

MIDDLETON PUBLIC LIBRARY



December 2009 Report

(Distributed at January 12, 2010, library board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2009	36,941	3,734	19,158	59,833	794,652
2008	36,222	3,606	18,675	58,792	755,761
2007	32,208	3,144	15,392	50,744	715,826
2006	32,850	3,256	14,833	50,939	671,642
2005	32,024	2,718	12,985	47,727	612,496
2004	30,631	2,135	12,351	45,117	529,268
(2008-09 +/-)	(+2%)	(+3.5%)	(+2.5%)	(+1.8%)	(+5.1%)
(2004-09 +/-)	(+21%)	(+75%)	(+55%)	(+32%)	(+50%)

Self-Service checkouts:

	3M	ITG#1	ITG#2	Total	% of Total
2009 (December)	6,167	6,069	7,455	19,691	30.4%
2008 (December)	5,959	6,704	5,908	18,571	31.6%
2007 (December)	3,912	5,194		9,106	17.9%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2009	73	15	0	0	88
2008	55	14	3		87
2007	75	8	1	0	84
2006	63	12	3	0	78

Dynix holds in December:

	Loaned to LINK libraries	Loaned from LINK libraries
2009	17,809	18,618
2008	14,579	14,227
2007	14,226	14,801
2006	15,197	
(2009-10 +/-)	(+22%)	(+31%)

Miscellaneous:

	ILL	Visits	Study rooms use
2009	61	24,921*	563.25 hours / 310 bookings
2008	56	44,621	542.25 hours / 329 bookings
2007	34	35,297	435 hours / 285 bookings
2006	24	35,862	444 hours / 305 bookings

*Actual people count, not based on estimates.

Fax Facts: 46 users / 86 pages

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
12/1/2009	<u>Parent-Child Craft & Play</u> : This is a drop-in program for parents and children. Parents bring a craft (optional) to work on, and children color, play with toys, and read books.	4
12/1/2009	<u>'Tween Knitting</u> : Knitting practice and instruction Evaluation: Big group today! We've got a lot of holiday gift projects underway.	14
12/2/2009	<u>Drop-In Storytime (all ages)</u>	51
12/2/2009	<u>Books & Cooks: Cookies</u> : Read the "The Moon Might Be Milk" by Lisa Shulman. Snack of chocolate chip and ginger molasses cookies. Display of fiction and non-fiction cookie books. Made cookie mixes in a jar; a choice of chocolate chip and ginger molasses. Decorated the jar with raffia, fabric, and recipe cards.	39
12/3/2009	<u>Baby Storytime</u>	15
12/3/2009	<u>'Tween Eco-Crafters: Gift Making</u> Evaluation: Fortunately, we have Eco-crafters again next week, so I can recycle this project! I wonder if Thursday is a busy after-school day. I also wonder how many potential eco-crafters got their gift-making fix at yesterday's Books and Cooks. I think one way to boost interest would be to put some sample projects on display, like Kathy does for Krafty Kids.	0
12/4/2009	<u>Bilingual Storytime</u>	6
12/4/2009	<u>Teen Play Casting</u> Evaluation: Had a few teens ask about doing set design, and 2 teens did request this as a program, but unfortunately didn't have anyone show up.	0
12/8/2009	<u>Parent-Child Craft & Play</u>	7
12/10/2009	<u>Baby Storytime</u>	9
12/10/2009	<u>'Tween Eco-Crafters</u> Evaluation: Very fun project! All boys today... they loved the Mod Podge! I especially like this project because it is so inexpensive and it is really useful. All of the boys had plans for who they were going to give their projects to.	4
12/11/2009	<u>Bilingual Spanish/English Storytime</u> : Evaluation: No one showed up today but it wasn't too surprising given the weather and the treacherous road conditions. It'll be interesting to see how many patrons show up for next week's events since we will be getting closer to the holidays.	0
12/14/2009	<u>DIY</u> : Fairytale-themed activities including create your own fractured fairy tale, fairy tale matching game, drawing activity, and create a magic carpet. We also had a bulletin board activity for the "Helping Others" bulletin board and book display.	43
12/15/2009	<u>Teen Advisory Committee</u> : Voting for summer programs, survey results/SRP prizes, activities for Winter Beach party, materials wanted.	7

12/15/2009	Parent-Child Craft and Play : This is an informal drop-in program for children of all ages (with an adult).	12
12/15/2009	'Tween Knitting : Knitting instruction and practice	15
12/15/2009	Mock Newbery Book Club : Evaluative discussion of potential 2010 Newbery winners. We completed a preliminary ballot to see which books are in the lead at this point. We also discussed the balloting procedure we'll use to determine our final winner and honor books. Evaluation: With one meeting left, our Mock Newbery Book Club is getting serious about selecting a winner! Our attendance continues to decrease, but that is to be expected with a program that meets once a month and requires a lot of outside work. I'm happy to report that we have three teens who regularly attend and contribute.	9
12/16/2009	All Ages Drop-In Storytime Evaluation: A big group today. I was wondering if we'd have a large group since we are getting so close to the holidays so I was happy with the turnout. I read Charlotte Zolotow candidates today to get some patron feedback. Some parents took the time to fill out comment sheets which will be very helpful to share with the rest of the committee.	43
12/16/2009	Books & Brownies: Mysterious Benedict Society : Discussion of Mysterious Benedict Society, brownies & juice, make name in Morse code.	4
12/17/2009	'Tween Eco-Crafts Gift Making Workshop	4
12/17/2009	Baby Storytime	18
12/18/2009	Bilingual Storytime : A variety of songs, stories, and games in Spanish and English. Today's theme was winter holidays.	14
12/21/2009	'Tween Sock Monkey Making Workshop : This was a registration-only 'tween program.	6
12/22/2009	'Tween Knitting : Knitting instruction and practice	14
Number of Programs / Total Attendance		
	Children's	20 / 318
	Teens	3 / 11
	Adults	1 / 9
	Grand Total	24 / 338

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Interfaith Awareness Week	Interfaith Society with the Rev. Fr. John-Brian Paprock
Picture rail	Watercolor Portraits	Bernie Tennis

4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES		
Date	Staff	Title
12/1/2009	Pamela	Budget and Finance Committee Meeting : Bargaining units have not settled on a contract with Mike Davis. Deadline is December 15th.
12/1/2009	Pamela & Library board President Marjorie Kozich	Common Council : The 2010 budget was adopted with funding at the MOE level. \$20,000 in capital funding for a self-checkout was approved.
12/2/2009	Pamela	Green Team Committee Meeting : Discussed how to identify the targets, which will go to the city department heads and be edited for content in the comprehensive plan. Presentation for the plan is planned for March of 2010.
12/3/2009	Pamela	Get Moving Middleton : Presentors include: City Administrator Mike Davis, Burman Coffee Traders, and short performance from the upcoming radio reenactment of "It's a Wonderful Life"
12/3/2009	Pamela	PLAC : Agenda: Included a discussion on the sustainability of the funding for Overdrive downloadable books through the Wisconsin Public Library Consortium. This is the last meeting for the committee. The Administrative Council will serve as the oversight committee for SCLS member libraries.
12/4/2009	Pamela, Patricia, Joan, Marjorie, Mary, Deb Haeffner (SCLS) & Abby Attoun	Indoor Art Committee : Brainstorm ideas for grants and gifts to fund the Origami Mural project. Marjorie, Abby and Pamela will be attending a grantwriting workshop in December.
12/4/2009	Liz	Go Big Read book selection committee meeting : Working with campus librarians and professors to help select the next Go Big Read title.
12/7/2009	Svetha Hetzler	SLIS Class Visit : Led and presented a discussion with Sharon Grover (Children's Librarian from Janesville) on the importance of professional development and the experience of serving on committees.
12/7/2009	Pamela	Middleton Commission on Youth : Paul Kinne was interested in knowing how the library could take over the Youth Center.
12/8/2009	All Staff	Christine's Retirement Pary : Event to honor Christine Smith for her 19 years at the Middleton Public Library, as LAIII - Technical Services. Great food, good company and wonderful cake. Library board president, council and city administrator, volunteers and staff attended. Even had a little piano music at the end. Liz did a nice job of organizing the event, thanks.
12/10/2009	Pamela	LINK meeting : Last meeting for LINK. Didn't have a quorum, due to storm from the day before and bad road conditions. Lauren's farewell. Reporting out from committees. AC will meet in January. Elections continue through next week on the at-large seats.
12/11/2009	Svetha	Charlotte Zolotow Awards Committee Meeting : Third meeting this fall to discuss potential Charlotte Zolotow Award Winners.
12/17/2009	Jessica	CCBC Shorts : SLP 2010 related books-Make a Splash-Read and Make Waves at Your Library

5. DIRECTOR'S REPORT

Library Use Highlights for December 2009:

- The December circulation slowed to 1.8%, with an end of the year tally of a 5.1% increase over last year; and compared to 2004, **we had an impressive 50% circulation increase over the past 5 years.**
- Equally startling was spike in activity within the LINK library loaning system, compared to the previous year. During December, the moving of materials between South Central Library System increased by **22% loaned** out to other libraries and **31% received** from other libraries. The impact of decreased book budgets will only increase the workload for our circulation staff.
- Self checkout use matched last year's use, handling 30% of all December circulation transactions. Patrons checked out 19,691 items on their own in 2009, compared to 9,106 in 2007, which calculates to a 216% increase in 2 years.
- Study room use in December of this year was an increase from 542 to 563.25 hours. Soundproofing the study rooms would be a good solution the noise issues we experience on a regular basis.

December 2009 Public Computer Usage*

Number of Computers Logged: 35

Number of Days Open: 26

Total Sessions: 10,254

Total Hours Used: 3,253

Total Printed Sides: 16,869

**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**)*

Interlibrary loan:

This past year, there were 670 valid requests. When non-requests are added, 837 requests were made in 2009, which is well above the previous record of 781 total requests for 2007.

225 patrons made requests in 2009. 57% only made one request. 3.5% made 25+ requests. Only 1 patron reached the 50 requests/year limit.

6. LIBRARIANS' REPORTS

Liz Dannenbaum, Adult Services Librarian

Again the focus this month was on transition: moving Technical Services lower level; training Jenny Carr to take over interlibrary loan; planning orientations for two new Reference Team staff; and working with Sarah on all facets of TS.

Sarah and Liz interviewed a graduate student from the University for a 120 hour practicum this spring, Alex LeClair, and we liked him very much. He will be staffing the Reference Desk and assisting with AV cataloging on Monday nights and Thursday mornings from January through most of April.

Sign up for the David Bacco chocolate program, the kick off program for the Adult Winter Reading Program, is going well: 3 weeks before the event there are already 22 adults signed up.

Rebecca Van Dan, Youth Adult Services Librarian

In December, things were a bit chaotic as office spaces were changed, but the new spaces seem to be working very well and we managed to clean out a lot of old files and less useful items to make the move smoother. December also marked the end of term for our practicum students, although Melissa asked to continue on for another semester to gain some additional experience.

Our survey in the Teen Section this month asked teens to vote for the prize they would most like to see offered for the Summer Reading Program, and the iPod Touch was the top choice. (a digital camera and Kindle e-book reader also won a good share of votes.) Due to requests, we created a bookmark this month called "Edgy Titles for Older Teens" and also did a display of these titles.

Pamela, Kathy, Rebecca and Liz met this month to discuss changes and restructuring of volunteer supervision and Rebecca assisted Elizabeth with changes to a Staff Employee Handbook that we will present to new employees. We also started initial planning of spring and summer programs and began contacting a few performers to hammer out possible dates. Three new teen volunteers began this month, and two left, having finished the hours they needed for service projects.

Svetha Hetzler, Children's Services Librarian

Nate Snortum completed his practicum studies in youth services. He presented storytimes on his own and did very well. He was recently hired as a bookmobile librarian for Dane County Library Services. I think he has a great career in librarianship ahead of him.

The Youth Service staff offices moved to a new location. The former office for Technical Services is now the office space for the Head of Youth Services, the Children's Librarian,

and both LA II's. The new space has been organized and we are hopeful this new space will improve efficiency in our day-to-day work and long-term projects.

Additional audio book shelving was purchased to immediately put to use for circulating software, audiobooks and music. We also acquired a new book basket for the pop-up books. Holiday storage items were moved into/out of general stacks. As far as weeding, we turned our attention to picture books, concept and board books.

Elizabeth Bauer, Circulation Services Librarian

Review of 2009

*Circulation, holds filled from the Middleton Public Library collection, and holds filled from other LINK libraries continued to rise. Use of the three self check machines rose through most of 2009. Middleton Public Library continues to be a leader in the South Central Library System. Our circulation and page staff are to be commended for all their dedication and hard work; they are what makes this library function smoothly, and maintain its stellar reputation. I am honored to be part of such a wonderful group of people.

***2010 Events**

*With the organizational chart changes and physical office changes, there will be a period of adjustment as we change some procedures to adjust to these. The upgrade to a next generation circulation system will be the major focus of training during the year. A new self check machine will be integrated into circulation in the fall. We look forward to the challenges; in 2010 we will continue to provide the excellent services and customer care we are known for, and look forward to another successful year at Middleton Public Library.

Patrick Williams, Head of Information Technology

Abbreviated this month due to my 2 week vacation

Some cleanup was done in our networking closet, along with router integration for our TDS and Charter Internet lines.

Computers and printers were acquired and partially set up this month for all the changed staff work areas.

Amanda Struckmeyer, Youth Services Librarian

Upcoming 'tween programs for January-April 210 were posted on the library website and on fliers, which are available at the Help Desk. A booklist of 'tween vampire books was created and made available as a bookmark in the children's area.

Two "Booking It" book review articles by Amanda Struckmeyer were published in the *Middleton Times-Tribune*. The Mid-Kids blog was updated with photographs and news regarding 'tween programming.

Ideas were generated and submitted to the Library Director for Japan-themed 'tween programming. This is part of a library grant application.

'Tween materials were selected for year-end orders. This involved carefully monitoring budgets and spending so as to closely match the 2009 materials budget.

The 'tween department assisted with planning, execution, and follow-up of the Youth Services office area move.

As a Priority Group Consultant for the Association for Library Services to Children, Amanda Struckmeyer prepared for the American Library Association Midwinter Meeting. This involved soliciting meeting agendas and cover letters from committee chairs and planning committee meetings.

8. SOUTH CENTRAL LIBRARY

Elections were held to complete the search in the new governance structure. The Administrative Council (AC) and the new committees are set to begin work this month. Middleton's Elizabeth Bauer holds a seat on the Delivery Committee as representative for Cluster 11 (Cross Plains, Deerfield, Marshall, Middleton, Monona, Mount Horeb, Oregon and Verona). The AC At-large seat for Cluster 3 is the Middleton Director, representing Albany, Belleville, Brodhead, Cambridge, Cross Plains, Deerfield, LaValle, Lodi, Mazomanie, North Freedom, Plain, Poynette, Prairie du Sac, Reedsburg, Rock Springs, Sauk City, Spring Green, Sun Prairie, Waunakee. Westby is also serving on the task force to study distribution of costs for technology and ILS services.

The network system administrator position was filled by Jon Mark. He has an impressive professional background and good people skills. A delivery tour to visit every library will be arranged by SCLS.

Library Legislative Day is February 16th at the capital. All library trustees are encouraged to attend. The system-wide goal is to achieve a 100% increase over last year.

9. DANE COUNTY LIBRARY SERVICE

A letter from Dreux J. Watermolen, DCL board president, states that this year's funding to public libraries in Dane County is at the 100%, but their book budget was reduced by 21%. The county board thanked us for our advocacy and is asking that we continue to work with them, as we anticipate the challenges in the 2011 budget.

The reduction to the county materials puts an even greater burden on the public libraries, in the case of Middleton (a \$68,000 reduction to books and audios) we are likely to feel a significant impact on these reduced services.

10. AGENDA OVERVIEW

Dane County Library Service Agreement: The agreement involves the unbiased delivery of services to all residents of Dane County, participation in the SCLS, and the payment schedule for the coming year. By signing this contract, the library verifies that state requirements, as defined in W.S. Chapter 43, have been met, including minimum funding from our municipality, known as Maintenance of Effort to public libraries. The County Reimbursement Funding to Middleton will be \$580,543 for operating expenses and \$102,303 for facility reimbursement.

Request for Reconsideration of the film, *Summer Palace*: Review of the Library's Collection Development Policy, Milliken's complaints, film reviews and local interest of foreign films.

2010 Budget: City Ordinance Addendum to increase staff insurance contribution: The impact on library staff is approximately \$10,000. Since city funding is at MOE, these funding will re-circulate back to the library budget.

City of Middleton Youth Center: Tabled from last month.

Next meeting: February 9, 2010