

# MIDDLETON PUBLIC LIBRARY



## November 2010 Director's Report

Presented: December 14, 2010

### 1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2010	37,955	3,645	21,651	63,251	742,892
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
(2006-10 +/-)	(+15%)	(+7.8%)	(+20.7%)	(+16.5%)	(+19.3%)

#### Self-Service checkouts:

	3M	ITG	ITG#2	ITG #3	Total	% of total
2010	4,986	6091	10,406	1,642	26,126	42%
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
2010		95	22	4	121
2009		85	24	1	110
2008		117	20	1	128
2007		83	19	1	103
2006		76	7	6	89

#### Dynix holds:

	Loaned to Other LINK Libraries	Borrowed from Other LINK Libraries
2010	18,376	18,932
2009	16,902	18,143
2008	15,225	16,749
2007	15,344	15,928
2006	14,978 (22.6%)	14,511 (+30.4%)

Miscellaneous:	ILL	Visits	Study rooms use	Fax Use
2010	63	30,504 *	615.5 Hrs - 406 users	68 users / 149 pages
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 Thermal Imaging People Counter.

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
11/1/2010	<u>'Tween Banned Books Club</u> : Demonstrator, Amanda	11
11/2/2010	<u>Toddler Storytime: Fall</u> : Demonstrator, Amanda	29
11/2/2010	<u>Big Kids Storytime</u> : Demonstrator, Amanda	22
11/2/2010	<u>'Tween Knitting Club</u> : Demonstrator, Amanda	14
11/2/2010	<u>Library Volunteer Appreciation Dinner</u> : Demonstrator, music by Turner Collins and Sheila Shigley	16
11/3/2010	<u>Toddler Storytime - Colors/Art</u> : Demonstrator, Svetha	36
11/3/2010	<u>All Ages Storytime - Colors/Art</u> : Demonstrator, Svetha	35
11/3/2010	<u>Afternoon Library Club</u> : Demonstrator, Svetha	10
11/4/2010	<u>Baby Storytime</u> : Demonstrator, Svetha	39
11/4/2010	<u>All Ages Storytime - Colors/Art</u> : Demonstrator, Svetha	23
11/4/2010	<u>'Tween Book Club</u> : Demonstrator, Amanda	6
11/4/2010	<u>Communication Makes or Breaks a Life</u> : Demonstrator, Roy Bedward	38
11/5/2010	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	21
11/6/2010	<u>Food and Art: presentation and samples from the Eclectic Art Cookbook contributors</u> : Demonstrator, Mary Ann Inman, among others	30
11/8/2010	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	4
11/9/2010	<u>'Tween Knitting Club</u> : Demonstrator, Amanda	12
11/9/2010	<u>Adult Book Discussion</u> : Demonstrator, Jenny	3
11/9/2010	<u>Toddler Storytime: Dogs</u> : Demonstrator, Amanda	39
11/9/2010	<u>Big Kids Storytime: Dogs</u> : Demonstrator, Amanda	29
11/10/2010	<u>Toddler Storytime: Kittens</u> : Demonstrator, Amanda	28
11/10/2010	<u>All Ages Storytime : Cats</u> : Demonstrator, Amanda	39
11/10/2010	<u>Books &amp; Brownies: Shiver</u> : Demonstrator, Rebecca	7
11/11/2010	<u>Mystery Book Discussion</u> : Demonstrator, discussion leader: Liz	6
11/11/2010	<u>Kromrey ELL Origami Workshop</u> : Demonstrator, Amanda	7
11/11/2010	<u>Baby Storytime</u> : Demonstrator, Svetha	36
11/11/2010	<u>All Ages Storytime - Food</u> : Demonstrator, Svetha	26
11/12/2010	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	20
11/13/2010	<u>Lego Block Party</u> : Demonstrator, Sarah	73
11/14/2010	<u>Mock Newbery Book Discussion</u> : Demonstrator, Amanda	12
11/16/2010	<u>Toddler Storytime: Food</u> : Demonstrator, Amanda	35
11/16/2010	<u>Big Kids Storytime</u> : Demonstrator, Amanda	26

11/16/2010	<u>'Tween Knitting Club</u> : Demonstrator, Amanda	14
11/17/2010	<u>Toddler Storytime - Thanksgiving &amp; Food</u> : Demonstrator, Svetha	20
11/17/2010	<u>All Ages Storytime - Thanksgiving &amp; Favorites</u> : Demonstrator, Svetha	49
11/17/2010	<u>Book Bistro</u> : Demonstrator, Svetha	14
11/17/2010	<u>Creative Writing Workshop</u> : Demonstrator, Kathy Steffen, discussion leader	10
11/18/2010	<u>Adult Book Discussion</u> : Demonstrator, Jenny	13
11/18/2010	<u>Baby Storytime</u> : Demonstrator, Svetha	42
11/18/2010	<u>All Ages Storytime - Thanksgiving &amp; Favorites</u> : Demonstrator, Svetha	26
11/18/2010	<u>'Tween Craft Workshop</u> : Demonstrator, Amanda	8
11/18/2010	<u>Chocolate Night for Teens</u> : Demonstrator, Rebecca	13
11/19/2010	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	18
11/20/2010	<u>Stories + Yoga</u> : Demonstrator, Sarah Goebel	3
11/23/2010	<u>Impromptu Storytime</u> : Demonstrator, Amanda	3
11/23/2010	<u>'Tween Knitting Club</u> : Demonstrator, Amanda	15
11/27/2010	<u>'Tween Wimpy Kid Party</u> : Demonstrator, Amanda	23
11/30/2010	<u>All Ages Drop-In Storytime</u> : Demonstrator, Amanda	33
11/30/2010	<u>Meriter Hospital Mother-Baby Visit</u> : Demonstrator, Svetha	18
11/30/2010	<u>'Tween Knitting Finale</u> : Demonstrator, Amanda	40
	<b>Number of Programs / Total Attendance</b>	
<b>2010</b>	Children's	39 / 954
<b>2010</b>	Teens	3 / 24
<b>2010</b>	Adults	7 / 116
<b>2010</b>	<b>Grand Total</b>	<b>49 / 1094</b>

<b>COMPARE 2010 NUMBERS to 2009:</b>		
	<b>Number of Programs / Total Attendance</b>	
<b>2009</b>	Children's	27 / 703
<b>2009</b>	Teens	4 / 14
<b>2009</b>	Adults	8 / 75
<b>2009</b>	<b>Grand Total</b>	<b>39 / 792</b>

<b>3. LIBRARY EXHIBITS</b>		
<b>Location</b>	<b>Exhibit</b>	<b>Artist/Collector</b>
Lobby display case	Hummel Group	Kathy Plehn
Picture rail	Oil Paintings	Steven Kozar

#### 4. Staff Development: Events

Date	Staff	Title
11/1/2010	Elizabeth I. Bauer, Barbara Henderson	<a href="#">SCLS Koha Patron Hands on Training</a> : The second of two hands-on training for the new SCLS Koha ILS.
11/2/2010	Elizabeth I. Bauer, Pamela K. Westby, Jenny Carr	<a href="#">Wisconsin Library Association (WLA) 2010 Conference</a> : A variety of programs on library advocacy, emerging library technology, notable fiction and nonfiction for adults, teens, and children, BadgerLink, and exhibit hall with over 125 library vendors.
11/3/2010	Rebecca	<a href="#">SLIS Interview/GLBTO</a> : Interviewed by Steven, a SLIS student, regarding GLBTO resources in our library.
11/8/2010	Amanda	<a href="#">CCBC Friends Board Meeting</a> : This was the annual Executive Board meeting of the Friends of the CCBC. We formulated next year's budget.
11/11/2010	Pamela	<a href="#">Dane County Librarian's Meeting</a> : SCLS Vicki Teal Lovely was present to discuss the urgency of a fully functional ILS at Go Live! Many functions are missing. DCL will collect a list of top ten urgent needs for the system. Julie will deliver the list to Vicki. Do the Dane Co. Standards need to be updated? No major changes needed to happen immediately, but Julie will bring a recommendation to the board regarding minimum staffing requirements, taking into account multi-level supervision. Dane Co. 175th anniversary celebration is coming up. A traveling photo exhibit is being offered up to libraries.
11/12/2010	Liz	<a href="#">Redesigning Today's Public Services: Focus on Reference webinar</a> : The future of reference services in academic and public libraries.
11/15/2010	Amanda	<a href="#">SLIS Interview</a> : SLIS student Emily Townsend visited the library to interview me about trends in public libraries.
11/16/2010	Amanda	<a href="#">SCLS Summer Library Program Workshop</a> : At this annual workshop, librarians from around the system come together to share ideas for the coming Summer Library Program. This year, we had the director of the Madison Children's Museum talk with us about culture (the 2011 summer theme is Around the World). The editor of the Summer Reading Program manual, Patti Sinclair, showed us some highlights from the manual.
11/17/2010	Peter	<a href="#">SCLS Delivery Committee Mtg</a> : Reviewed Materials Handling Work Group Progress Report. Looking ahead to 2011 needs and budget.
11/18/2010	Pamela	<a href="#">SCLS Administrative Council</a> : Business meeting: Koha development is behind schedule. SCLS staff is meeting with Koha to determine if all required items on the list will be ready for the Go Live! date on January 17th.
11/30/2010	Pamela and Marjorie Kozich	<a href="#">Budget Hearing</a> : City's 2011 Budget. Library portion of the budget was passed as presented. Library Capital Improvement Projects included: Phase III of RFID and upgrade to Library phone system to connect with police and city hall.
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## 5. DIRECTOR'S COMMENTS

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

- **Circulation of all library materials** increased by 16.5% increase compared to 2006. Children's materials led the way with a 20.7% increase over 4 years; Young Adult materials saw a 7.8% jump from 2006; and Adult materials increased by 15% in the past 4 years.
- **Dynix items loaned to and borrowed from other LINK libraries.** In November, we borrowed more materials from other LINK libraries than what we sent out, 18,932 and 18,376 respectively. Comparing November of 2010 to 2006: items requested by our patrons increased by 30.4%; and number of items loaned rose by 22.6%.
- Use of the library's four **self-check stations** took an upward turn from 33% in 2009 to 42% in 2010 of the total circulation. (More than doubled in numbers over 2004.)
- Use of the study rooms is also at an all time high in both bookings and total hours used. **Study room reservations**, assisting patrons at the computers, printers, scanner & fax machine, and answering reference questions keeps Reference Staff hopping.
- **Program attendance** reached over 1,000, up from last year's total of 800, and almost tripling 2009's attendance of nearly 400 attendees. A variety of bi-lingual storytimes, PAWS to Read (a reading time teaming up reluctant readers with therapy dogs), Knitting Club Party book discussions and One-on-One computer sessions.



## Library Budget for 2011:

Middleton Public Library Operating Funds 2010 - 2011 Budget		Proposed 2011 Budget	
	2009 Actual	2010 Budget	2011 Anticipated Income
City Appropriation	\$ 1,066,097.00	\$ 1,002,096.00	1,043,815.00
Dane County Library Service			
<i>Operating Reimbursement Program</i>	\$ 542,376.00	\$ 580,224.00	\$ 628,799.00
<i>Facility Reimbursement Program</i>	\$ 96,346.00	\$ 102,303.00	\$ 105,265.00
Total County Support	\$ 638,722.00	\$ 682,527.00	\$ 734,064.00
<b>Total Revenue</b>	<b>\$ 1,704,819.00</b>	<b>\$ 1,684,623.00</b>	<b>1,777,879.00</b>
<b>Operating Expenses: personnel</b>			
Salaries-Full-time	\$ 831,953.00	\$ 859,003.00	\$ 477,658.00
Part-time Permanent			\$ 231,976.00
Part-time Non-permanent			\$ 149,317.00
Longevity			\$ 16,711.00
Staff Benefits	\$ 283,489.00	\$ 318,524.00	
Retirement			\$ 99,638.00
FICA			\$ 65,710.00
Health Insurance			\$ 174,334.00
Dental Insurance			\$ 17,126.00
Employee Contribution for Health			\$ (12,649.00)
<b>Total Staff Expenses</b>	<b>\$ 1,115,442.00</b>	<b>\$ 1,177,527.00</b>	<b>\$ 1,219,821.00</b>
<b>Operating Expenses: Non-personnel</b>			
	2009 Non-personnel Exp.	REV. 2010 Non-pers. Exp.	2011 Anti. Non-pers. Exp
Office Supplies	\$ 25,633.00	\$ 30,000.00	\$ 28,000.00
Books	\$ 144,966.00	\$ 142,814.00	\$ 168,000.00
Periodicals	\$ 18,551.00	\$ 19,000.00	\$ 19,000.00
A/V	\$ 89,329.00	\$ 71,000.00	\$ 82,000.00
Postage	\$ 1,444.00	\$ 1,900.00	\$ 2,000.00
Advertising and Printing	\$ 252.00	\$ 1,200.00	\$ 3,000.00
Telephone	\$ 10,310.00	\$ 10,100.00	\$ 10,100.00
LINK services	\$ 73,922.00	\$ 76,000.00	\$ 76,000.00
Electronic Databases	\$ 6,034.00	\$ 4,400.00	\$ 7,000.00
Building Maintenance	\$ 81,225.00	\$ 65,482.00	\$ 70,482.00
Equipment Maintenance	\$ 31,695.00	\$ 31,000.00	\$ 27,000.00
Training and Development	\$ 3,357.00	\$ 5,000.00	\$ 10,000.00
Mileage	\$ 1,118.00	\$ 1,200.00	\$ 3,700.00
Utilities	\$ 47,097.00	\$ 48,000.00	\$ 50,000.00
Programming	\$ 1,800.00		
Sales Tax	\$ -	\$ -	\$ 303.00
Capital Outlay	\$ 2,020.00		\$ 1,473.00
<b>Total Non-personnel Expenses</b>	<b>\$ 538,753.00</b>	<b>\$ 507,096.00</b>	<b>\$ 558,058.00</b>
<b>Total Expenses</b>	<b>\$ 1,652,175.00</b>	<b>\$ 1,684,623.00</b>	<b>\$ 1,777,879.00</b>

**Middleton Public Library: Capital Improvement Projects:**

Phase III of RFID -- \$160,000

(Under the IT Department): Upgrade the Library's analog phone system to the City's VOIP -- \$15,000.

**New additions to the Library Grounds**

**Communications Tower: construction was completed.**



New City Utilities Receiving box now stands next to the US Postal box on the parking lot side of the library.

Installation of the origami mural of 45 framed pieces was done after library hours using ladders, a paper grid, wood mounting strips, and Velcro strips.



New Reading Nook in the Youth Services area serves as a place for reading and for picture book displays.

## 6. LIBRARIANS' REPORTS

### **Liz Dannenbaum, Head of Adult Services**

Jenny Carr had a great experience at WLA and wrote up a good report about the sessions she attended. Liz took an online webinar offered by SCLS on reference trends & many of the same topics (the impact of cell phones for imparting library information, for example) were covered.

Liz, Jenny, and Emily finalized a series of adult programs for the winter and spring. With help from the Friends program funding we will be utilizing the skills of computer instructor Cris Carpenter for some library computer programs. In addition we were able to hire practicum student Walker Evans for 4 hours a week, and he is also adept in computer instruction, so we will be able to offer a more robust calendar of classes this spring.

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

In November, we created a movie script and were finally were able to film a Teen Advisory video (one member is currently editing the film). We had one new teen volunteer this month (who has an amazing eye for detail and errors!). I took over Help desk scheduling from Amanda, which took quite a bit longer than expected to enter all the shifts online. I also started contacting a few performers regarding possible summer programs, began booking rooms and marking calendars for spring/summer programs and practiced making Japanese candy/ zen gardens for the December program. In early November, I met with a SLIS student regarding GLBTQ resources in our library--what we have, how we publicize it, types of programs we have done, etc. (he was very impressed!)

Teen Displays this month: Parents you'd love to adopt, The Courage to be Yourself, Evil Twins vs. Good Twins.

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

In November, we wrapped up our fall storytime session. Based on the very heavy attendance during this season's Baby Storytime, I will be offering a Tiny Tots program for 1&2 year olds and a Baby Storytime for infants (birth – 12 months) this coming winter. Hopefully, splitting the age



group will alleviate the heavy attendance. I also hope it will allow me to develop and offer a more developmentally specific program. Fliers for January and February programs were created and I began planning a few events for the 2011 Summer Reading Program.

The ++ non-fiction weeding was completed. We completed our large collection management project with the holiday books, dvd's, and cd's. This collection was reorganized so that duplicate titles were linked to generic records. This system allowed patrons who visited the Middleton Public Library more access to browse and check out these high demand and seasonal materials.

Our DIY activity this month featured Thanksgiving-inspired activities. The book displays featured cookbooks from our non-fiction collection and food-inspired picture books.

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

I attended the Wisconsin Library Association Annual Conference, November 2 through November 5. There were a lot of great programs, and I was reminded that it is even more important than ever, to advocate and get the Library out into the community.

The circulation and page staff have been all spending time in the circulation and patron training bases for Koha; we are confident that it will be a relatively smooth transition.

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

No report this month.

### **Amanda Struckmeyer, Youth Services Librarian**

This month, I worked on streamlining in the juvenile fiction collection and the juvenile nonfiction section. I'm working on making sure items have the correct collection codes, so the transition to Koha is as smooth as possible. I also finished pre-Koha weeding.

Fall programming continued this month, including the Mock Newbery Book Club, which is a popular multi-generational program. Having served on the 2009 Newbery Committee, I love sharing my experience with others and guiding them through a simulation of the committee's

process. I am happy to have found a gaming expert to run a six-week Dungeons and Dragons session this winter, as well as three volunteers who will be running a knitting group starting in January (additional to the group I will be running).

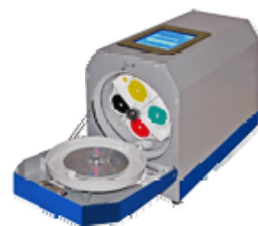
The new 'Tween Games Computer and 'Tween Internet Computer have both been extremely popular this month.

My biweekly newspaper column, "Booking It," was written and submitted to the *Middleton Times Tribune*. I continued to serve as the staff liaison to the newspaper. I also continued my work as the treasurer for the board of the Friends of the Cooperative Children's Book Center.

On the national level this month, I reviewed one new book for *School Library Journal*. I continued to serve Priority Group Consultant for the Association for Library Services to Children (ALSC), a division of the American Library Association. Between conferences (January and June), this involves communicating with committee chairs and the ALSC Board of Directors to answer questions, assist with procedures and planning, and oversee committee activity.

### **Sarah Hartman, Technical Services Librarian**

Thanks to Jenny Carr, who spoke with an RTI representative at the Wisconsin Library Association conference, we confirmed that RTI disc repair machines work very well and do not have the problems encountered with our previous repair machine. After discussing the options, we ordered an RTI machine and will begin testing when it arrives in December.



I attended another online meeting of the Patron Education Needs workgroup with Katie Adkins. We are determining how best to word the instructional bookmarks we'll be providing to patrons when we go live on the new LINKcat. It is hard to finalize wording when the PAC's interface and options have yet to be finalized, but hopefully we'll have answers to some of our questions soon.

## 7. AGENDA

**Proposed Meeting Room Use Policy for 2011:** Action is needed.

### Middleton Public Library

#### MEETING ROOMS POLICY

- I. Who May Use
- II. Description of Rooms/Hours Available
- III. Scheduling
- IV. Fees and Admission Charges
- V. Use of Equipment
- VI. Additional Considerations

#### I. Who May Use

(A) The meeting rooms at the Middleton Public Library are intended primarily for use of the library's own programs. The meeting rooms are also available for use by community and other not-for-profit groups for programs of an informational, educational, cultural, or civic nature, subject to this policy as established by the Library Board. All meetings must be open to the public. Use by any group does not imply library sponsorship or support of the views or actions of the user group.

(B) The Library Board specifically excludes the following types of uses of its meeting rooms:

1. Non-library programs involving the sale, advertising or promotion of products or services.
2. Business firms and other for-profit organizations soliciting or selling products or services.
3. Private social functions, such as showers, birthday parties, and dances.
4. Programs which would interfere with the library's operation by causing excessive noise, a safety hazard, and/or security risk.

#### II. Description of Rooms

##### (A) The Leonard and Marian Archer Community Meeting Room

This meeting room, located on the library's lower level, will accommodate up to 120 theater style and 80 conference style. Along with tables and chairs, the following items are available for use in this space only: projection screen, cart for audiovisual equipment, table lectern, flip chart, TV/DVD player/VCR, overhead projector and amplification system. This space can be subdivided into two smaller meeting rooms. In the event that the rooms are subdivided, only the group that has booked the Marian Archer side has access to the equipment

stored in that room. Furniture and equipment are not moved from one side of the room to the other.

### III. Reservations for Rooms/Hours Available

(A) There are no restrictions on the scheduling of library and library-related events and programs.

(B) Other groups may be accommodated as space is available. No room may be reserved more than three months in advance. Unless otherwise authorized by the Library Director, groups will be limited to one meeting room reservation per month.

(C) Room reservations are made through the ~~Head of Adult Services~~Circulation Desk Staff via phone or email.

(D) The Leonard and Marian Archer Community Meeting Room and are available during the library's regularly scheduled hours of operation. ~~Monday through Thursday~~ All groups must be out of the rooms ~~fifteen-thirty~~ minutes prior to closing time. ~~Friday through Sunday all groups must be out of the rooms thirty minutes prior to closing.~~ The only exceptions in this case will be for meetings of City of Middleton governmental units.

### IV. Fees and Admission Charges

(A) No fees are charged by the library for use of the meeting rooms.

(B) Groups using the meeting rooms may not charge admission, nor collect or request contributions or donations.

### V. Use of Facilities and Equipment

(A) Library or other city staff will not provide assistance in setting up the meeting room.

(B) Meeting rooms should be left neat and clean. Groups will be charged for damage to rooms beyond normal wear and tear.

(C) Materials may not be affixed to the walls and ceiling without prior approval of the Library Director.

(D) A kitchenette is available off the Marian Archer Meeting Room. A coffee pot and hot water dispenser are available for use. All eating and cooking utensils and consumable products, however, must be provided by the group. Groups are expected to wash, dry, and store coffeemakers and leave the kitchenette area clean and orderly. Kitchen procedures are posted above the sink.

(E) The library does not provide personnel to operate audiovisual equipment.

(F) Persons requiring an interpreter or other accommodations to access library-sponsored programs must contact the library no less than seven days before the scheduled program to make the necessary arrangements. The library is not responsible for providing an interpreter or other accommodations for groups who use the library's meeting room space.

(G) The meeting rooms are handicapped accessible via an elevator located in the lobby of the library. Rest rooms are located across the hallway from the meeting rooms.

## VI. Additional Considerations

(A) Use of tobacco products and alcoholic beverages are not permitted on the library's premises.

(B) The library does not provide storage space for groups or individuals using the meeting rooms.

(C) The library staff will not accept calls or relay messages to people attending meetings except in emergencies.

(D) The library reserves the right to refuse to book meeting room space for groups who do not comply with the guidelines of this policy. Groups that fail to cancel reservations in a timely manner or who fail to show up for scheduled reservations may lose their privilege to book rooms in advance.

Approved March 13, 1990  
Revised September 20, 1990  
Amended December 14, 1993  
Amended October 10, 2000  
Revised May 22, 2008  
Revised February 10, 2009  
Revised December 14, 2010