

MIDDLETON PUBLIC LIBRARY



February 2010 Report

(Distributed at March 9, 2010, library board meeting)

Presented by: Pamela K. Westby

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2010	38,277	3,942	19,257	61,238	127,944
2009	37,219	3,412	21,221	61,852	127,406
2008	34,135	3,493	20,165	57,793	120,087
2007	33,553	2,956	18,447	54,956	115,271
2006	32,216	2,977	15,976	51,169	107,343
2005	30,721	2,158	13,917	46,796	94,510
(2009-10 +/-)	(+ 2.8%)	(+15.5%)	(-10%)	(-1%)	(+.004%)
(2005-10 +/-)	(+ 24.5%)	(+82.6%)	(+ 38.3%)	(+ 30.8%)	(+ 35.3%)

Self-Service checkouts:


	3M	ITG	ITG #2	Total	% of total
2010 (February)	5,933	6,442	8,335	20,710	33.9%
2009 (February)	4,988	7,186	6,203	18,377	33.6%
2008 (February)	4,603	5,636		10,239	17.6%
2007 (February)	2,970	476		3,446	6.3%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2010	88	16	7		111
2009	86	19	3		108
2008	91	23	2	0	116
2007	64	15	2	2	83

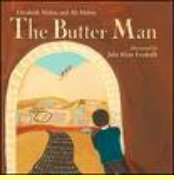
Dynix holds:



	Loaned to	Borrowed from
2010	18,438	19,116
2009	17,371	17,666
2008	16,543	16,821
2007	15,792	15,280
(2007-10+/-)	(+16.7%)	(+25%)

Miscellaneous:	ILL	Visits	Study rooms use	
2010	41	*27,615	556.75 hours / 386 bookings	
2009	56	41,668	539.5 hours/391 bookings	
2008	21	39,753	438 hours / 308 bookings	
2007	76	38,558	465 hours / 336 bookings	*Actual count

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
2/2/2010	<u>Toddler Storytime: Friends</u>	11
2/2/2010	<u>Big Kids Storytime: Friends</u>	18
2/2/2010	<u>'Tween Knitting</u> : Knitting instruction and practice	8
2/2/2010	<u>Drop-in Needlework</u> : Crafters enjoying an hour sharing tips.	8
2/3/2010	<u>Toddler Storytime - Friends</u>	22
2/3/2010	<u>All Ages Storytime - Friends</u> :	44
2/3/2010	<u>Books & Cooks: Chocolate</u> : Made chocolate dipped cookies, wafers, and pretzels. Also made heart, turtle, and star shaped chocolates with molds. Read "Chocolatina".	24
2/4/2010	<u>Baby Storytime</u>	32
2/4/2010	<u>All Ages Storytime - Friends</u>	14
2/4/2010	<u>Krafty Kids</u> : Valentine-themed crafts including Valentine Butterfly, 2 valentine beaded bracelets, Ladybug Bucket, and color-your-own paddleballs.	51
2/5/2010	<u>Bilingual Storytime</u>	18
2/9/2010	<u>Toddler Storytime: Mo Willems</u>	15
2/9/2010	<u>Big Kids Storytime: Mo Willems</u>	14
2/9/2010	<u>'Tween Knitting</u>	3
2/10/2010 	<u>Mo Willems Birthday Party</u> : Books: Naked Mole Rat Gets Dressed, Pigeon Wants A Hot Dog ---- Songs & Flannels: Happy Birthday, Mo's Friends, Wheels on the Bus ---- Film: Don't Let the Pigeon Drive the Bus --- Snack time: Birthday Cake---- Craft & coloring, puppet and flannel play time, reading corner	45
2/10/2010	<u>Toddler Storytime - Mo Willems</u>	25
2/10/2010	<u>All Ages Storytime - Mo Willems</u>	41
2/10/2010	<u>Mystery Book Discussion</u> : Discussion of "The Lincoln Lawyer" by Michael Connelly.	7
2/11/2010	<u>Baby Storytime</u>	33
2/11/2010	<u>All Ages Storytime - Mo Willems</u>	37
2/11/2010	<u>'Tween Homeschoolers Book Club</u> : Today's book was From the Mixed-Up Files of Mrs. Basil E. Frankweiler, by E.L. Konigsburg. We discussed the book and played a museum-related game.	4
2/11/2010 	<u>'Tween After-School Book Club</u> : Today's book was Charlie and the Chocolate Factory by Roald Dahl. We discussed the book and made chocolate-covered pretzels. Evaluation: This was so much fun! The kids have really good insights into the books...	6

2/11/2010 	<u>Heart Burns: the Anti-Valentine's</u> : Activities: matching celebrity exes, find someone who...icebreaker, make an anti-valentine, write anti-love songs, relay races for chocolate kisses and balloon popping, poetry (most romantic 1st line followed by least romantic 2nd line), darts at sappy valentines, quiz, Cupid pinata. Sour lemonade, broken heart cookies, and bitter chocolate served. (dead roses to all)	8
2/12/2010	<u>Bilingual Storytime</u>	18
2/15/2010	<u>Pajamarama Storytime - Food</u>	9
2/15/2010	<u>Teen Advisory Committee</u>	9
2/16/2010	<u>Drop-in Needlework</u> : Sharing of tips & conversation among crafters.	11
2/16/2010	<u>Big Kids Storytime</u>	31
2/16/2010	<u>'Tween Knitting</u> : Knitting instruction and practice, and after-school snacks.	6
2/16/2010	<u>Toddler Storytime: Food</u>	21
2/17/2010	<u>Toddler Storytime - Food</u>	28
2/17/2010	<u>All Ages Storytime - Food</u>	27
2/17/2010	<u>Books & Cooks</u> : Today's theme was soup. Kids put together a jar of lentil soup mix - layered dried herbs, lentils, split peas, and macaroni.	13
2/17/2010	<u>Cooking with Indian Spices</u> : Power Point demo on the benefits of spices; how to cook with them; how to shop for and store them. Homemade Indian dessert squares and potato pastries for the participants to sample.	32
2/17/2010 	<u>Books & Brownies: What I Saw & How I Lied</u> : Discussion of book, 1940s music & fashion, brownies & juice	2
2/18/2010 	<u>Book Discussion for Adults</u> : Spirited discussion of "The Lincolns: Portrait of a Marriage."	7
2/18/2010	<u>Baby Storytime</u> : Books: Ten Little Fingers and Ten Little Toes, Peek A Boo Who, Goodnight Moon (group reading)	32
2/18/2010	<u>All Ages Storytime - Food</u>	23
2/18/2010	<u>'Tween Games Workshop</u> : We played three different versions of Bananagrams (one of which we made up ourselves!).	3
2/19/2010	<u>Bilingual Storytime</u> : The theme of the stories today was counting.	26

2/23/2010	Drop-in Needlework : weekly program; very successful	9
2/23/2010	Toddler Storytime :	19
2/23/2010	Big Kids Storytime :	20
2/23/2010	Tween Knitting : Knitting practice and instruction, and after-school snacks.	9
2/24/2010	Toddler Storytime - Music & Dancing : Books: Hattie the Dancing Hippo, Dance With Me, Baby Danced the Polka	16
2/24/2010	All Ages Storytime - Music & Dancing	53
2/24/2010	 Books & Cooks : Made Cous-Cous. Read "The Butter Man" and booktalked other books set in Morocco. Evaluation: Great. The kids seemed to really enjoy the dish and were pretty adventurous in experimenting with the spices. I've been waiting for the opportunity to read "The Butter Man" since last year and this afternoon was the perfect opportunity. The kids were excited to read a story about cous-cous after having just prepared and eaten it.	13
2/25/2010	Baby Storytime : Books: Clip-Clop, Twinkle Twinkle Little Star, I Went Walking (group reading)	34
2/25/2010	All Ages Storytime - Music & Dance : Books: Dumpy La Rue, Hattie the Dancing Hippo, Baby Danced the Polka	26
2/25/2010	Tween Homeschoolers Book Club : We discussed Harriet the Spy by Louise Fitzhugh and made our own spiral notebooks.	4
2/25/2010	Tween Book Club : We discussed The Westing Game by Ellen Raskin and made "Compass Rose Cupcakes."	5
2/25/2010	Hypnotherapist Debbie Smoker (2010 AWRP finale) : Debbie talked about hypnosis; past lives; dreams; ESP; spirit guides; and near-death experiences. She is a true believer and an enthusiastic and fun storyteller. Even the skeptics in the room expressed appreciation for sense of humor and good nature.	16
2/26/2010	Bilingual Storytime : Focusing on homes and houses	40
	Number of Programs / Total Attendance	
	Children's	43 / 941
	Teens	3 / 19
	Adults	9 / 94
	Grand Total	55 / 1054

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Madison Weavers' Guild	Lila Moravec
Picture rail 	Group Display of Oils and Acrylics	Mary Diman
Table-easel display near the elevator		"The Life of Abraham Lincoln" <i>Picturing America</i>

4. EQUIPMENT USE STATISTICS

<u>Fax Statistics:</u>			
User Sessions	Pages Faxed		
55	115		
<u>Public Computer Use: 35 PCs:</u>			
Number of Session	Number of hours Used	Printed Pages (per side)	Days Open
7,560	4,269	24,383	28
<u>Walk-on Wireless Access:</u>			
421 sessions			



Although both federal and state tax forms are available on online, paper forms continue to be popular.

5. DIRECTOR'S REPORT

February 2010 Library Use

Overall circulation dropped slightly, compared to last year's February circulation, but showed a 30.8% increase over 2005's February total. **Teen collections** rose by 15.5%, followed by **adult collections** with a 2.8% increase. The **juvenile collections** took a sharp decrease by 10%. Year to date circulation in 2010 held rather steady, with only a .004% increase over 2009. Comparing year-to-day circulation from 2005, however, we experienced an increase of 35.3%. Categorical breakdowns are as follows: adult collections (+24.5%), teen collection (+82.5%) and children's collections (+38.3%).

Resource sharing. The number of items loaned to and borrowed from other LINK libraries continues to grow. In 2010, we loaned 16.7% more items to other LINK libraries and borrowed 25% more from other LINK libraries, than in 2007. We also processed 41 interlibrary loans from outside of SCLS.

Study rooms. Use of the 4 study rooms has increased from 465 hours in February 2007 to 556 hours in February 2010. We booked 50 more appointments this year than in 2010, than in 2007.

6. LIBRARIANS REPORTS

Liz Dannenbaum, Head of Adult Services



A short, but busy, month! As noted in the Event Evaluations the Adult Winter Reading Program went well, but I can see some room for improvement in future years. There was a lot of "preparation" going on this month: getting programs & publicity set up for summer; putting up book & art displays for March and April programs; organizing the March-April newsletter; and preparing for April-May computer classes. We now seem to be well set for spring!

Elizabeth Bauer, Head of Circulation Services



Circulation continues to be heavy with an upswing in holds received. We have three circulation staff members in training, and all received two month progress reports; all three are have good customer service skills and are picking up policies and procedures quickly.

We have been surveying the self service hold shelves; we are running out of room. As a temporary measure, we purchased a number of new bins to use for patrons with a lot of holds. A major shift will be considered for later in the spring.



Patrick Williams, Head of Information Technology

A utility was added to the staff website for supervisors to directly add and modify library page employee information. The utility page and database allows pages to clock in and out, check their schedule & daybook, and request substitute workers for their assigned shifts.

The final bug was worked out on the public Internet station computers that prevented occasional failure of shutdown at the end of the day. The system will be deployed to all non-link public stations as they are upgraded to the new “green” PCs throughout the next few months.



Rebecca Van Dan, Head of Young Adult Services

In February, I wrote all the middle and high school teachers about scheduling school visits this spring, and started compiling a list of the best teen books published in the last year in every genre to present to the schools, trying to strike a balance of books that would appeal to boys and girls. I created separate booklists for middle schools, the high school, and for English Language Learners, and am still in the process of writing hooks for the titles chosen.

This month we also wrote performance evaluations for coworkers, created reading logs for the SRP, wrote blurbs for the newspapers and newsletters about upcoming programs, coordinated with performers and our gardener about upcoming programs, and found additional shelves to add to our Teen hardcover fiction, as space grew tight.

Sarah Goebel, our new LAII for Youth Services, has been a pleasure to work with and is picking up her new duties very quickly. Teen volunteer shifts earned their title this month with a lot of shifting of volunteer times, 2 volunteers who needed to stop due to other commitments and 2 new volunteers starting this month. One volunteer was also hired as a Page I, but enjoys volunteering so much that she is continuing as a volunteer.

Teen Displays: Tickling the Funny Bone, Anglophilia (books from England), Teen Advisory Committee's Favorite Books, Worst.Books.Ever.



Svetha Hetzler, Head of Children's Services

February was a busy month for the Youth Services Department. We continued our six-week Winter Reading Club. 237 kids under the age of 8 registered and participated. The simplified approach was appreciated by both staff and patrons. 45 children participated in our chocolate

kisses guessing contest. The winner won the jar of candy. We held the contest during the first 2 weeks of the month at the DIY station.

On February 10, Sarah Goebel began her position as LA II-YS. She is a quick learner and very enthusiastic and has been a wonderful addition to the department and library.

Summer programs have been finalized and will be available on the web in March so that patrons can begin to plan their summers. We will have paper copies available later in the spring.

I will be collaborating with Lizzie Sexton, Community Outreach Coordinator for the Children's Services of Wisconsin. Lizzie Sexton is looking for pilot locations in Dane County to assist in screening for development delays. Currently, 3 Madison Library branches and the Middleton Public Library are working with Lizzie to help in this effort. The library will serve as a questionnaire pick up and drop off site for Children's Services. Any questions regarding the actual assessment will be referred directly to Lizzie. Currently, questionnaires can be picked up and dropped off during my Wednesday and Thursday morning storytimes.

Several booklists were created this month including the ALA Notables, Jen Bryant Booklist, and Books and Cooks lists which included books and recipes for chocolate, soup, and cous-cous. Displays this month included Black History Month and Sports.

In collection development and management, multi-format and bulky language kits have been put in discovery packs. This should help ease some of our space issues. We also shifted some of the collection development and management responsibilities among the staff.

In anticipation for our author visit in March, I have extended our publicity by using the services of *The Wisconsin State Journal* and *The Capitol Times*.



Amanda Struckmeyer, Youth Services Librarian

This month, I began the process of updating the Newbery collection, which is housed next to the Tween Fiction. The Newbery collection is meant to include one copy of every Newbery Award-winning book. Currently, the collection is incomplete, and many of the records for the books in the collection need correcting or updating. I am placing orders for any titles not currently in the collection and checking all records, making corrections and updates as needed.

I contributed three professional reviews to *School Library Journal* in February. This journal is one of the most highly regarded review sources for librarians serving children and teens. I began reviewing books for this journal through contacts I made through involvement in the

American Library Association. Writing reviews for /School Library Journal /benefits libraries by refining the reviewer's material evaluation skills and by providing positive press; each review I write appears in the journal, ending with "Amanda Struckmeyer, Middleton Public Library, Middleton, WI."

The DIY (Do-It-Yourself) station focused on friendship and love this month. We provided a variety of activities for children and 'tweens of all ages to complete on their own in the library. I generated four thematic activities for the DIY station this month.

I am finalizing Summer Reading Program plans and creating brochures and other materials. All 'tween performer contracts have been mailed, and I am sending letters on March 1 to local sponsors requesting prize donations for both the 'tween and children's summer reading incentive programs. The 'tween reading incentive program will have a new, simplified format this year. Participants will set their own goals and receive prizes twice throughout the summer. The number of prizes received will remain the same as last year.

This month, I submitted two book review columns to the Middleton Times-Tribune. This is part of my continued column, "Booking It," which appears every other week.

The 'tween Winter Reading Club wraps up on February 28. We have had positive feedback on this year's new structure.



Sarah Hartman, Technical Services Librarian

This month we began to acquire a new audiobook format for our collection: MP3 books on CD. The MP3 file format's compression allows for fewer discs and lower cost, and it makes transferring the audiobooks to a portable device easier. Although MP3 CD audiobooks have been around for years, few libraries in the South Central Library System have them. We are hoping our community enjoys having this new option.

At the request of the Youth Services department, we are turning many of the children's language-learning kits into backpack Discovery Packs. Most of the kits have been reprocessed as of the end of the month. This will save some shelf space in the children's area, as the kits' boxes are quite large, and perhaps the new location and packaging will trigger a bump in circulation. Most of the kits were provided by the Madison Community Foundation grant.

This month also marked the full transition of Page II Vijaya Raman into Technical Services from her previous assignment in the Circulation department. Her main duties include mending AV materials and providing processing assistance. We welcome her on board and are looking forward to working with her.

7. STAFF PROFESSIONAL DEVELOPMENT & MEETINGS

Date	Staff	Title
2/8/2010	Amanda	<u>Friends of the Cooperative Children's Book Center Board Meeting</u> : This was the monthly meeting of the CCBC Friends Board. I serve on this board as the treasurer. Our agenda included upcoming CCBC events and planning for the year ahead.
2/10/2010	Pamela, Liz, Patrick, Rebecca and Svetha	<u>Management Team Meeting</u> : Key topics included: New Offering: Text message notification for pre-overdue and hold notices, registration forms will be available as a pdf (but signature must be done inhouse). PC projector will be available to those using the meeting room. We'll be using peer evaluations to conduct this year's performance evaluations for Management Team, Librarians and LA III.
2/16/2010	Pamela, Patrick, Liz, Sarah, Emily, Jason and Jenny	<u>Reference Team Meeting</u> : Highlights: Are eliminating user signature forms for laptops for PC screen agreement. There is a need to allow cell phone use in study rooms. Growing need to sound proof the rooms. Discussed request patron requests for additional databases (investments or language learning). In honor of Earth Day, Patrick will prepare a PC for the Green collection, allowing patrons to access "green websites."
2/16/2010	Pamela	<u>Library Legislative Day</u> : WLA and the WEMTA sponsored event to meet with legislators. I met with Senator Erpenbach (Staff member) and Rep. Pope-Roberts. This year's platform was a Common Agenda and focused on Job training & economic development, education, and information access & technology. We see ourselves as part of the solution, not the problem to dealing with the economic crisis. Followed up with a handwritten thank you to staff and legislators.
2/18/2010	Pamela	<u>SCLS Administrative Council</u> : Reports from committees, discussed future of Overdrive support, and the continuation of SCLS annual meetings. Minutes available online.
2/18/2010	Pamela	<u>SCLS - Cost Sharing Work Study Group Mtg</u> : Cost to run ILS and system-wide technology services to member libraries needs to be re-formulated. Staff at SCLS will do a cost analysis. In the meantime, the group was leaning towards a no increase in 2011 format and no cost for additional LINK stations, as a stopgap for one year only. The goal is to agree on a fair and equitable formula, for all libraries in SCLS.
2/18/2010	Pamela and Joan Gillman, Pauline Harrop and Mary Drake	<u>Friends Board sub-committee</u> : Reviewed a working document for Friends Committees and strategic plans.

2/22/2010	Pamela, Patrick, Marjorie Kozich and Friends Board members	Friends of the Library Board meeting : Pauline presented the document for the board to review, which includes the forming of committees, such as Advocacy, Finance, Membership and Donations, Book Sales and Publicity. Membership assignments were discussed.
2/24/2010	Pamela and Marjorie Kozich	WI Arts Board Grant: Conference Call : Applicants were given a chance to ask specific questions regarding the grant application due in March 2010.
2/25/2010	Svetha	CCBC Webinar : Discussed new poetry books

8. AGENDA OVERVIEW

Wisconsin Arts Board Grant

Request to approve the grant application to WAB for the Community Origami Mural.

Library Wayward Signs:

I received a complaint/suggestion from patron that the Library was not listed on the city wayward signs. I approached the Plan Commission. They responded with the following statement, "Our collective recollection is that we didn't list the library because then we would've needed to list the senior center and city hall as well. Hence, signs in the downtown area read *City Services*."

I shared that with the patron (who does not live in Middleton.) He replied with the following statement: "I have often benefitted from signs that say *Public Library*, so I assume that people in Middleton would, too. I have never wanted to stop in the City Hall or Senior Center of a strange town, so I don't agree with the assumption of the Plan Commission."

Request to approach the city/county for permission to place Library logo directional signs, such as this one.



Available in blue and green.

Circulation Policy

Request to make the following change to our circulation policy:

Motion needed to accept the changes as presented.

II	Eligible Card Holders
	(D) Registered library users are responsible for informing the library of any name, address or status changes. <i>If name, address or status is incorrect, patrons are allowed a one-time checkout; however the card may not be used at subsequent visits until proper verification has been presented.</i>

Library Board Membership Status Review

The table below provides an overview our appointments to the Library Board. Appointments to the Library Board are made by the Mayor Kurt Sonnentag. Our bylaws allow for two three-year terms. At this point, we have two board member whose term expires will expire (Bornhofen & Fulton). Wayne Otto has notified me of his resignation, effective February 28, 2010. No action necessary.

Name	1st appointment	2nd appointment	Other	Final month of service
Patricia Bornhofen,	July 2002 (to fill an unexpired term)	July 2004	July 2007	June 2010
Marjorie Kozich	July /2005	<i>July 2008</i>		<i>June 2011</i>
Wayne Otto	November 2008 (to fill an unexpired term)			February 2010 (<i>Term expires June 2012</i>)
John Westbury	July 2008			June 2011
Mary Fulton	July 2004	July 2007		June 2010
Joan Gillman	July 2009 (June 2012
Sandy Smith	July 2005	<i>July 2008</i>		<i>June 2011</i>
Hans Hilbert	April 2007 (serves as Council Liaison)	<i>April 2008</i>		
Steve Soeteber	July 2000 (serves as School District Superintendent's designee)	July 2003	July 2006	June 2012