

# MIDDLETON PUBLIC LIBRARY



## November 2009 Director's Report

Presented: December 8, 2009

### 1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2009	36,861	3,849	22,117	62,827	734,832
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
(2008-09 +/-)	(+3.6%)	(+9.5%)	(+2%)	(+2.4%)	(+5.43%)

#### Self-Service checkouts:

	3M	ITG	ITG#2	Total	% of total
2009 (November)	6,491	6,951	7,245	20,687	33%
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
2009	85	24	1	0	110
2008	117	20	1	0	128
2007	83	19	1	0	103
2006	76	7	6	0	89


#### Dynix holds:

	Loaned to	Borrowed from
2009	16,902	18,143
2008	15,225	16,749
2007	15,344	15,928
2006	14,978	14,511
	(%)	(+%)

Miscellaneous:	ILL	Visits	Study rooms use	Fax Use
2009	37	28,345 *	504.5 hrs / 346 users	53 users / 111 pages
2008	41	41,801	473.25 hrs / 325 users	
2007	38	42,013	550 hrs / 384 users	
2006	30	38,901	437 hrs / 299 users	

\*Numbers from new automated people counter.

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
11/1/2009	<u>November DIY</u> : Demonstrator, YS Staff	34
11/3/2009	<u>Toddler Storytime</u> : Demonstrator, Amanda	34
11/3/2009	<u>Big Kids Storytime</u> : Demonstrator, Amanda	19
11/3/2009	<u>'Tween Knitting</u> : Demonstrator, Amanda	14
11/4/2009	<u>Toddler Storytime - Transportation</u> : Demonstrator, Svetha/Nate	24
11/4/2009	<u>All Ages Storytime -- Transportation</u> : Demonstrator, Svetha/Nate	46
11/4/2009	<u>Teashop Girls Club</u> : Demonstrator, Svetha	2
11/4/2009	<u>Winter Gardens</u> : Demonstrator, Jeff Epping, Director of Horticulture at Olbrich Gardens	20
11/5/2009	<u>Baby Storytime</u> : Demonstrator, Svetha	29
11/5/2009	<u>All Ages Storytime - Transportation</u> : Demonstrator, Svetha	23
11/5/2009	<u>Teen D&amp;D</u> : Demonstrator, Jessica	1
11/6/2009	<u>Bi-lingual Storytime</u> : Demonstrator, Senora Katy <u>Bi-lingual Storytime</u> : Today's theme was a "Visit to Mexico!" Stories of Mexican families, artists, and the flag were offered. Repetition of songs and activities from each storytime help to reinforce vocabulary and learning. <b>Evaluation:</b> Senora Katy does another wonderful job facilitating the "Visit to Mexico" theme. Children and their adults are actively engaging in the songs and activities she repeats at each session. The final craft was a picture of the spirit Lucia whose story had been told earlier.	15
11/6/2009	<u>Introduction to PowerPoint</u> : Demonstrator, Jenny	9
11/7/2009	<u>Thanksgiving Price Is Right Family Program</u> : Demonstrator, Svetha	5
11/9/2009	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca (with Amanda, practicum student)	5
11/10/2009	<u>Toddler Storytime: Favorites</u> : Demonstrator, Amanda	24
11/10/2009	<u>Big Kids Storytime: Favorites</u> : Demonstrator, Amanda	20
11/10/2009	<u>'Tween Knitting</u> : Demonstrator, Amanda	11
11/10/2009	<u>PAWS to Read</u> : Demonstrator, Amanda/PAWS to Read staff Two READ teams (each consisting of a dog and its owner) came to the library. Kids signed up for 15-minute time slots to read to one of the dogs. <b>Evaluation:</b> This is such a great program- minimal planning and prep, and very happy participants! This was our second time hosting the READ organization for this program. They are fantastic.	12
11/11/2009	<u>Toddler Storytime - Favorites</u> : Demonstrator, Svetha/Nate	24
11/11/2009	<u>All Ages - Favorites</u> : Demonstrator, Svetha/Nate	46
11/11/2009	<u>Mystery Book Discussion for Adults</u> : Demonstrator, Liz	5
11/12/2009	<u>Baby Storytime</u> : Demonstrator, Svetha	26

11/12/2009	<a href="#">Morning Book Discussion for Adults</a> : Demonstrator, Merle Watkins, practicum student from UW-Madison	6
11/12/2009	<a href="#">All Ages</a> : Demonstrator, Svetha	21
11/12/2009	<a href="#">Krafty Kids: Thanks for Giving!</a> : Demonstrator, Kathy, Nate Snortum	35
11/12/2009	<a href="#">Digital Photo Books</a> : Demonstrator, E. Merle Watkins, UW-Madison SLIS practicum student	8
11/13/2009	<a href="#">Bilingual Story Time</a> : Demonstrator, Senora Katy	27
11/14/2009	<a href="#">National Library Games Day</a> : Demonstrator, Jessica, Rebecca, Amanda L-L	3
11/16/2009	<a href="#">Author Visit - Laura Schaefer</a> : Demonstrator, Laura Schaefer <b>Author Visit - Laura Schaefer</b> : A reading from the book (The Teashop Girls), a powerpoint presentation of the journey of the book, Q&A session, book signing and refreshments. <b>Evaluation:</b> It was a wonderful program. I was very pleased with the turnout. We actually had more people show up than were registered. Laura is a great speaker and very down to earth. Bonny was here to film the event and I think it will be a nice program to view. The refreshments were a hit (the recipes for the sandwiches and cupcakes were from the book) and the patrons were thrilled to go home with a teacup.	43
11/17/2009	<a href="#">Drop-In Needlework for Adults</a> : Demonstrator, hostess: Liz	11
11/17/2009	<a href="#">Tween Knitting</a> : Demonstrator, Amanda	10
11/17/2009	<a href="#">Mock Newbery Book Club</a> : Demonstrator, Amanda	12
11/18/2009	<a href="#">Meet Spot!</a> : Demonstrator, Svetha, Nate, & Spot (a.k.a. Mark Goad) 	119
11/18/2009	<a href="#">Consumer Information Online</a> : Demonstrator, Sarah	4
11/18/2009	<a href="#">Books &amp; Brownies: Impossible</a> : Demonstrator, Melissa (practicum) with Rebecca and Amanda	3
11/19/2009	<a href="#">Bitten: a New Moon Gathering</a> : Demonstrator, Rebecca (with practicum students Melissa and Amanda)	5
11/20/2009	<a href="#">Early Learning Program Visit</a> : Demonstrator, Amanda, Katy Shannon	27
11/24/2009	<a href="#">Tween Knitting</a> : Demonstrator, Amanda	10
<b>Number of Programs / Total Attendance</b>		
	Children's	27 / 703
	Teens	4 / 14
	Adults	8 / 75
<b>Grand Total</b>		<b>39 / 792</b>

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case		Middleton-Cross Plains School District
Picture rail	Watercolor Portraits	Bernie Tennis

4. Staff Development: Reports			
Date	Department	Staff	Title
11/2/2009	Teens	Amanda	<a href="#"><u>Middleton Youth Commission Meeting</u></a> : The agenda included the financial report from the Youth Center, report from Youth Center Staff, an update on the After-School event at Keva, discussion of filming at sports events, discussion of YMCA Youth Centers Best Practices document and Youth Center Management Agreement.
11/2/2009	Administration	Pamela (and Julie Chase from DCLS)	<a href="#"><u>Dane Co. Personnel &amp; Finance Committee Mtg</u></a> : Dane County Departments presented their 2010 budgets. The library committee has presented Amendment PF#1 to fund delivery. I registered in support of the amendment.
11/4/2009	Administration	Pamela	<a href="#"><u>City Green Team Mtg</u></a> : Working on action items, based on the results of the survey and targeted areas in Water, Transportation, Energy, Housing, Education & Outreach.
11/4/2009	Circulation	Elizabeth I. Bauer	<a href="#"><u>LINK Circulation Services Meeting</u></a> : -LINK Circulation Manual section on Patron Registration was reviewed and changes suggested by PLAC were incorporated; Section sent back to PLAC for final approval. -Reminders will be sent to all libraries, via Circulation Tips and blog, about labeling parts and pieces of multi-part material, correct barcode placement, broken cd case procedures, book group holds procedure. -Discussion of what libraries do about parents who have fees above \$10 on their cards and are using their children's cards. -Discussion of open holds and patron privacy -Discussion of Sun Prairie's RFID project; their self checks have been converted to RFID, their check in stations are RFID ready, and the RFID gates are up.
11/5/2009	Administration	Pamela	<a href="#"><u>PLAC</u></a> : Among the regular committee reports, we discussed the impact of introducing new formats to our collections and how affects SCID purchases. Blu-rays were used as the example and led to the philosophical question of anticipating the needs of the community - reactive or proactive collections.

11/5/2009	Administration	Pamela	<a href="#">Get Moving Middleton</a>
11/5/2009	Administration	Pamela and Julie Chase (DCLS)	<a href="#">Dane Co. Personnel &amp; Finance Committee Mtg</a> : P & F Amendment #1 to restore the DCLS book budget and support delivery did not pass. 100% support is still in their recommendation.
11/7/2009	Other/All	Amanda	<a href="#">Guest "lecturer" in ALSC online course</a> : ALSC (the Association of Library Services to Children, a division of the American Library Association) is currently offering an online course on the Newbery Award. I was asked to be a guest lecturer on the topic of Mock Newbery Book Clubs. This involved posting content online, answering students' questions, and responding to others' posts.
11/9/2009	Other/All	Amanda	<a href="#">Cooperative Children's Book Center Friends Board Meeting</a> : This was the annual meeting to determine next year's budget. Because I am the treasurer of this group, this was especially important for me. We went over this year's budget, income, and spending, and we determined the 2010 budget.
11/10/2009	Other/All	Amanda	<a href="#">Brain Snack: Those Pesky Picture Permissions and Why They're Worth It</a> : Mark Ibach gave an hour-long presentation about photo permissions. He focused on when they're necessary, when they're not necessary, and what we can do to make our jobs easier when it comes to photo permission.
11/11/2009	Administration	Pamela	<a href="#">SCLS Foundation - Cornerstone Award</a> : Fundraiser and reception honoring Peter and Ann Hammon.
11/12/2009	Administration	Pamela	<a href="#">Dane County Librarian's Meeting</a> : Dane County funding. Group agreed to have Julie take the delivery cost out of the county reimbursement rather than a new delivery fee for 2010, but it may be a fee in 2011. Discussed a Madison Community Foundation Challenge Grant for the humanities program grants that would benefit all Dane Co. libraries. A group will brainstorm with Tom Linfield for ideas for the grant application, which has a deadline of May 1st. Discussed furloughs and budget woes and holiday hours. Decided to replace the Dane County Celebrates program with the UW Big Reads program, as it requires less time and money spent on marketing and promotion. RFID: SUN has tagged their collection, installed their security gates and RFID machines. Staff is getting training on the checkin process. Their soon ready to launch. Still working out some bugs with Horizon. (No surprise. Verona is positioning for their RFID project.

11/13/2009	Other/All	Amanda, Svetha, Nate	<a href="#">Summer Library Program Workshop</a> : This was an all-day workshop on the 2010 summer library program. Topics included craft ideas, displays, thematic storytime programs, and activities to do with families and older children. We also discussed different approaches to prizes and record-keeping. Patti Sinclair, who writes the Summer Library Program handbook, was one of the demonstrators.
11/13/2009	Administration	Pamela	<a href="#">COLAND</a> : Gave a PowerPoint presentation on MID. What sets MID apart from others? Brief history and circulation stats, challenges and goals for the library. Questions about our one-on-ones, PC classes, and RFID.
11/16/2009	Administration	Pamela, Hans and Marjorie	<a href="#">Budget information meeting</a> : Met with Alderman Paul Kinne. Discussed the library budget (line by line), the state's required level of support (MOE). We also discussed the space at city hall, the ending of Middleton's youth center contract with the YMCA. With the space at city hall and a half-time YS librarian, we could offer an afterschool program.
11/17/2009	Administration	Pamela and library board member Hans Hilbert	<a href="#">City: Personnel, Finance &amp; CC mtgs</a> : Update on bargaining unit discussions. (No agreement has been made. Looks like it will be into Dec.) One Alderman proposed an amendment to the budget, with a \$60,000 cut to audiobooks, but that cut would put us under the MOE. Youth Center contract with YMCA will end Dec. 31. Cost for library to take over the duties, using space at city hall, would be a half-time YS Outreach Librarian at approximately \$23,000.
11/17/2009	Other/All	Rebecca, Katie A., Sarah H., Karen K, Kathy R, Jessica B, Jenny C, Amanda L. (practicum)	<a href="#">Spanish for Librarians</a> : Words commonly used in a library setting, help with pronunciation, practice dialogues.
11/18/2009	Circulation	Elizabeth I. Bauer, Jason Boak	<a href="#">LINK Koha Webinar</a> : All LINK Migration Committee members attended a webinar on how Dynix collection codes will translate into Koha collection codes.
11/18/2009	Administration	Amanda	<a href="#">LinkedIn Seminar by Middleton Chamber of Commerce</a> : An overview of how to use LinkedIn effectively, with lots of tips on connecting with others and using the online tools for networking.
11/19/2009	Children	Jessica	<a href="#">CCBC Shorts</a> : Recent Mystery titles for Children and Teens.

11/19/2009	Children	Amanda	<a href="#">The Art of Picture Book Illustration</a> : Kathleen Horning, director of the Cooperative Children's Book Center, gave a presentation on art in picture books. She covered different styles of art, different art mediums, and composition on the page. Kathleen is a nationally recognized expert on children's books; she was recently on the cover of School Library Journal, and she has been selected to deliver the Arbuthnott lecture this spring (a huge honor).
11/23/2009	Administration	Pamela, Svetha, and Library Board member Marjorie	<a href="#">Friends of the Library</a> : Yearly request for programming support from the Friends of the Library. Discussed volunteer recognition, the need to find youthful volunteers and the end of the year letter to businesses and Friends of the Library members. This was Svetha's last meeting as liaison. Patrick Williams will serve in 2010. Facilitator Joan Gillman will take us through long range planning at the January meeting.
11/23/2009	Administration	Pamela	<a href="#">artsTRIBE</a> : A traveling exhibition of book-related art created by the seven local artists, who are members of the artsTRIBE, will be made available to public libraries in Dane County. Art lectures, workshops and demonstrations are also being offered.
11/30/2009	Circulation	Elizabeth	<a href="#">LINK Koha Webinar</a> : A webinar conference on how LINK circulation rules, item types, and patron types will transfer to Koha.

**5. DIRECTOR'S COMMENTS**

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

- **Circulation of all library materials** increased by 2.4% in the latest November comparison. Circulation of Young Adult materials led the way with 9.5% jump. Circulation of adult materials increased by 3.6%, and circulation of children's materials recorded a 2% increase. A strong majority (71.13%) of the circulation totals are items owned by MID. That leaves the staff to handle more than a quarter of the circulation totals as interlibrary loan from other SCLS libraries via the delivery van.

- **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. Items requested by our patrons is on an upward trend, last month by 10%; and number of items we borrowed rose by 7%.
- Use of the library's three **self-check machines** took an upward turn again this month, bringing self-checkout circulation to 33% of the total circulation.
- Use of the study rooms showed a bump in use both bookings and total hours used from last year. Activity at the computers continues to keep reference staff hopping with computer, printing and reference questions.
- **Program attendance** reached nearly 800, doubling last year's attendance of nearly 400 attendees. Along with a variety of bi-lingual storytimes, knitting clubs, PAWS to Read (a reading time for kids and therapy dogs), November featured two well-attended, "special edition" children's programs: *Meet Spot!* (complete with special guest visitor) and an author visit with Laura Schaefer.

### Library Budget for 2010:

The \$20,000 in capital funding for a self-checkout was approved.

The 2010 operating budget was adopted by the Common Council with funding at the MOE level of \$1,002,095.37. Personnel side of the budget has not been settled. City Administrator Mike Davis is still negotiating. If an agreement has not been reached by December 15<sup>th</sup>, layoffs will be imposed. See **Appendix A**.

## 6. LIBRARIANS' REPORTS

### Liz Dannenbaum, Head of Adult Services

The biggest event for Adult Services in November was interviewing and hiring for the Library Assistant II for Adult Services position. We had several excellent candidates and we were very happy to offer the job to Emily Goad and to have her accept.



A lot of November revolved around the transition of Technical Services to the lower level and getting Jenny and Sarah trained for their new job responsibilities which begin in January. It's an exciting time and everyone seems to be looking forward to the pending changes!

A good deal of time was also spent organizing the publicity for the 2010 winter and spring adult programs & beginning to look ahead to the summer adult programs calendar.

### **Rebecca Van Dan, Head of Youth Adult Services**

In November, we did more publicity of the library's Facebook page and included information there about upcoming teen programs. Two surveys were created for teens in November, one asking which genres the teens liked best, and the second (still ongoing) requests ideas for grand prizes for the teen Summer Reading Program. In terms of genres, romance and fantasy gathered the most votes, with vampire books gathering a good number of votes as well. Displays this month were done on Steam Punk, Secret Societies, and Homeless Youth.

I led a "Spanish for Librarians" class this month for library employees to teach staff some rudimentary Spanish to use with patrons. (with handouts to refer to as needed) Melissa (practicum student) led our Books & Brownies discussion this month and both practicum students helped a lot with weeding the teen non-fiction this month. We also went over how to create custom reports in Link, created a list of NF gaps and possible titles to fill the gaps, and talked about responding to intellectual freedom challenges. Amanda's (practicum) teacher also visited the library to observe her and we met to discuss her progress and future collaborations.

Amanda (Moss Struckmeyer) and I both created our flyers for Jan-Feb this month for teens & tweens, are working on publicity, and are starting to put together program ideas and performers for the Summer Reading Programs.

### **Svetha Hetzler, Head of Children's Services**

Collection Development:

- Nate completed his Audio Book and Music CD collection development project
- Picture Book weeding
- Software/Computer Games acquisitions

- Additional shelving was ordered to accommodate the growing audio book and dvd collections
- Continue to review journals and selection tools for acquisitions in all areas

Publicity:

- The web-site was updated and includes a link for storytime viewing
- Publicity was sent to the *Middleton Times Tribune* including photographs of Spot's Visit and Laura Schaefer's visit (author of the *Teashop Girls*)
- Flier for Jan/Feb programs for young children and families
- Brochure for Jan/Feb/March/April for 'Tween programs
- "Booking It" column to the *Middleton Times Tribune*; bi-monthly

Practicum Studies Supervision:

- Nate Snortum continued his practicum studies in youth services. He completed his spreadsheet for audio book and music cd acquisition recommendations. He has been planning and developing two storytime presentations for next month.

### **Elizabeth Bauer, Head of Circulation Services**

November has been a very busy month. With our regular business, we had the challenges of having the LINK computer system moved to a new location, so we were on back up for an entire day, unable to check any items in. The Thanksgiving holidays are also a very busy time, but the circulation and page staff (despite staff illnesses throughout the month of November) were up to the task, and we have stayed on top of holds and returns.

With the 2010 organizational reorganization, the circulation supervisory staff have been busy with interviews, 2010 scheduling, and 2010 planning.

### **Patrick Williams, Head of Information Technology**

The 5 public Internet access computers along the outer lab wall have been imaged with the same setup as the new ones in the lab; allowing for nightly power downs, as well as other security and software enhancements. The new energy efficient PCs in the lab have been working out very well.

The databases on our first SQL server have been migrated to our new web/data server. The old server was showing its age, and was originally set up for testing and backup. It has now been retired.

## 7. AGENDA

### Report from the indoor art committee

**Youth Center:** Request from Alderman Paul Kinne on behalf of the Youth Commission to present possible action plans for the library to take over the Youth Center. Here is my response:



To: Alderman Paul Kinne  
From: Library Director Pamela K. Westby  
RE: Youth Center options

First of all, I want to thank you for your commitment to Middleton's youth. We appreciate the opportunity to partner with you and to assist in supporting families and youth, and in keeping our community strong.

**Short Term Request.** A solution to the Youth Center has several factors to consider.

- Our current facility status does not have the space required to accommodate the Youth Center. We simply don't have the space to house the furniture and equipment, nor is our meeting room consistently available at the times when the center would need to run. Our meeting rooms are intended to be used by the community at large and are very busy.
- Due to the current workload of the staff, we do not have the time to devote to the hiring, training, planning and organizing involved in the takeover of the youth center, at this time. (We are undergoing a new organizational structure, training staff to do new tasks and moving physical work areas. We are in the middle of our transition.)

**Long Term Request.** If you are still interested in an April date, here are some ideas to consider, but are not to be interpreted as a formal proposal. All are subject to library board approval.

**Objective:** Provide a safe place for teens to interact during afterschool hours by 1) creating a positive environment that nurtures creativity, literacy and leadership skills, 2) providing homework help and tutoring resources, and 3) implementing community involvement activities and field trips, as time and resources become available.

**Administration:** By adding a half-time Youth Services Outreach Librarian to the Organizational Chart, library staff would plan, manage and carry out the program as it applies to our mission statement "to make a positive difference in the quality of life in our community." The youth center would be under the purview of the library board and library staff, and would no longer be administered by the Youth Commission.

**Location:** The space currently occupied by the Middleton Police Department.

**Budget:** A half-time (20 hour per week) professional librarian salary in 2009 is \$23,446 plus benefits. If the program were to start in April, the librarian would begin the position in March. Therefore, during the first year, the salary and benefit costs would be prorated for 10 months, for a salary of \$19,540 plus benefits, between \$2,580 and \$7,900.

The cost of supplies, equipment and furniture should also be explored, possibly seeking grants and donations.

## 8. APPENDIX A

### Middleton Public Library Budget

Account		2009 Revenues	2010 Anticipated Revenues
	City Support	\$ 1,066,097.00	\$ 1,002,096.00
204-4372-00	Dane County Library Service		
	<i>Operating Reimbursement Program</i>	\$ 542,569.00	\$ 580,224.00
	<i>Facility Reimbursement Program</i>	\$ 96,153.00	\$ 102,303.00
	<b>Total Revenue</b>	<b>\$ 1,704,819.00</b>	<b>\$ 1,684,623.00</b>
		2009 Expenses	2010 Proposed Expenses
	<b>Operating</b>		
	<b>Operating Expenses: personnel</b>		
100-5511-110	Salaries	\$ 859,003.00	\$ 859,003.00
100-5511-190	Staff Benefits	\$ 276,728.00	\$ 328,320.00
	Total Staff expenses	<b>\$ 1,135,731.00</b>	<b>\$ 1,187,323.00</b>
	<b>Operating Expenses: Non-personnel</b>		
100-5511-210	Office Supplies	\$ 30,000.00	\$ 30,000.00
100-5511-230	Books	\$ 190,588.00	\$ 132,050.00
100-5511-232	Periodicals	\$ 18,000.00	\$ 18,000.00
100-5511-233	A/V	\$ 79,000.00	\$ 69,000.00
100-5511-250	Postage	\$ 4,000.00	\$ 4,000.00
100-5511-260	Advertising and Printing	\$ 1,000.00	\$ 1,000.00
100-5511-270	Telephone	\$ 9,000.00	\$ 10,100.00
100-5511-310	LINK services	\$ 76,000.00	\$ 76,000.00
100-5511-330	Electronic Databases	\$ 5,000.00	\$ 5,000.00
100-5511-340	Building Maintenance	\$ 66,000.00	\$ 62,000.00
100-5511-410	Equipment Maintenance	\$ 27,000.00	\$ 27,000.00
100-5511-440	Training and Development	\$ 3,000.00	\$ 3,000.00
100-5511-450	Mileage	\$ 500.00	\$ 700.00
100-5511-470	Utilities	\$ 56,000.00	\$ 59,450.00
100-5511-490	Programming	\$ 4,000.00	\$ -
	Capital Outlay		
	<b>Total Expenses</b>	<b>\$ 1,704,819.00</b>	<b>\$ 1,684,623.00</b>