

MIDDLETON PUBLIC LIBRARY



July 2009 Report

Presented at the August 11, 2009 Library Board Meeting

Prepared by: Pamela K. Westby

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2009	42,620	6,276	29,646	78,542	472,229
2008	39,580	5,637	28,985	74,202	444,826
2007	38,058	4,799	27,549	70,205	424,681
2006	36,904	4,736	21,748	63,388	395,718
2005	34,280	3,533	17,791	55,604	356,973
(2008-09 +/-)	(+7.6%)	(+11%)	(+2.2%)	(+5.8%)	(+6%)

Self-Service checkouts:

	3M	ITG	ITG#2	Total	% of total
2009	8,303	8,696	9,431	26,430	29.7%
2008	6,497	7,183		13,980	18.8%
2007	5,845	6,731		12,576	17.9%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2009	133	46	7	0	186
2008	117	47	0	1	165
2007	124	67	4	0	195

Dynix holds:

	Loaned to	Borrowed from
2009	19,939	20,409
2008	18,423	19,186
2007	16,820	16,742
	(+7.6%)	(+6%)

Miscellaneous:	ILL	Visits	Study Rooms Use
2009	41	-	543.5 hours / 411 bookings
2008	22	47,453	510 hours / 371 bookings
2007	30	45,622	441 hours / 337 bookings

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
7/1/2009	<u>All Ages Storytime - Music & Dance</u> : Demonstrator, Svetha	37
7/1/2009	<u>July DIY: Museums</u> : Demonstrator, Svetha, Amanda	52
7/1/2009	<u>Teen Drawing Contest</u> : Demonstrator, (Rebecca)	78
7/1/2009	<u>Trash to Treasure</u> : Demonstrator, Rebecca	11
7/1/2009	<u>DIY Station Guessing Jar: Crayons</u> : Demonstrator, None	170
7/1/2009	<u>Toddler Storytime - Music & Dance</u> : Demonstrator, Svetha	19
7/2/2009	<u>'Tween Games Workshop</u> : Demonstrator, Amanda	12
7/2/2009	<u>Baby Storytime</u> : Demonstrator, Svetha	18
7/2/2009	<u>All Ages Storytime - Music & Dance</u> : Demonstrator, Svetha	16
7/2/2009	<u>All Ages Storytime - Music & Dance</u> : Demonstrator, Svetha	16
7/3/2009	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	34
7/3/2009	<u>Hootinanny</u> : Demonstrator, Amanda and Karl (my husband) Amanda and Karl led an American folk song sing-along on banjo and guitar. Songs included Skip to My Lou, Oh Susanna, She'll Be Comin' 'Round the Mountain, and This Land is Your Land. Lyrics were on the big screen (thanks to Patrick and PowerPoint!), which helped with audience participation. Evaluation: I was so nervous!!! Karl and I have never played in front of people before, so this was the perfect venue to try it out. The kids were really happy and fun- they sang along and did all the hand motions, etc. The parents were great, too, singing along and clapping. I was pleased with the turnout, given that it was the day before the 4th of July. Karl and I got lots of ideas to use if we do this again.	44
7/6/2009	<u>Movie Matinee</u> : Demonstrator, Amanda	92
7/6/2009	<u>Teen Writing Contest</u> : Demonstrator, (Rebecca)	25
7/7/2009	<u>Toddler Storytime: Frogs</u> : Demonstrator, Amanda	26
7/7/2009	<u>Big Kids Storytime: Frogs</u> : Demonstrator, Amanda	15
7/7/2009	<u>'Tween Scrapbook-Style Photo Collage</u> : Demonstrator, Amanda	20
7/7/2009	<u>Summer Scrapbooks</u> : Demonstrator, Rita Shmniok	19
7/8/2009	<u>All Ages Storytime - Frogs</u> : Demonstrator, Svetha	48
7/8/2009	<u>Toddler Storytime - Frogs</u> : Demonstrator, Svetha	15
7/8/2009	<u>Computer One-on-Ones</u> : Demonstrator, Sarah; Pamela; Jen Moore, UW practicum student	3
7/8/2009	<u>'Tween Book and Tech</u> : Demonstrator, Amanda	20
7/10/2009	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	40
7/10/2009	<u>Traveling Lantern-Life of Beethoven with Tieg and Tami</u> : Demonstrator, Tieg and Tami The Life Of Beethoven in music and mime. Evaluation: It was really well done. The kids and adults had a good time and were very enthusiastic. The performers kept the attention of even the young ones throughout the audience. Also, they did a nice question-and-answer session at the end and promoted the use of the library!	75
7/14/2009	<u>Toddler Storytime - Mice</u> : Demonstrator, Svetha	30

7/14/2009	Big Kids Storytime - Mice : Demonstrator, Svetha	15
7/14/2009	Book Bunch & Lunch : Demonstrator, Svetha	37
7/14/2009	Book Discussion & Supper : Demonstrator, Liz and Jenny C.	14
7/15/2009	Toddler Storytime - Mice : Demonstrator, Svetha	9
7/15/2009	DIY Button Guessing Jar : Demonstrator, Amanda, Svetha	100
7/15/2009	All Ages Storytime - Mice : Demonstrator, Svetha	25
7/15/2009	Tween Book and Tech : Demonstrator, Amanda	27
7/16/2009	Baby Storytime : Demonstrator, Svetha	18
7/16/2009	All Ages Storytime - Mice : Demonstrator, Svetha	28
7/16/2009	Tween Games Galore : Demonstrator, Amanda	17
7/16/2009	Mehndi : Demonstrator, Rebecca	19
7/17/2009	Fox & Branch - SRP Friday Family Concert : Demonstrator, Fox & Branch Family music concert. Evaluation: A fantastic program! I was very pleased with the performance and the performers' rapport with the audience. They played mostly folk music, included the audience and at the end kids had a chance to play the washboard. I was impressed and entertained and plan to invite them again next year. I had several parents let me know how much they've enjoyed and look forward to our Friday afternoon concerts. I'm hoping to make the concert series a regular event for the SRP.	75
7/17/2009	Computer One-on-Ones : Demonstrator, Jen Moore--practicum student	2
7/17/2009	All About OverDrive : Demonstrator, Sarah; Jenny	11
7/17/2009	Bilingual Spanish/English Storytime : Demonstrator, Katy Shannon	16
7/18/2009	Tween Sock Monkey Making : Demonstrator, Laurie Rossbach	8
7/20/2009	Computer One-on-Ones : Demonstrator, Pamela; Jen Moore, UW practicum student	3
7/20/2009	All Ages Storytime: Siblings : Demonstrator, Amanda	4
7/20/2009	Teen Advisory Committee : Demonstrator, Rebecca	6
7/21/2009	Tween Acting Games : Demonstrator, Johanna Baer	12
7/21/2009	Big Kids Storytime: Siblings : Demonstrator, Amanda	6
7/21/2009	Toddler Storytime: Siblings : Demonstrator, Amanda	30
7/22/2009	All Ages - Siblings : Demonstrator, Svetha	30
7/22/2009	Genealogy Online I : Demonstrator, Sarah; Jenny Hands-on computer class: "Learn how to research your family's history using the library's Ancestry Library and HeritageQuest databases to find census records, military records, immigration records, local and family histories, and more." Evaluation: Great turn out! The class went very well, and we got a lot of thanks at the end. The participants seemed excited about the topic, and some of them will definitely be back for Genealogy Online II next week. People really like the personal examples (I use my ancestors). I think that helps bring the records to life. It was wonderful having Jenny there to help keep things on track. I should have insisted upon assistants years ago!	10
7/22/2009	Fencing : Demonstrator, Rebecca	12
7/22/2009	Gallery Night : Demonstrator, Svetha	12

7/22/2009	Toddler Storytime - Siblings : Demonstrator, Svetha	13
7/23/2009	Krafty Kids - Red, White, and Blue : Demonstrator, Kathy	30
7/23/2009	Baby Storytime : Demonstrator, Svetha	21
7/23/2009	All Ages Storytime - Siblings : Demonstrator, Svetha	28
7/24/2009	Bilingual Spanish/English Storytime : Demonstrator, Katy Shannon	15
7/24/2009	Friday Afternoon Concert : Demonstrator, The Rambling Sailors	45
7/27/2009	Chocoholics guessing contest for teens : Demonstrator, (Rebecca)	391
7/27/2009	All Ages Storytime: Favorites : Demonstrator, Amanda	11
7/28/2009	Toddler Storytime: Favorites : Demonstrator, Amanda	24
7/28/2009	Big Kids Storytime : Demonstrator, Amanda	11
7/28/2009	Parent-Child Book Discussion : Demonstrator, Svetha	18
7/28/2009	Parent-Child Book Discussion : Demonstrator, Svetha	18
7/29/2009	Toddler Storytime - Favorites : Demonstrator, Svetha	13
7/29/2009	Peter & Lou Berryman concert : Demonstrator, Peter & Lou Berryman Songs and humor. Evaluation: The audience was very enthusiastic! Many people stopped to thank me for organizing the event & many people new to the library picked up the fall adult events flyer. The Berryman's were awed by how nice the Archer Rooms are!	61
7/29/2009	Genealogy Online II : Demonstrator, Sarah; Jenny	10
7/29/2009	All Ages Storytime - Favorites : Demonstrator, Svetha	27
7/29/2009	Tween Summer Jeopardy Finale : Demonstrator, Amanda, Patrick	20
7/30/2009	Baby Storytime : Demonstrator, Svetha	22
7/30/2009	All Ages Storytime - Favorites : Demonstrator, Svetha	48
7/30/2009	Ice Carving : Demonstrator, Solid Ice Displays (Rebecca) Solid Ice Displays described the tools they used, let the audience ask questions, and let a few volunteers try their hand at carving. Evaluation: Fantastic program--lots of people stopped to watch for a bit on their way in and out of the library, the kids asked a lot of fun questions ("Have you ever cut off a finger or toe?"). The artist was great at encouraging everyone to ask questions & had very funny answers. ("How many years have you been doing this?" "Oh, let's see, I'm 29 and started 35 years ago...") The sculpture was of Smaug perched on a book & there were a lot of jokes about what the book title should be. A lot of very appreciative comments & a few queries if we would do this again next year.	120
7/31/2009	Friends Book and Bake Sale : Demonstrator, Jessica Reed	34
7/31/2009	Bilingual Storytime : Demonstrator, Katy Shannon	28
	Number of Programs / Total Attendance	
	Children's	56 / 1694
	Teens	7 / 542
	Adults	10 / 253
	Grand Total	73 / 2489

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Summer Reading Program	Youth Services Department
Picture rail	Mixed media	Mary Ann Inman
Teen section	Art Contest	Ages 12-19

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION		
Date	Staff	Title
7/1/2009	Pamela	<u>Impact Study Conference</u> : Discussed Impact Study data, as it pertains to future library expansion and impact of a growing community.
7/2/2009	Pamela	<u>Finance Committee Meeting & Common Council meeting</u> : Regular agenda included Budget 2010 concerns and hiring a Director of Audiovisual for the city.
7/3/2009	Liz	<u>UW-Madison Go Big Read! Book Discussion & Programming Planning Committee</u> : Setting up subcommittees to plan discussions & programs around Michael Pollan's book "In Defense of Food" and Pollan's visit to campus in September.
7/6/2009	Amanda	<u>Middleton Youth Commission Meeting</u> : Financial Re-Cap Youth Center Update and Survey Results Planning for future of Youth Center Other 2009 Initiatives
7/7/2009	Pamela and Shawn Brommer from SCLS	<u>Career Exploration</u> : Met with Shawn and Kristine, a possible SLIS student. Discussed library career opportunities, specifically youth services. Occupational outlook, diversity of the work, library schools in the region and exciting areas in the field of youth services.
7/8/2009	Pamela, table facilitator	<u>Sustainability Visioning Session</u> : Program was led by MSA, Seventh Generation Energies and GDS. Small group visioning for Middleton's sustainability plan in the following areas: energy, land use, water resources, economy/food/fair trade, transportation, waste management, and education. Good attendance, but many participants were not residents of Middleton.
7/9/2009	Amanda	<u>American Library Association Annual Conference</u> : I attended this conference as a member of the 2009 Newbery Award Committee, and as an incoming Priority Group Consultant (PGC) for ALSC (the Association of Library Services to Children). I met with the outgoing Priority Group Consultant and with the committee chairs with whom I'll be working as a PGC. Our Newbery Committee had receptions with the authors and publishers of our winning title and four honor books. We also attended the Newbery/Caldecott banquet, where the physical awards were presented. I also attended sessions on Intellectual Freedom, Programming, and Services to Children.
7/9/2009	Pamela	<u>Dane County Librarian's Meeting</u> : Budget projections: State, county and local, all are grim. County Funding concerns and County standards. UW Go Big Read program is a regional and university book study and will feature author lecture in late September. Online database charges: Ebscohost now offered and auto repair and a reader's advisory database. Changes to online newspapers; Madison is researching NewsBank, Ebsco

		and NexisLexis. Lauren Blough's retirement. Update on Fitchburg (target opening date is May 2011.) Book challenge at Sun Prairie (Poet Slave of Cuba).
7/10/09 – 7/13/09	Pamela	ALA Annual Conference : Definitely one of the best conferences I have recently attended. Vendor visits included: RFID, people counters, office equipment, book distributors, book vending machines, Picturing America & association booth. Heard several author presentations (James Van Praagh, Jill Bolte Taylor, Wanda Urbanska) and other professional sessions covering: censorship, library visitor research studies & surveys using quality tools, customer-driven response services, creating green libraries, and projects that delivered technology to underdeveloped countries. Networked with librarians from academic and public libraries, and served as mentor for SLIS student. My time was well spent in the "Windy City."
7/14/2009	Sarah	Joint Technology Committee Meeting : Review of tech planning process, migration to Thunderbird, the 2010 LSTA technology grant, and what's happening in technology at SCLS libraries.
7/17/2009	Pamela	LINK Budget Committee Mtg : I used Skype to attend this meeting to discuss the hiring of a new System Administer for LINK, due to Lauren Blough's pending retirement. The job description will be changed to focus more on management and technology and less on administrative duties.
7/23/2009	Pamela	LINK Governance Task Force : Reviewed timeline, Intelligent clustering for member libraries, philosphy statement, governance structure chart and charges, multi-type participation, next steps and the next big meeting.

5. DIRECTOR'S REPORT

Library Use Highlights for July 2009

July was a busy month in all aspects.

- Circulation was for the month (78,542) exceeded Madison Central Library by more than 1,700 and our last year's July by 5.8%.
- Adult circulation was up by 7.6%; young adult collection took the lead with an 11% increase; and the juvenile collection saw a modest hike of 2.2%.
- Middleton's users found 74.8% of what they checked out right here in the building, slightly above the non-Madison LINK libraries' average of 73.68%.
- Our 73 programs attracted a total 2,489 adult, teen and children participants.
- The number of items lent to and borrowed from other LINK libraries reflects the overall circulation with a 7.6% and 6% increases, respectively.
- Self-checkout use was predictably used for 29.7% of our overall circulation transactions.
- It was an active month of staff development opportunities, including the American Library Association Conference in Chicago, which Amanda and I attended.

July 2009 Public Computer Usage*

Number of Computers Logged: 35

Number of Days Open: 26

Total Sessions: 8,726

Total Hours Used: 4,523.2

Total Printed Sides: 19,250

July 2009 Fax Statistics: 53 user sessions and 125 pages faxed

*For the time being, the numbers do not include the children's game(1) or Internet computer(1); Teen game(2) or Internet computers(2); express stations(7), or the one LINK PAC(1). (Total computers non-logged:14)

They DO include the 23 "sit-down" stations, studyroom (2), and laptops(10). Total computers logged: 35. (Current total of Public Access Computers: **49 public computers**)

6. LIBRARIANS' REPORTS

Liz Dannenbaum, Head of Adult Services

The staff really appreciated having Jen Moore here as a 120 hour practicum student this summer. She was very quick to learn the routine, so the staff got extra time off the desk, and, after Christine Smith's accident, Jen's ability to catalog was enormously helpful!

I attended my first UW-Madison "Go Big Read" meeting on the 2nd. I look forward to this collaboration between public libraries and the campus. *In Defense of Food* is a very interesting book and well-worth reading.

At the Reference Desk we found the experience of keeping statistics on reference questions quite enlightening. It's helpful to track what are the busiest times of the day and the busiest days of the week. Next time the Reference Staff may make note of specific questions just for our own edification.

The Adult Summer Reading Program concluded today. In terms of participation, the numbers this year were more in line with 2007 than with 2008.

- Last year 123 adults picked up reading logs; this year only 88 did (90 adults picked up logs in 2007).
- Last year 60 reading logs were turned in by the end of the program; this year 44 were turned in; in both cases just about half of those given out!).
- In 2007 only 35 were turned in, so this year's percentage is better.

- 2009 program attendance numbers happily exceeded both 2007 and 2008: 201 adults attended one kind of program or another.
- This is up from 112 in 2007 and 187 in 2008 and is most likely due to the great success of this summer's computer classes and computer one-on-ones.
- Regardless of the numbers, one of the most fun parts of my job is notifying prize drawing winners. People are just so pleased!

Svetha Hetzler, Head of Children's Services

Collection Development & Displays

The following areas were weeded:

- Graphic Novels and Computer Games
- Jessica is working on adding to the computer games/software collection. We are discussing ways to promote this collection.

Book Displays:

- "Classic Summer Reading" featuring classic children's novels
- "Museum" books featuring fiction and non-fiction books about museums
- "Storytime Extenders" featuring books related to our summer storytime themes

Summer Pages & Volunteers

Our 3 Youth Services Summer Pages continued to service and organize the treasure chest.

Rebecca Van Dan, Head of Young Adult Services

In July, we broke the registration record for the Teen Summer Reading Program with 304 teens registered so far. (last year we had a total of 291 teens registered.) The Help Desk has been extremely busy with all the teens and children returning for reading incentives and I've had a record number of teens ask about volunteer opportunities. (We had 5 new teen volunteers start this month (11 total) and we've had to start a waiting list to accomodate all the requests.) We've also had another practicum request for the fall from Melissa Rader, who currently works at Circulation.

Many volunteers were used to help judge the Teen Writing Contest and to help with a number of programs this month. One mother reported her daughter won a blue ribbon at the State Fair with a recycled pop-top belt we showed how to make in our Trash to Treasure program. Mehndi

and fencing drew a good number of teens, as always, and the attendees were very happy with the new fencing instructor who gave a good amount of time for everyone to practice together.

Elizabeth Bauer, Head of Circulation Services

The circulation staff survived another summer reading program! The circulation desk continues to be very busy, but the third self check has helped with check out options.

Several ranges of shelving were erected in the staff workroom for shelving checked in items, before they are shelved out on the floor. We eliminated (gave away to other departments and the Friends) the shelving carts; this move has created more floor space and an improved work flow. Barbara Henderson, circulation supervisor in charge of pages and work room management is to be commended for her innovative ideas and supervisory skills.

We are starting out third month of the trial UMS Collections. There are 16 accounts that have been sent in, and progress is being made, in terms of payments and material returns.

Pat Williams, Head of Information Technology

The South Central Library System users email client was switched from the Eudora to Thunderbird application to accommodate future web-based email access for all staff members in the system using their @scls accounts. Consequently, 76 email accounts on 18 computers set up and migrated to the new application.

A new computer was acquired and set up for the staff at the circulation desk, primarily as an access for documents and staff database use, without tying up one of the other LINK workstations.

7. STAFF MEETING SUMMARY REPORTS

Circulation Supervisors: discussed online timecards for Pages, Reference Question survey, workflow, RFID proposal, Support staff certification

Management Team discussed: 2010 budget, new organizational chart, Impact Study report, changes to the monitoring for the security system, interest in African American literature and the creation of a bibliography and others like it, October in-service for staff, the collecting of reference statistics, reviewed the art exhibit policy and the outdoor seating cove proposal.

Management Team and librarians: met to discuss the proposal for a revised organizational chart.

8. AGENDA OVERVIEW

2010 Library Budget Discussion

Middleton has several budgetary obstacles to overcome. Discussion material is included in your packet.

Library Impact Study 2008-2030

The report was presented to City Administrator Mike Davis. A copy is included in your packet.

UMS Contract:

The three month trial of UMS will be up on September 1, 2009 and we will need to make a decision as to whether we want to sign a regular contract with them.

Some information on UMS:

- we currently have 16 accounts that have been sent to UMS since June 1, 2009.
- 2 accounts have returned all the material and/or paid (including the \$10.00 collection agency fee) - \$465.62
- 4 accounts have partial balances (have either returned some materials or paid part of fee) - \$244.68
- 10 accounts have not cleared any fees or have returned some materials but not paid fees. \$1228.80
- If we sign on with UMS, they will charge us the \$8.95 flat fee for each account from the trial period. (\$143.20)

Outdoor Seating Cove & Flagpole:

Funding for the paving and retaining wall was denied by the Friends of the Library. Deb Nelson has been directed to make other arrangements.

Currently, the flagpole near the front entrance stands empty. This is due to the absence of direct lighting to the flag. How does the board want to proceed? We'll discuss the options, including top of the pole lighting and the associated costs.

Indoor Art Committee Update:

Sub-committee will meet prior to the meeting to discuss grant possibilities and an artist's proposal.

Proposal to revise Organizational Chart & job descriptions for 2010:

With the announcement of Christine Smith's retirement at the end of the year it was an ideal time to review the current employment structure and consider and any changes. The proposal included in your packet would be affective beginning January of 2010. A copy of the proposal is included in your packet.

Director's Evaluation:

Closed session: for board consideration of the performance evaluation of the Library Director as authorized by Wisconsin Statutes Section 19.85.(1)(c).