

MIDDLETON PUBLIC LIBRARY



January 2010 Report

(For the February 9, 2010, library board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2010	41,727	3,957	21,022	66,706	66,706
2009	39,591	3,865	22,098	65,554	65,554
2008	37,327	3,674	21,293	62,294	62,294
2007	36,373	3,716	20,226	60,315	60,315
2006	35,042	3,015	18,117	56,174	56,174
2005	32,317	2,160	13,237	47,714	47,714
(2005-10 +/-)	(+29%)	(+83%)	(+59%)	(+39.5%)	(+39.5%)

Self-Service checkouts:

	3M	ITG	ITG #2	Total	%of Circ
2010	7,234	7,008	8,959	23,201	34.7%
2009	6,399	7,876	6,194	20,469	31%
2008 (January)	5,186	6,265		11,451	18.4%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total	
2010		89	23	1	0	123
2009		113	29	1	0	143
2008		129	26	2	0	157
2007		110	23	1	0	134

Dynix holds filled:

	From MID's collection	Borrowed From other LINK libraries
2010	19,784	20,433
2009	18,962	19,050
2008	17,691	17,682
2007	17,072	16,271
(2007-10 +/-)	(+16%)	(+26%)

Miscellaneous:	ILL (non-LINK)	Visits	Study rooms use
2010	108	28,673	529.75 hours / 367 bookings
2009	113	45,709	552.25 hours / 387 bookings
2008	91	42,463	537 hours / 382 bookings
2007	59	41,271	484 hours / 368 bookings



Fax Usage: 42 sessions and 78 pages sent

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
1/1/2010	<u>DIY - Games</u> : Demonstrator, YS Staff	24
1/5/2010	<u>Tour of Youth Services Department</u> : Demonstrator, Kathy	25
1/6/2010	<u>Play Literacy</u> : Demonstrator, Svetha	36
1/12/2010	<u>Toddler Storytime</u> : Demonstrator, Amanda	19
1/12/2010	<u>Big Kids Storytime</u> : Demonstrator, Amanda	18
1/12/2010	<u>Mock Newbery Book Club</u> : Demonstrator, Amanda	9
1/12/2010	<u>Drop-in Needlework</u> : Demonstrator, volunteer lead	12
1/13/2010	<u>Mystery Book Discussion for Adults</u> : Demonstrator, Liz (discussion leader)	7
1/13/2010	<u>'Tween Wii Wednesday</u> : Demonstrator, Amanda	13
1/13/2010	<u>Toddler Storytime - Clothing</u> : Demonstrator, Svetha	8
1/13/2010	<u>All Ages Storytime - Clothing</u> : Demonstrator, Svetha	30
1/14/2010	<u>Baby Storytime</u> : Demonstrator, Svetha	15
1/14/2010	<u>All Ages Storytime - Clothing</u> : Demonstrator, Svetha	24
1/15/2010	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	16
1/15/2010	<u>David Bacco from David Bacco Chocolates</u> : Demonstrator, David Bacco	41
1/19/2010	<u>Toddler Storytime - Winter</u> : Demonstrator, Svetha	26
1/19/2010	<u>Big Kids Storytime - Winter</u> : Demonstrator, Svetha	11
1/19/2010	<u>Drop-in Needlework</u> : Demonstrator, Liz, hostess	7
1/20/2010	<u>Toddler Storytime - Winter</u> : Demonstrator, Svetha	15
1/20/2010	<u>All Ages Storytime - Winter</u> : Demonstrator, Svetha	37
1/20/2010	<u>Books & Cooks - Pancakes</u> : Demonstrator, Svetha	16
1/21/2010	<u>Baby Storytime</u> : Demonstrator, Svetha	24
1/21/2010	<u>All Ages Storytime - Winter</u> : Demonstrator, Svetha	26
1/21/2010	<u>Books & Brownies: Paper Towns</u> : Demonstrator, Rebecca	5
1/21/2010	<u>Krafty Kids - New Year's Sparkles</u> : Demonstrator, Kathy	36
1/23/2010	<u>PAWS to Read</u> : Demonstrator, Amanda/PAWS to Read Trainers	18
1/25/2010	<u>Pajamarama Storytime - Bears</u> : Demonstrator, Svetha	7
1/25/2010	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	9
1/26/2010	<u>Toddler Storytime</u> : Demonstrator, Amanda	4
1/26/2010	<u>Big Kids Storytime: Bears</u> : Demonstrator, Amanda	18
1/26/2010	<u>Drop-in Needlework</u> : Demonstrator, volunteer hostess Sheila Pier Johson	5

1/26/2010	'Tween Knitting : Demonstrator, Amanda	9
1/27/2010	Toddler Storytime - Bears : Demonstrator, Svetha	26
1/27/2010	All Ages Storytime - Bears : Demonstrator, Svetha	27
1/27/2010	Books & Cooks: Pizza : Demonstrator, Svetha	30
1/27/2010	presentation to seniors at the Jefferson Retirement Home in Middleton : Demonstrator, Liz	10
1/28/2010	Baby Storytime : Demonstrator, Svetha	22
1/28/2010	All Ages Storytime -Bears : Demonstrator, Svetha	43
1/28/2010	'Tween Homeschool Book Club : Demonstrator, Amanda	8
1/28/2010	'Tween After-School Book Club : Demonstrator, Amanda	7
1/28/2010	Winter Beach Party : Demonstrator, Rebecca (with Melissa, practicum)	9
1/29/2010	Library Tour in Spanish : Demonstrator, Rebecca	2
1/29/2010	Bilingual Storytime : Demonstrator, Katy Shannon	15
	Number of Programs / Total Attendance	
	Children's	32 / 653
	Teens	4 / 25
	Adults	7 / 91
	Grand Total	43 / 769

3. LIBRARY EXHIBITS

Location	Exhibit	Artist/Collector
Lobby display case	Model Trains	Carol Phelps
Picture rail	Oils and Acrylics 	Group exhibit: Mary Diman as contact person
Front windows 	Stained Glass	Norma Hove

4. STAFF MEETINGS/DEVELOPMENT SESSION/TOURS/PUBLIC PRESENTATIONS

Date	Staff	Title
1/6/2010	Elizabeth I. Bauer, Barbara Henderson, Peter Matiash, Katie Adkins, Pamela Westby	<u>Circulation Supervisors Meeting</u> : Bi-weekly meetings to touch base on staff changes, scheduling, hiring, patron issues, etc.
1/7/2010	Elizabeth I. Bauer, Sarah Hartman (Technical Services Librarian	<u>SCLS Koha Collection Codes Meeting</u> : We met with Vicki Teal Lovely, Automation, about how the current LINK collection codes will be migrated over to Koha (next generation system).
1/7/2010	Pamela	<u>Meet the candidates for Finance Director</u> : Three City Department Heads met with the candidates for the city finance director and submitted a summary of our impressions to City Administrator Mike Davis. I got a sense of their experience, level of commitment to the position and general approach to local government transactions.
1/9/2010	Svetha Hetzler	<u>Charlotte Zolotow Committe Meeting</u> : Evaluated picture books in consideration for the Charlotte Zolotow Award.
1/11/2010	Amanda	<u>Friends of the Cooperative Children's Book Center Board Meeting</u> : This was our regular monthly CCBC Friends Board meeting. We discussed upcoming CCBC events, including as the Zolotow award presentation in March. I gave the budget report and presented the 2010 recommended budget.
1/14/2010	Pamela	<u>Dane County Librarian's Meeting</u> : SCLS Director Phyllis Davis has announced her retirement. Search committee has been formed. Annual Reports are due March 1st. Progress on 2010 budgets; results varied. RFID is in full swing at Sun Prairie. Verona and Waunakee will begin tagging this year. Madison Commmunity Foundation Challenge Grant work has begun.
1/14/2010	Amanda	<u>American Library Association (ALA) Midwinter Conference</u> : I attended this conference as a Priority Group Consultant for the Association of Library Services to Children (ALSC), part of ALA. This is a volunteer position. I oversee eleven committees in the "Organizational Support" category, including the Budget Committee, the Organization and Bylaws Committee, several task forces, and others. This conference gave us the chance to accomplish in-person committee work and go before the ALSC board with recommendations. We got a lot of important work done! I look forward to serving as a Priority Group Consultant for the remainder of my 2-year term.
1/18/2010	All Staff	<u>In-Service: All staff</u> : Team Building, Electronic Databases, ILL, OverDrive: eBooks, Spanish for the librarian, Library Facebook.

1/19/2010	Pamela	Webinar: Services to the Visually Impaired : Old and new services through local, regional and state libraries.
1/20/2010	Pamela	Annual Report - Webinar : John DeBacher previewed the new software for submitting the required state annual report to DPI. SCLS, Cheryl Becker discussed the individual components to the report and reviewed this year's changes to Teen stats.
1/25/2010	Pamela, Patrick and Board member Joan Gillman	Friends of the Library : Long Range and Strategic Planning was facilitated by Joan Gillman. Good attendance by both board members and book sorters. It was decided to take a broader view on the mission of the Friends organization, including advocacy, fundraising and community outreach. The group decided to have monthly meetings up until the May annual meeting, which is the target date of having a goal, objectives and an action plan.
1/26/2010	Pamela	SCLS - Cost Sharing Study Committee Mtg : Phyllis presented a segment on the history of technology costs in SCLS and the present formula used for items such as: the ILS, electronic databases, and self-checkout services. Deadline to complete the study and make a recommendation is mid-April. This will allow all Directors to review the new formula at the May meeting and give library boards the opportunity to plan for their 2011 budgets.
1/27/2010	Liz; Peter	Public Private Partnership of Dane County program on workplace violence : How to keep the workplace safer from violence; how to prepare and plan for possible violent situations.

5. DIRECTOR'S COMMENTS

Highlights of 2009:

Facility: The aging 20-year-old library building saw many repairs during the past year, including our speaker system, light fixtures, the fence for the trash receptacles, emergency exit door, roof boards, waterproofing, and shingles. Buffing of floors, a fresh coat of paint to some halls and stairwell, along with donated artwork helped to keep the building welcoming. The cabinet relocation project provided new space for 2 of the departments. The circulation staff took the lead on reconfiguring their workspace with repurposed shelving to streamline workflow.

Programming: Weekly bilingual storytimes, a series of "PAWS to Read" (session that pair up a therapy dogs with a reluctant readers) and an adult winter reading program were new selections to our successful programming menu. In 2009 we committed to developing collections and programming especially targeted to 'tweens. In addition, computer one-on-one sessions and online instruction for Ancestry.com and Overdrive were new features, as well.

Eco-friendly: An environmentally friendly outdoor light was installed to illuminate the U.S. flag near the front entry. The computer lab received all new energy efficient PCs. Discarded office equipment found a home with File-13 recycling company.

Reorganization: On the heels of Christine Smith's announcement of retirement, we took time to evaluate our organization and realigned position descriptions and shifted staff accordingly. In January we not only tested the waters, but jumped in with both feet. Jason's shift to reference desk duties has gone without incident. Sarah's move to Technical Services has been phenomenal. She is a quick study and pays close attention to detail. The entire staff should be commended for their efforts to make this transition as successful as it has been.

In January of 2010 we held an all day in-service for the entire staff. The morning focused on Team Building. The afternoon featured all the departments, including database instruction from the reference team and a brilliantly written play by Peter Matiash and performed by the circulation team. There were numerous positive comments in the event evaluations.

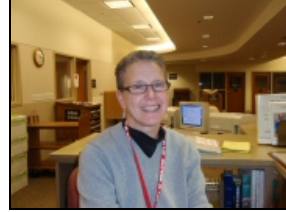
January 2010 Public Computer Usage*

Number of Computers Logged: 35
Number of Days Open: 29
Total Sessions: 10,599
Total Hours Used: 4,286
Total Printed Sides: 24,443

*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

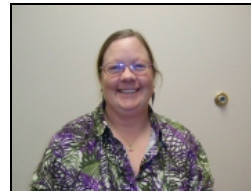


Liz Dannenbaum, Head of Adult Services

January was an excellent month in Adult Services. It was great to have Emily Goad start in her Library Assistant II position. She is already working on preparing for computer classes in April, as well as assuming her responsibilities in collection maintenance.

We were also lucky to have a 120 hour practicum student from the UW begin this month. His name is Alex LeClair and he is being trained and supervised by Sarah Hartman and Jenny Carr. He will help cover the desk on Monday nights and Thursday mornings and help with AV cataloging & collection maintenance.

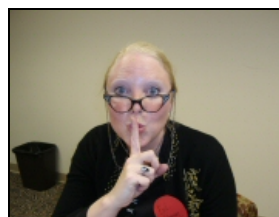
The Adult Winter Reading Program has started off well with around 45 people signed up so far. Staff and patrons seem to be appreciating the simpler approach we're using this go round. We are continuing to weed the adult collections for lesser used or out of date titles.



Elizabeth Bauer, Head of Circulation Services

January was a busy month in terms of staff training. With the implementation of the new organizational chart, Jason Boak left the circulation staff to join reference; Nate Snortum left to work at Dane County Library Service, driving the bookmobile; Katie Adkins started her new position as Library Assistant II for Circulation Services; Karen Kilroy-Sikkema started working 20 hours a week; Vranna Manor became a Library Assistant I in the LAI job share position; and Jean Javenkoski and Joe Goad joined the circulation staff as Library Page IIs at the service desk. Training is going well, and the new Page IIs are an asset to the circulation desk and staff.

Circulation remains record breaking; even in the face of constantly, increasing holds (both incoming and outgoing) and very busy nights and weekends, the circ staff is consistent in practicing our goals of fast, friendly, and efficient service; same day turn around on checking in and shelving holds and completing PICK lists to send outgoing holds; and being aware that as "the first, the last, and sometimes the only point of contact for Middleton library patrons" we are professional in our interactions, and informed of activities within the library, so we can give appropriate directions and information. I commend the Middleton Public Library Circulation Staff; they are a dedicated and wonderful group of people.



Rebecca Van Dan, Head Youth Adult Services

In January, we made the difficult decision to terminate the employment of Jessica Reed, our LAll for Youth Services. Much of January was then consumed with posting and advertising the job opening, reading and ranking applications, juggling the desk schedule, and interviewing. We are very happy with our choice of Sarah Goebel, whom we believe to be an excellent addition to our Youth Services team.

We had two new teen volunteers start this month and wrote recommendations for four volunteers and practicum students who are applying to colleges and jobs. Both Teen Advisory and Books & Brownies had excellent turnout this month, and we coordinated with Kromrey to borrow bongo boards for our Winter Beach Party at the end of the month, which also went very well.

In January, we hammered out the details for the Teen Summer Reading Program and have confirmed with all performers. Flyers will be sent to South Central for publishing as soon as artwork for the cover is received from our teen artist. We are also working to coordinate with a Japanese instructor at the UW to have elementary Japanese instruction offered at our Anime/Manga fest in March, and coordinating with hair and makeup artists for a “Pre-prom Makeover” event in May.



Svetha Hetzler, Head of Children's Services

January continued to be a transition month for the Youth Services Department. We also began the six week Winter Reading Club this month and staff and patrons seem pleased with our simplified approach. We are hoping to implement a similar program for the summer.

Several booklists were created this month. As part of the library's grant application process, a resource list for books and materials related to Japan was compiled. Due to demand, a resource list on the topic of bullying was created. As an extension to this months *Books & Cooks* programs, a recipe and booklist for pancakes and pizza was created. The bullying, pancakes, and pizza lists are on the library's website. Book displays corresponding with library events have been very actively used.

The spring program brochure (March, April, & May) was completed. The summer brochure is coming together. All the performers for the Friday Afternoon Family Summer Concert Series have confirmed their appearance.

In January, I completed my 2 years of service as a member of the Charlotte Zolotow Committee. I found the experience to greatly enhance my professional skills and knowledge. I hope to have similar opportunities in the future.

Finally, I had the opportunity to share some information with my colleagues at the Middleton Public Library. It was nice to be able to show the staff what a young child's library experience can be.



Patrick Williams, Head of Information Technology

4 new computers were setup and configured for staff office station replacements, as well as 2 shared office printers. We currently have 13 non-LINK staff workstations, and 13 LINK staff workstations. We also have 7 computers playing non-workstation support roles (data servers, timecard PC...) There are 49 computers set up for public use.

This year we plan to add an imaging station for the public, a permanent PC setup in the Archer meeting room, and two computers for 'tweens.



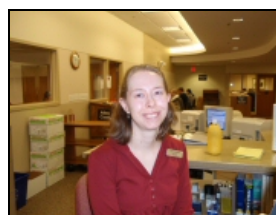
Amanda Struckmeyer, Youth Services Librarian

A 'tween bibliography of Japan-themed books was written to coordinate with the library's grant proposal. This book list includes a variety of fiction and nonfiction titles found in our collection.

The Winter Reading Club for 'tweens and children opened on January 16. To date, 74 'tweens have signed up for the program.

'Tween events for our Summer Reading Program are nearly all in place. We look forward to a new 'Tween 2:00 Tuesday program, featuring special guests, projects, and one-of-a-kind experiences. We're also offering a 'tween book club, which will center around books that have been made into graphic novels, and how the different formats affect the story. */Black Beauty/*, a Hardy Boys book, and a Nancy Drew mystery (all in conventional and graphic novel format) are on the reading list. 'Tween knitting will continue into the summer; this has been a popular program.

Amanda Struckmeyer maintained the content on the Youth Services website and the Mid-Kids blog. She also continued to write her bi-weekly book review for the */Middleton Times-Tribune*.



Sarah Hartman, Technical Services Librarian

At the beginning of the month, I assumed a new position and new duties as Technical Services Librarian. The first week of the month was spent getting the lower level staff physical area in order. New spaces were created, and several of us received upgraded computers. We are making a significant dent in processing the backlog of materials purchased at the end of last year, and we are slowly but surely getting new workflows and responsibilities ironed out. The Youth Services staff members expressed interest in their department taking on more Technical Services responsibilities, and we are working towards greater efficiency with regards to children's materials. I sat in on the interviews for the new Youth Services LAll position, which will involve some Technical Services duties.

At the beginning of the month, Elizabeth and I met with Vicki Teal-Lovely from South Central Library System to discuss our collection codes and how they will be affected by migration to Koha. We were able to eliminate several collection codes we no longer use, and we have to add two new collection codes in order to separate the adult science fiction and fantasy genres. Currently both genres share a collection code. This needs to be completed before the migration.

We have made a significant change in how we process multi-part AV items, such as TV series. Madison Public Library prefers to catalog those items for us by creating cloned records, so we are now sending them directly from Acquisitions to Madison Public Library. When the items are returned, we can link and process them as usual. Turnaround time is less than it would take for us to catalog all of the items ourselves, so this benefits both staff (less time is spent creating records that will need to be overlaid by Madison Public Library) and patrons (materials are available sooner).

Finally, we have two adult volunteers working on processing paperbacks now, which is backed up especially for children's paperbacks. They both enjoy the work and we're making great progress on that. We're very lucky to have such great volunteers.

7. SOUTH CENTRAL LIBRARY SYSTEM REPORT

Phyllis Davis, System Director, will be retiring June 4, 2010. A search committee for a director has been formed. S. Martin, M. Cole, G. Poulson, 3 library representatives (one from the Administrative Council and one from the Madison Public Library), and S. Morrill will serve on that committee. SCLS held an open house for their new facility on January 21st. Jon-Mark Bolthouse is the new Technology Project Manager and member of a local band "Fuzzy Side Up" that often performs in Middleton.

8. 2010 LEGISLATIVE DAY

I will be attending Wisconsin's Library Legislative Day and encourage any member of the library board to attend with me. I have appointments with Senator Jon Erpenbach and Representative Sondy Pope-Roberts.



Library Legislative Day

Sponsored by the
Wisconsin Educational Media & Technology Association
and the
Wisconsin Library Association

Building a Common Agenda

Tuesday, February 16, 2010
Best Western Inn on the Park, Madison
7:45 a.m.

Keynote speakers:
State Superintendent of Public Instruction Tony Evers
State Representative Penny Bernard Schaber

9. AGENDA BUSINESS

The 2009 Wisconsin Department of Public Instruction Public Library Annual Report:

Request to schedule an additional library board meeting to review and approve the annual report. The deadline for filing this report to SCLS is February 15, 2010.

Reference Policy:

The recommended changes are in red font.

IX	Other Responsibilities of Reference Staff	
(A)	Staff at the reference desk oversees the use of the library's public computers, printers and scanners on the lower level.	
(B)	Staff will assist patrons in using the photocopier, public fax and microfilm reader/printer	
(C)	Non-staff telephone use	
	1. A pay phone is available for patron use in the vestibule of the library, but staff may give permission to patrons to use a library telephone if the situation warrants it.	
	2. Except in emergency situations, telephone requests for paging people will generally not be honored.	
(D)	Quiet area/Study rooms	
	1. Staff may request that fewer people work together in one area if the situation warrants it or suggest that they use one of the library's study rooms.	
	2. Individuals or groups of up to five may sign up to use the library's study rooms.	
(E)	Proctoring	
	1. The reference staff may serve as proctors for students in accredited extended degree programs.	
	2. Students must schedule exams in advance.	
(F)	Circulation functions: Reference staff will generally refer such questions to the circulation desk.	
		Adopted March 8, 1984 Amended April 14, 1992 Amended August 12, 1997 Amended December 12, 2001 Amended July 8, 2003 Amended March 8, 2005 Amended February 9, 2010

Long Range Plans

We'll review and discuss the document, as presented.