual personality. Not only was she a librarian for most of her life, working in the New York City library

4. Staff Development: WLA Reports, cont'd

system, she was also a playwright and actress. Prof. Whitmire showed many old photographs of her alongside such Harlem Renaissance notables as Langston Hughes, Countee Cullen, and W.E.B. DuBois, documenting her inclusion in the Intellectual Movement of the Harlem Renaissance.

3. The Librarian and the Univac – Greg Downey

This presentation was a fun look back at the 1962 Seattle World's Fair (when the Space Needle was created) and how the "Library of the Future" was then depicted. This exhibit was called "Library 21" and was a life scale reproduction of a library with an enormous Univac computer at its hub. A hands-on demonstration fair-goers enjoyed was a sort of reader's advisory interaction with the Univac. One would fill out a form stating data on themselves and their likes/dislikes, then real librarians (chosen from all over the country – was very prestigious) would help with the key punching and batching of the data that was fed into the Univac. The fair-goer would then get a print-out of likely books they would like to read! The results were often poor (not much of a database), but there was no hiding the potential.

5. DIRECTOR'S COMMENTS

Library Use Highlights for November 2008

We experienced our busiest November ever with most use indicators moving upward.

- **Circulation of all library materials** increased by 4.46% in the latest November comparison. Circulation of children's materials led the way with 6%. Circulation of adult materials increased by 3.3%, and circulation of teen materials recorded a 4.3% increase. A strong majority (72.68%) of the circulation totals are items owned by MID. That leaves the staff to handle more than a quarter of the circulation totals (27.32%) as interlibrary loan from other SCLS libraries via the delivery van.
- **Program attendance** reached nearly 400, a steep downward turn from last year's 1000 attendees. November featured three well-attended, "special edition" children's programs: two *If You Give A Mouse a Cookie* storytimes (complete with special guest visitor) and the 'Tweens 4th Annual Harry Potter Trivia night with 85 participants and audience members.

- **Dynix items loaned to and borrowed from other LINK libraries.** In November, we received more materials from other LINK libraries than what we sent out. Those sent out was only a slight decrease, but the number of items requested by our patrons increased by 10%.
- **LINK holds.** During the month of November, MID library patrons place 1,653 LINK holds and

5. DIRECTOR'S COMMENTS, cont'd.

we filled 14,846 holds for other LINK library patrons. Our patrons requested an impressive 58% of their holds using the LINK system. The average number of electronic notifications sent to patrons from the Dynix system is 7,333 per month, for a total of 80,666 emails for the year. These notices alert patrons about their reserves, overdues and pre-overdue notices. (This is a great cost saver in staff time, paper and postage.)

- Use of the library's three **self-check machines** took an upward turn again this month, bringing self-checkout circulation to 28.6% of the total circulation. Staff feels the location of the new unit has been a key factor to its popularity. With that in mind, we plan to relocate the 3M station to the circulation desk, as well.
- Use of the study rooms showed a drop in use both bookings (-16%) and total hours used (-17%) from last year. But activity at the computers continues to keep reference staff hopping with computer, printing and reference questions.

Endowment Brochure:

A new design proposal for the endowment fund brochure was included in your packet. The new brochure keeps the basic format, but uses less text and incorporates some artistic elements, and is ideal as a standalone mailer for an endowment campaign.

Go Green Campaign:



All staff was invited to participate in the planning of our Go Green Campaign. Membership is diverse in that there is representation from all departments and all levels of the organizational chart. The group will have an organizational meeting on December 11th. The agenda will include discussion on the following initiatives: 1) Sustainability collection development and bibliographies: books, videos and electronic resources, 2) New website www.co2together.com Everyone

is encouraged to register, log and monitor their carbon footprint, 3) Book bags promotion, 4) Energy meters for checkout, 5) Review of the Rosemary Garfoot Public Library Environmental Policy, 6) Energy assessment on the building, 7) Library as a conservation leader, 8) City Sustainability Grant for 25% reduction by the year 2025, and 9) Library display beginning in January.

5. DIRECTOR'S COMMENTS, cont'd.

GovDelivery® is an electronic information service, subscribed by the City of Middle. It will benefit the Library.

With GovDelivery citizens can subscribe to receive updates on broad categories, such as City Meeting Updates, and also have the option to choose more specific topics within the category (example: Library newsletters, calendar updates and board meeting agendas).

With GovDelivery, the City will offer residents:

- Automatic e-mail notifications of City information
- Personal profile of City e-mail subscriptions and reminders
- Real-time distribution of specific website information

Every visitor to the website can build a "MyMiddleton" profile of information they wish to receive automatically by e-mail. It is an efficient and accurate way of delivering information to its citizens and the perfect sustainability initiative.

Director and staff:

Now that the budget session is done, there has been more time to spend getting to know the staff, their job duties and their needs, plan for the future, and problem solve.

Starting with the management team positions, I am meeting individually with staff members to review job position descriptions. I am meeting individually with staff to updates. Updates will be made and presented to the board upon completion.

In addition, we have made some changes to the utility page. For example, we added a staff photo directory and online timecards will be available to all staff beginning January 1st.

6. LIBRARIANS' REPORTS

Liz Dannenbaum, Head of Adult Services

The library's lower level has been very busy in November; study rooms and computers were in high demand!

The “big” adult program was author Jesse Lee Kercheval, novelist, poet, and Head of the UW-Madison Creative Writing Department. Although her reading ended up occurring on the same rainy November night as the Friends’ wine tasting, we still had 29 people attend. Ms. Kercheval gave a terrific presentation—reading from her novel “The Alice Stories” and talking about the writing process. I got a lot

6. LIBRARIANS’ REPORTS, cont’d

of really positive feedback, too, including a phone call two days later from someone who didn’t identify herself, but who said she just wanted to thank me for arranging such a wonderful evening.

We held two book discussions on the Anne Tyler novel “Digging to America” and had four people attend the evening session and six attend the morning session. Both discussions were fun & lively.

Jenny Carr (LAll) and Emily Goad (UW practicum student) began creating bookmarks for our upcoming “Go Green” display and Jenny started looking into expanding our titles on that subject.

Rebecca Van Dan, Head of Youth Adult Services

In November, we actually were busier than normal with special Teen-run booksale, a Teens Vote program that allowed teens to say who they would like to win the presidential election on Nov. 4, a very successful Chocolate Night program, a visit to the UW’s library school, and discussions with the Middleton Youth Center about programs we could collaborate on.

We only had 13 teens turn in ballots for the Teens Vote, but all were very appreciative of the opportunity to do so, and I did have requests from a few younger children who wanted to vote as well. The Chocolate Night was very popular, and a local teen chocolatier gave a great presentation. Teens also enjoyed sharing their chocolate poetry and were unanimous in who they thought deserved the prize of 2 very coveted tickets to the premiere of Twilight.

This month I also spoke with Megan Zabel, who will be starting her practicum with us in January, and we have quite a few new teen volunteers who need volunteer hours for school projects. We were sorry to learn this month that our Youth Services Librarian, Lori Bell, will be leaving for England at the end of the year. Her energy and enthusiasm will be greatly missed. A good portion of November was spent creating a hiring timeline, creating interview questions, reading resumes, and determining which candidates to interview.

Svetha Hetzler, Head of Children's Services

After heavy fall programming in September and October, we took a break from our weekly storytime offering and shifted our attention to some special events. Our two largest programs were our Storytime Celebration and the Harry Potter Trivia Challenge.

6. LIBRARIANS' REPORTS, cont'd

Our Storytime Celebration featured "Mouse" from *If You Give a Mouse a Cookie*. Mark Goad played the part of "Mouse" and made many children and parents happy with his presence! Lori presented and hosted the annual Harry Potter Trivia Challenge and Bonny Lundy was here to film. Lori has continually raised the bar to keep the game challenging and the program is equally exciting for contestants and audience members.

Our other program offerings for the month included weekly Book Bunch and Dungeons and Dragons. We also offered two sessions of Krafty Kids with a Thanksgiving theme – the evening program was weak in attendance. We will begin offering just one afternoon session of Krafty Kids when we resume in 2009. For the month, we offered 15 programs with a total attendance of 312 – this number reflects the 2 Teen Dungeons and Dragons programs.

Our reduced programming allowed us to focus on some other tasks, including collection development and management projects. I completed my picture weeding project – my focus was on reducing the number of duplicate titles. Lori has been working on a weeding project for the children's fiction collection, using circulation statistics to help make decisions. Kathy completed a weeding project of the Parenting Collection. Kathy eliminated duplicate copies and out of date materials. We moved some of the furnishings in the Children's area. Now all the new books (fiction, non-fiction and picture books) are located in the same area. The new picture book location seems to have generated a lot of attention – we have all noticed a lot of movement in the area.

In Readers' Advisory services, the booklist folder on the Main Level Help Desk computer continues to grow. We now have 60 booklists, many of which are storytime-themed booklists. We also have booklists for topics such as adoption, bullying and the environment. My next goal is to get these booklists on our website so patrons can access these from home. With this option, we won't need to have as many paper copies which will help reduce paper waste especially since these lists are updated as new books are

added to the collection.

Lori and Kathy have been working closely in going over procedures for Krafty Kids – not just in running the program but also with ordering and timelines. Kathy is looking forward to this new responsibility and I know the patrons will enjoy their interaction with her at this level. Kathy has themes planned through the

6. LIBRARIANS' REPORTS, cont'd

summer.

Kathy has had 2 displays this month. The first half of the month, she featured books on voting and the election process. The second half of the month featured a display on Thanksgiving and Native Americans.

Madeleine Diemer, our practicum student this fall, has completed her evaluation of our books on European History and Geography. She will be presenting us with her recommendations for weeding and acquisitions early next month. She continues to do an excellent job in all areas: programming, customer service and collection development.

Lori and I finalized the details for our 6 week Winter Reading Club: *Read Around the World*. We will be shifting our focus from receiving small prizes every week to generating excitement towards the milestone prizes. Patrick has been working on a database to help with the registration process. My hope is that our new approach will be well received so that we will be able to use this same method over the summer. The goal is for the new registration process and prize policy to fall in line with the library's "go-green" campaign while continuing to motivate kids to read.

Lori and I attended the Summer Reading Program workshop this month and there were some very creative ideas presented, some of which can easily be used throughout the year.

As the Friends of the Library liaison, I helped Mary Drake facilitate the "Library Libations" fundraiser at Barriques. Mary did a phenomenal job in just such a short period of time in securing sponsors to help make the evening such a success. The numbers are being tabulated but our estimation is the event raised approximately \$2,000 to help fund our programs. I think with word of mouth, the event will be even more successful next year as Mary hopes to make this an annual tradition.

Along with the rest of the Search Committee, I have been reviewing the resumes of the many applicants for the Youth Services Librarian position. I have been extremely impressed with the credentials of many of the applicants and am looking forward to our interviews early next month.

Lastly, Lori Bell's last day at the library will be on Wednesday, December 31. We will be hosting two

6. LIBRARIANS' REPORTS, cont'd

parties in her honor, a potluck luncheon at the library on Tuesday, Dec. 9 from 11:30-1:30 for staff and patrons. A second party will take place at Middleton Sports Bowl on Friday, Dec. 12 at 6:30 pm. I will surely miss her dedication, creative energy and positive spirit.

Elizabeth Bauer, Head of Circulation Services

I received a financial grant from South Central Library System to attend the Wisconsin Library Association Conference, hosted at the Middleton Marriot. I attended a number of interesting sessions, including one on marketing the library, 95 Theses for the future of libraries, and one on personnel manuals. It is a wonderful opportunity to attend continuing education events such as this, and to network with librarian staff from around the state.

Circulation Services had a staff meeting, November 13th, to review our first month with the new self check, and to discuss a variety of circulation issues. With the installation of the new self check machine, at the circ desk on October 14th, check out on all three self check machines increased from 18% to 27%. The additional self check machine is helping us maintain our level of service by providing more places for people to check out; the self check at the circulation desk provides an "express option" for those who don't want to wait, if staff is involved with a financial transaction or a patron registration. I distributed a survey to the circulation staff to garner opinion on our current work flow and to collect input on how we can improve, streamline, and change work flow to account for changing delivery times.

Patrick Williams, Head of Information Technology

A color photocopier is now available in the lower level for patron use. The unit also faxes, and a fax telephone line was installed for it. We are charging 50 cents per color page, and 50 cents per page faxed. The copier also sits on our internal network, for staff network printing.

Additional WI-FI hardware has been added throughout the library to add and boost wireless access and staff printing on shared printers.

A new staff LINK PC was added at staff member, Peter Matiash's, desk. The station will be used for circulation and serial acquisition duties.

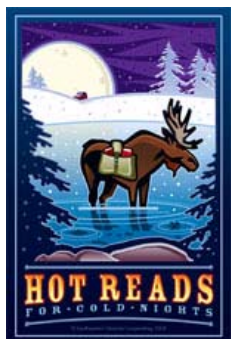
2 GB USB flash drives are being sold at the Reference Desk for \$10. We are encouraging patrons to move away from the problematic & aging floppy.

7. STAFF MEETING SUMMARY REPORTS

Lower Level Staff Meeting Minutes: Tuesday, November 11

Staff Reports

Liz – Jenny has been working with Emily Goad, who is now finishing up a 40 hour practicum. She will be doing another 120 hour next spring, where she will lead a computer class, and the last book discussion.



The adult winter reading program begins on January 5th.

Program sign up starts on December 15th.

Sarah – 1/3rd of submitted ILL photocopy requests turn out to be online. Staff can search Google for the journal title, using the advanced search & filtering for PDFs. A new logo for the library was discussed.

Jenny – Will do a write up of the 5 attended WLA conference sessions she attended; including “green” ideas from Cross Plains Public Library.

Christine – \$3200 worth of craft books have been ordered through Quality Books. These will be used for a special craft book display.

Patrick – Our new Canon color photocopier has arrived, and is being set up. A fax line has been installed for its use. After final setup, and staff training on it, it will be available for public use in the lower level.

Pamela – Circulation numbers continue to increase. The Friends of the Library have approved programming request funds for next year. Free tax assistance from VITA will be available to the public two Saturday mornings in January and March next year. Wayne Otto has been chosen to fill the vacant library board opening. He will start in December.

7. STAFF MEETING SUMMARY REPORTS, cont'd

New copier for the public with fax capabilities and vending unit

As stated above. We will start with charges of 50 cents per color copy and 50 cents per page faxed.

Printing issues

The board supports the “10 pages free” policy, but wants staff input on the decision to continue it. We hope to alert the public during next years “go green” campaign, and get them comfortable with paying for each page. We will lay out sheets of paper at each station to encourage scrap use.

Computer Classes for 2009

Sarah asked for input for next year’s computer classes. Offering seasonal over “every-other-month” sessions and drop-in possibilities were discussed. Office 2007 classes are hoped to be started in March; pending setup of the lab PCs with the new software.

Selling flash drives at the Reference Desk

Patrick is investigating inexpensive flash drives to be sold at the Reference Desk. Drives that are \$2-\$5 on the market tend to have a high failure rate, and not always a reliable supply at that price. \$10 seems to be a good target.

Scheduling weekend breaks for the reference staff

Lower level staff can call upstairs for a break during those long, busy weekend shifts.

Cleaning

Problem areas are being identified. Jenny will make a checklist of things that need doing on a regular and semi-annual basis.

Circulation Staff Meeting: Thursday, November 13, 2008

The Director's report:

Pamela opened the meeting with congratulations on handling the increasing work load at the circulation desk with the current staffing levels. Self-check usage for the month of October increased to 27% of checkout, even with this higher percentage we need to continue to encourage use.

News regarding Koha is that it is moving forward. There is no timeline as yet. Open source software will

7. STAFF MEETING SUMMARY REPORTS, cont'd

allow for flexibility. Staff wanting to check it out should go to SCLS demo link. There is also a Link web page about open source software. SCLS will be the largest system using Koha. Budget news was positive. The budget will be adopted in December. Currently there are no cut backs in library budget, which includes some extra staffing dollars. It looks like we will have 100% funding from Dane Co. There is a new color copier and fax line for the lower level. There will be training for staff on the use of the copier and fax machine, when everything has been installed and is working.

Staff reports:

Jason:

Serials weed will begin at the end of the year. There are some new titles as well. Corporate titles will now be linked to circulate. Previously they were display only, be looking for these too.

Barbara:

Thanks to all the staff for the tolerance and good ideas put out for our new self-check machine and desk arrangement. This has been a big change and the staff has done a great job adjusting to the new work space. We will continue to fine tune the work space and welcome any suggestions for making changes.

Peter:

Staff is invited to use the new workstation at Peter's desk. Currently there is no receipt printer, but one will be added. Peter will be calling the prize winners from the new self check promotion. If you distribute one of the prize bundles to a winner, please cross the name off the list. The higher percentage for self-check use is great. We are expecting that number to go up as the first month we had the self check was a partial month's usage number.

General Discussion Topics:

Workflow:

Self check is not replacing personal service, but is offered as an additional way to checkout and a way for

staff to maintain our high level of service. Re-assure patrons that our people are not being replaced by machines and our level of personal service is still available.

We will continue to desensitize material from other libraries and continue to instruct patrons on how to desensitize items when they are checking out themselves.

A discussion about putting up an instructional sign telling patrons which barcodes to use at the self check

7. STAFF MEETING SUMMARY REPORTS, cont'd

machine, as this seems to be the most common error patrons make when checking themselves out.

New computer arrangement:

Circulation service station 3 is difficult to work at because of the height of the work desk. Discussion about re-arrangement of the computers to give some work space at the higher desk level at that end of the desk, could solve this problem.

Elizabeth has distributed a Circulation Staff Survey designed to assess workflow by shift. Staff is asked to have this survey completed and returned to Elizabeth by Friday 11/21/08.

Holds:

Holds area has been messy lately. Please take time to tidy up when shelving. It's a time saver for everyone in the long run if things are easily found by both staff and patrons.

Pull List:

When pulling expired items, please shelf read and tidy up. If you have items not found on the shelf, give the list to your co-worker to be a second check. If the item missing belongs to MID, set this item to "TRACE". If the missing item belongs to another SCLS library, please check it out to the "Hold Shelf Missing Card". Set the due date for 5 months out, as we have 6 months before we have to pay for a missing item. Five months, plus the 28 day overdue grace period gives us 6 months and a heads up that something may be coming due for payment.

Financial:

The cash drawer has not been balancing lately. Staff was instructed to slow down and take the time to get it correctly entered in Dynix and in our cash register. Supervisors are always there to help with a complex payment. Donations turned in at the circulation desk should go directly to Pamela and not through our cash register. Pamela would like to send "Thank you" letters out for those donations. The exceptions are the change left over from a payment that the patron says keep as a donation.

Cleaning:

Doing some extra cleaning that is not covered under our cleaning contract, will be staff responsibility.

Wiping counters and picking up work space is good for everyone. We would like to reduce some of the cold and flu germs that are abundant in an environment like ours. We should be making a list of spring/fall

7. STAFF MEETING SUMMARY REPORTS, cont'd

cleaning chores that we may be able to do ourselves or have volunteers help with. Focus should be on upper level areas.

Used Book Sales:

Special sales in our upper level area are disruptive, but profitable. It helps if The Friends are collecting monies for their sales rather than having circulation staff collecting sales money. The staff felt two special sales upstairs was enough. Discussion about the used books being kept in the coat room came up too.

JoAnn does such an amazing job for the library book sales, the staff feels that she should have what she needs to do her job. Cindy Zellers agreed to talk with JoAnn about how to make this whole process easier for everyone.

Management Team: November 18, 2008

Staff Reports:

Elizabeth talked about the new self-check machine. Although the touch screen is very sensitive and some patrons have had problems with it, Patrick is going to have it adjusted. Good news: October's self check use was 27%--up from 18%!

Rebecca has the January/February Teen Program flyer ready with lovely artwork by one of her teen volunteers. She has a new practicum student for the spring named Megan. And there are 30 teens signed up for chocolate night!

Svetha also has a new spring practicum student: Chelsea. She noted that Madeline, current Practicum student, has done a great job. We learned that Kathy R. will be adding Krafty Kid programs to her LAII duties.

Patrick has the new public color copier/fax machine configured & it will be out for the public by next week

after staff has some training on it. Faxes will cost 50 cents a page, as will color copies. We will keep the 10 cent black & white copier available until there's a change tower that can differentiate between color copy costs and black & white copy costs. We will have the capacity to receive faxes, too, and we will see if that become too staff intensive.

7. STAFF MEETING SUMMARY REPORTS, cont'd

Pamela reminded us that City longevity checks will be available to staff December 1; since that's a break with tradition, Elizabeth will check on the date.

Over 20 applications have been received for the Children's Librarian position and many of them are from strong candidates.

We are still working on getting a vending machine, although it's not looking good. Pamela and Elizabeth will send out an electronic poll to staff to see what alternatives sound appealing in the event that we can't even get a pop machine.

The cloak room has been reorganized to make more room for staff. We will be getting rid of the box of magazine donations which a volunteer has been taking to the hospital; instead Pamela is going to look for an attractive box for our lobby to instigate a "magazine swap" among patrons. This is an idea that several patrons have suggested in the past! Signage on the box will note that this "recycling" of magazines is part of our "Go Green" campaign!

Christine will order two "withdrawn" stamps to use on MID Reading Room magazines that we are getting rid of.

Christine will also be storing extra tax forms in the Tech Services office.

Svetha suggested a bulletin board for the hallway outside the Archer Rooms to promote library programs; she and Pamela will follow up on that idea.

We talked more about the Go Green campaign & Pamela urged everyone to email her ways they have changed their work procedures to be more environmentally friendly. She will ask Eileen Vandoros at MGE about getting more energy meters.

Liz suggested putting out treats for the cleaning crew on two or three occasions in December to thank them for their hard work. Staff can bring in non-perishable goodies and signage will be created urging the cleaning crew to take the treats home to their families. Pamela will check with Dennis on which dates will ensure that all cleaning crew will work one of the dates we do this.

8. SOUTH CENTRAL LIBRARY SYSTEM

SCLS has applied for a 2009 non-competitive **LSTA Grant** called “**Health information for the elderly and their caregivers**” that will provide \$4200 for adaptive devices for member libraries. They are seeking input to help determine the content for workshops on health information for public libraries.

Wisconsin Library Association **Library Legislative Day** is scheduled for February 3rd.

The Annual Meeting Committee met and decided to hold the **2009 SCLS annual meeting** in the Wisconsin Dells on April 17th. The format will be casual, and ideas about a theme as well as speakers and discussion topics are in the works.

The **Sequoia branch** of the Madison Public Library opened in November. The official **open house celebration** will be on Monday, December 8, from 4:30 to 6:00 p.m.

The **Cottage Grove** referendum vote did not pass. The **Fitchburg** advisory to build the library passed but the question about operating funds did not.

The **LaValle Public Library** is considering a couple of options for reopening their library. If the village hall moves to a new location, the library may stay where it is and expand into the rest of the building or the library and village hall may move to a new location together using FEMA funds and the sale of the current building.

9. DANE COUNTY LIBRARY SERVICE

The Dane County Library Service Plan was revised in March of 2008 and can be found at <http://www.dcls.info/plan2008.pdf> The new standards are effective as of January 1, 2009.

10. AGENDA OVERVIEW

2009 Library Budget

The Dane County Board adopted a 2009 operating budget November 17th that included an

additional \$269,780 for library payments. This allows for library payments in 2009 to be at 100% of costs. The County Board Chair stated in his budget message, "we are confident that future proposed budgets will conform with the state's [levy limit] formula and not include library funding in the county levy calculation." For Middleton, that is an additional \$51,000 in non-budgetary funds.

On Tuesday, December 2, the Middleton Common Council passed the operating and capital

10. AGENDA OVERVIEW, cont'd.

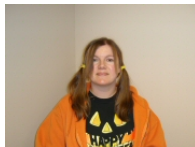
budgets. Due to the increase of county funding, the council accepted both operating decision items as originally presented. They are as follows: a new part-time LA I at the Youth Services desk at \$30,500 for salary and half-time benefits, and \$25,000 for discretionary staff hours for desk coverage.

Under the capital budgets, the roof repair for \$25,000 was approved; however the \$10,000 for a space needs assessment was not funded for this year. A 3.5% cost of living raise for non-union employees was approved.

Staffing changes:



Lori Bell's last day at Middleton will be December 31st. She and her husband are leaving for their new home in England shortly thereafter.



The Selection Team was delighted to offer the Youth Services Librarian position to Amanda Moss Struckmeyer. Currently teaching in the Monona School District, Amanda comes with experience working with children 6th grade and under. A musician and a blogger, she plans to incorporate both music and technology into her programming. Amanda's first day of work is January 5, 2009.

Circulation's LA I Jessica Brooks was offered the newly created LA II position with a start date of January 3. Jessica will provide desk coverage at the YS desk and assist with the planning and preparation of all the YS programs. She has experience implementing science programs and reader's theatre. We look forward to having them in the YS department in 2009.



Jessica's promotion leaves a vacancy in the circulation. Advertising for the position has been posted with a deadline of December 19th. The funding from the City for Decision Item #2 will help to ensure adequate desk coverage hours on all three service desks. The hours will be distributed as follows: 14 hours to circulation, 10 hours to reference, and 18 hours to the youth services help desk.

10. AGENDA OVERVIEW, cont'd.

Proposed Policy Review Schedule:

Date:	Action:	Goal:	Notes to consider:
January	Create Mission statement for MID to serve as a basis for policy writing	Consider ideas and select a library logo and brand or motto	Contest? Inhouse? Graphic artist? Other?
February	Review meeting room policy	Review and consider changes	ALA Interpretation of the Library Bill of Rights
February	Review study room policy	Review and consider changes	ALA Interpretation of the Library Bill of Rights
March	Review art display policy	Review and consider any changes	Should artists be allowed to include prices on the individual pieces?
March	Review bulletin board policy	Review and consider changes to match practice	Should we change the policy or the practice?

A.) You can find the Middleton Public Library Policies under the “Information” tab on the library website.

B.) Link to ALA Interpretations of the Library Bill of Rights at:

<http://www.ala.org/Template.cfm?Section=interpretations&Template=/ContentManagement/ContentDisplay.cfm&ContentID=8581>