

MIDDLETON PUBLIC LIBRARY



December 2010 Report

(For the January 11, 2011 library board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2010	38,488	3,488	18,628	60,604	803,496
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
(2009-2010 +/-)	(+4%)	(-6.5%)	(-3%)	(+1.2%)	(+1.11%)

Self-Service checkouts:

	3M	ITG#1	ITG#2	ITG#3	Total	% of Total
2010 (December)	4,369	5,974	9,946	2,022	22,311	36.8%
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
2010	62	12	0	0	74
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	Borrowed from LINK libraries
2010	17,893	19,289
2009	17,809	18,618
2008	14,579	14,227
2007	14,226	14,801
2006	15,197	
(2009-10 +/-)	(+.05%)	(+3.6%)

Miscellaneous:

	ILL	Visits	Study rooms use
2010	65	26,906	515.5 hours / 322 bookings
2009	61	24,921*	563.25 hours / 310 bookings

Fax Usage:

2010	50 users / 146 pages
2009	46 users / 86 pages

Walk-in laptop WI-FI access sessions: 767 for an average of 28 sessions per day.

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
12/1/2010	<p>All Ages Drop-In Storytime : Books: Birds, Happy Birthday Lulu, Pigeon Finds a Hot Dog, Where's Spot ---- Songs, Flannels, Puppets: Welcome Song, Little Mouse, Birds in Nest, 2 Little Blackbirds, Birthday Hat, Happy Birthday, Bean Bag Rock, Pigeon, Brush Your Teeth, Spot ---- Film: Spot's Show (from Discover Spot) ---- Coloring time</p> <p>Evaluation: A big and fun group. I'm glad that we have something to offer during the holiday season. Several patrons mentioned that some of the other libraries they frequently go to ended storytimes early in November and won't begin until late January. I think the once a day drop-in for three weeks in December is a nice compromise.</p>	48
12/1/2010	<p>Cookie Swap : Everyone brought in a batch of cookies to exchange. I provided boxes to collect cookies. I also had some undecorated gingerbread boys, icing, and candy buttons for patrons to decorate and eat. Display of cookie books and cookie coloring sheets to color or take home. We read Bad Boys Gets Cookie by Margie Palatini and Gingerbread Friends by Jan Brett. We watched the film version of Eric Kimmel's Gingerbread Boy.</p> <p>Evaluation: A lot of fun and many parents thanked me for hosting the event. It was relatively easy to put the program together and a fun holiday time activity. I plan to make this an annual event.</p>	29
12/2/2010	<p>Baby Storytime : Books: Where is Baby's Belly Button, Peek-a-Moo, Moo Baa Laa Laa Laa (group reading) ---- Songs & Rhymes: Good Morning, Hi Hello & How Are You?, Head Shoulders Knees & Toes, Trot Trot to Boston, Baby Duke of York, Wheels on the Bus, This little Piggy, Are You Sleeping Baby Bear, Pat a Cake, 2 Little Blackbirds, Now Tall Now Small, Hickory Dickory Dock, Where is Thumbkin ---- Freeplay and one-one-one reading</p> <p>Evaluation: Great. The size of the group today was ideal!</p>	24
12/2/2010	<p>Dedication Night for Origami Mural : Acknowledgements, meet the artist, showed "Between the Folds" film, reception included food from Imperial Gardens, display in the front lobby, free origami for patrons to take home. Bonny Lundy filmed the event and 3 personal stories from origami artists. Evaluation: Circulation and Youth Services staff have been logging patron comments since the installation. 99% of the comments have been positive! I was delighted to see so many staff, donors and participants attended and helped with this event. People really enjoyed talking and about the workshops and the completed project; and lingered until after 8 p.m.</p>	160
12/2/2010	<p>Krafty Kids "Snow & White" : 3 crafts (snowman wreath, snowman necklace, polar bear pot), holiday train sticker scenes, coloring pages Evaluation: A lively crowd enjoyed making these seasonal crafts - most children were able to complete two projects along with the sticker scenes and coloring pages. Cindi and Amanda Wolfinger served as volunteers. Peppermint treats were given out at the door as the patrons exited. A perfect kick-off to the holiday season!</p>	50
12/3/2010	<p>Downloading the Library: An Introduction to Overdrive eBooks : The program consisted of a brief explanation of what ebooks are and how a person can read them. I discussed the strengths and weaknesses of four popular e-readers (the Kindle, the Sony Reader, the Nook, & the iPad) and demonstrated some of their features. I also demonstrated use of the Overdrive service, including explanations of how to search, check out ebooks, place holds, download ebooks using Adobe Digital Editions, and move ebooks onto an e-reader device. In the latter part of the program, I offered a look at some other sources for free ebooks online, including NetLibrary, Project Gutenberg, and Google Books. I answered questions throughout the talk and at the end.</p> <p>Evaluation: I was happy with the way this turned out. It drew a pretty big crowd (25 to 30 I think, though I wasn't able to get an exact count), and from what I could gather, the participants found the class useful & informative. There were a few questions I wasn't sure about, so I could've had a more comprehensive knowledge of the subject, but for the most part I was confident in my answers. In terms of style, I think I did a decent job engaging the participants' interest while avoiding a dry lecture approach (and even getting a laugh or two??). A successful program in my overall opinion.</p>	31

12/6/2010	Tween Pizza and Gift Making : We had pizza and then made four different gifts: cookies in a jar (layered dry cookie ingredients with instructions attached), felt cardinal ornaments, pins (using my American Button Machine), and magnetic memo clips. Each child had the chance to make all four. Evaluation: This went well; kids left really happy! Twenty-four was a pretty large number to work with, especially for messy projects like the cookies, and multi-step projects like the ornaments. I had a sign-up but didn't limit the number; next year, I would limit the number or have two sessions back-to-back. I've also considered doing a two-hour workshop, splitting the group in half, and having half watch a vintage holiday film while the other half makes the gifts-- them switching places. This program was intensive in every way: prep intensive, energy intensive, and clean-up intensive. This is largely because of the cookie project, but I also think that was the one they enjoyed the most. I included the pizza dinner to draw kids in, but I really think the turn-out would have been just as high without it.	24
12/6/2010	Teen Advisory Committee : Voting on Teen Summer Reading programs, materials suggestions. Evaluation: Only one attendee today, but we had a great time talking. She had picked up a number of books lately that she didn't like and couldn't finish, so we had a great time trying to find titles she would enjoy. Talked also about ethnocentrism and the lack of cultural awareness of her classmates & she mentioned that she is taking some online college courses (at age 13!). Decided to get more input about upcoming programs by having a survey in teen section. We were both surprised when we looked at the clock & realized we had talked the entire hour!	1
12/7/2010	All Ages Drop-In Storytime : Hello Song Book: Red is Best Flannel: Aiken Drum Book: Katie Discovers Winter Song: Bean Bag Rock Book: Trashy Town Chant: Clap Your Hands Book: Duck in the Truck Good-bye Song and Coloring Evaluation: Great storytime! We had a wide range of ages, which was really fun.	37
12/8/2010	All Ages Drop-In Storytime : Books: Moon Rabbit, Safari animals, Baby Danced the Polka, Spot's Tractor --- Songs, Flannels, Puppets: Welcome Song, Little Mouse, Bunny puppet, Safari animal puppets, Bean Bag Rock, Brush Your Teeth, Farm puppets, Wheels on the Bus, Spot stuffed animal --- Film: Spot's Treehouse (Discover Spot) --- Coloring time and puppet play time. Evaluation: A fun group! I'm glad to be offering the December Drop-Ins. It also nice to occasionally have "random/no-theme" storytimes.	58
12/8/2010	Books & Brownies: Wintergirls : Discussion of Wintergirls by Laurie Halse Anderson (anorexia) Evaluation: Had one other girl sign up, but she decided the book was too dark for her. The two that came agreed that it was a rather depressing book, but it was very well written and it was worth reading as it did such a great job with an important topic. Both girls had friends/family members who had struggled with anorexia or bulimia and we talked a little about resources for one friend who still needs help.	2
12/9/2010	Japanese gift-making & anime movies : Teens chose one of 3 new anime movies to watch, learned how to make 2 Japanese desserts (sweet potato candy or white chocolate-green tea balls), and made zen gardens/painted bento boxes. Evaluation: Very good turnout considering the snowstorm. Painting the boxes seemed to be the most popular activity. Everyone was a little wary of rolling the chocolate balls in green tea and only one participant wanted to try the sweet potato candy, but the movie was a big hit & was just the perfect length for the program. One girl's father dropped her still wet painted box as they were leaving, but she wasn't upset & happily took all the leftover boxes (Altoid tins) to paint at home.	7
12/9/2010	Baby Storytime : Books: Baby Baby Baby, So Big, I Went Walking(group reading) ---- Songs & Rhymes: Good Morning, Hi Hello & How Are You?, Head Shoulders Knees & Toes, Trot Trot to Boston, Baby Duke of York, Wheels on the Bus, This little Piggy, Are You Sleeping Baby Bear, Pat a Cake, 2 Little Blackbirds, Now Tall Now Small, Hickory Dickory Dock, Where is Thumbkin ---- Freeplay and one-one-one reading Evaluation: Another fun time. The babies were very playful today. Since we didn't have another program, many patrons stayed until almost 11:00. It's great that our patrons feel so comfortable at the library.	38
12/10/2010	Bilingual Storytime : Evaluation: 9 children and adults enjoyed the always excellent storytime presented by Senora Katy.	9

12/14/2010	All Ages Drop-In Storytime : Hello Song Book: The Snowy Day Song/Flannel: Little Bird Book: Baby Polar Bear Song: Bean Bag Rock Book: One Snowy Day Chant: Clap Your Hands Story: The Gingerbread Man Coloring: Gingerbread People Evaluation: We had a full house today! Some new faces, and some old friends. This number of people makes storytime difficult in several ways. I wonder about having more drop-ins next December?	49
12/15/2010	All Ages Drop-In Storytime : Books: Sometimes I'm Bombaloo, Tickle the Duck, Clip-Clop, Spot Visits His Grandparents ---- Songs, Flannels, Puppets: Welcome Song, Little Mouse, Feelings Flannel, Duck, Horse, Cat, Dog, Pig puppets, Spot stuffed toy, Brush Your Teeth, Bean Bag Rock ---- Film: Spot's Hobby Horse ---- Coloring time, puppet and flannel play time Evaluation: Fun. Mostly all the regulars this week. It was nice to chat with patrons and take things a bit slower since there wasn't another storytime to get ready for.	44
12/16/2010	Baby Storytime : Books: Hello Baby, Faces, Brown Bear Brown Bear What Do You See? (group reading) ---- Songs & Rhymes: Good Morning, Hi Hello & How Are You?, Head Shoulders Knees & Toes, Trot Trot to Boston, Baby Duke of York, Wheels on the Bus, Are You Sleeping Baby Bear, Pat a Cake, Peek-A-Boo, 2 Little Blackbirds, Now Tall Now Small, Hickory Dickory Dock, Where is Thumbkin ---- Freeplay and one-one-one reading Evaluation: Another great time with the babies! A big group with some new faces. Hopefully, some will become Middleton regulars.	49
12/17/2010	Bilingual Storytime : Holiday theme today with books in both English and Spanish. Songs and movement activities in Spanish. Holiday coloring. Evaluation: Katy said it was a very nice group. All regular attendees today.	13
12/22/2010	'Tween Alice in Wonderland Party : Pin the Grin on the Cheshire Cat- Unbirthday Cards- Playing Card Placecards- Mad Hatter's Tea Party with Dress-Up Clothes- Johnny Depp Movie version on big screen Evaluation: This went great! Today was the first day of Middleton's spring break. I was pleased with the structure of everything. The kids were really enthusiastic about the dress-up clothes (I was surprised!). I would definitely do this program again.	17
12/31/2010	New Year's Eve LEGO Block Party : LEGO for babies/toddlers/children Evaluation: huge success with 84 in attendance and a good time had by all.	84
	Number of Programs / Total Attendance	
	Children's	15 / 573
	Teens	3 / 10
	Adults	2 / 191
	Grand Total	20 / 774

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Doll Collection	Sue Christensen
Picture rail	Oils	Steven Kozar



4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES

Date	Staff	Title
12/2/2010	Pamela	Get Moving Middleton : Agenda included goal setting and goals achieved. The fundraising and participation goals were met for the origami mural. All attendees were invited to attend the dedication night.
12/3/2010	Pamela	WLA Board--Leadership Conference : Conference for all WLA Board members. Overview of the Organization, Role of the WLA Foundation, Review of Mission Statement, Tagline, Budget process and Unit Activities. Time also devoted to Legislative Advocacy and WLA Conference Planning. As the only WAPL board member living in the Madison (the location for the fall conference) I was asked to make the "local" arrangement left on the To-do List.
12/9/2010	Pamela	Cluster 11 Rep. Meeting, Followed by Cluster 11 & 12 Combined Mtg. : Protecting MoE, writing letters to our legislators, Legislative Day Rally, advocacy, Koha migration details.
12/16/2010	Pamela	AC Committee Meeting : Agenda included no action items, but lengthy discussion on the the development of Koha, discord among the member libraries, cluster reporting and priorities for the system. Lively discussion, a good first test of the new governance model. A December 30th deadline is set for the completion of all Koha development: Core Functions will be completed, including truncated names on the hold slips.
12/28/2010	Pamela and Barbara	Testing ITG Self Check and RFID with Koha : Testing the functionality of self-checkout and Koha database with real-life scenerios. We agreed to make a return visit later this week, when more progress has been accomplished.

5. DIRECTOR'S REPORT

Library Use Highlights for December 2010:

Note: *On Sunday, December 12th the Library remained closed. The Library's minimum staffing requirements could not be met due hazardous road conditions, a result of the blizzard.*

This December's circulation was up by 1.2% over last year's December. Adult circulation continued its upward swing with a 4% increase; and circulation in both the Young Adult and Juvenile decreased significantly, -6.5% and -3%, respectively. The yearlong tally showed an increase of 1.11% over last year, which is 8,830 items more than last year (from 794,666 to 803,496), an all-time high for Middleton!

Comparing Middleton's **total circulation growth** to other LINK libraries in the South Central Library System, our percentage growth of 1.11% is slightly lower than the average growth of all non-Madison Public Libraries (1.87%); and higher than the average Madison Public Library locations (-1.92%). MID ranked third highest in circulation activity in the entire system, behind Madison's Sequoya (1,054,609) and Central (817,150) locations. See chart below for more details.

2010 CHECKOUT SUMMARY INFORMATION

	CKOs this month	YTD CKO	Previous Year to Date CKO	% Change in YTD CKO
ACL	8154	113667	107052	6.18%
BAR	19450	267677	270938	-1.20%
BER	3489	44194	41147	7.41%
BLV	6110	86202	79268	8.75%
BRD	6607	83415	78218	6.64%
CBR	5298	67569	65019	3.92%
CIA	2312	28381	25734	10.29%
COL	7659	120672	120747	-0.06%
CSP	6831	98752	93809	5.27%
DCL	14087	174165	172011	1.25%
DEE	5022	64944	59797	8.61%
DFT	31773	433168	405956	6.70%
LAV	576	5339	0	0.00%
LDI	7381	102137	100036	2.10%
LUD	15720	231804	239909	-3.38%
MAR	4623	58911	59793	-1.48%
MAZ	2699	37312	39260	-4.96%
MCF	16487	227507	228017	-0.22%
MCM	40011	537316	525574	2.23%
MID	60604	803496	794666	1.11%
MOO	21504	294817	290429	1.51%
MTH	17777	238211	226239	5.29%
NGL	6585	89602	85692	4.56%
NOF	1579	20511	20815	-1.46%
ORE	21668	313560	323386	-3.04%
PAR	2886	41181	43402	-5.12%
PDS	10286	147310	145945	0.94%
PLA	2767	36146	35085	3.02%
POR	16187	209275	224841	-6.92%
POY	5735	77489	70156	10.45%
REE	21778	292840	289815	1.04%
RKS	1195	15461	4086	278.39%
SCA	178	1985	1195	66.11%
SCL	41	602	1422	-57.67%
SGR	8118	102855	101263	1.57%
SKC	9840	131724	140452	-6.21%
STO	21156	291867	284127	2.72%
SUN	41812	625033	601840	3.85%
VER	41150	591770	577215	2.52%
WAU	18390	285755	283247	0.89%
WID	7353	106563	102093	4.38%
WYO	1093	14796	15188	-2.58%
ZZZ	1179	14595	17587	-17.01%
TOTAL NONMPL	545150	7530576	7392471	1.87%
MAD	61280	817150	881952	-7.35%
HPB	44202	599474	630525	-4.92%
HAW	30580	381406	380961	0.12%
LAK	32002	410827	408879	0.48%
MEA	29383	387698	411074	-5.69%
MSB	16083	208586	208642	-0.03%
PIN	55886	721073	737141	-2.18%
SEQ	82531	1054609	1010215	4.39%
SMB	19713	211429	217659	-2.86%
MRS	148	1518	692	119.36%
TOTAL MPL	371808	4793770	4887740	-1.92%

Compared to last year's December to this year's, Middleton's **sharing with other LINK libraries** was up in both the *Loaning To* and *Borrowing From* categories, +.05% and +3.6% respectively. In 2010, MID ranked second highest in the number of items loaned to other LINK libraries with 17,893 (Madison Central: 38,542); and ranked third highest in the number of items borrowed from other LINK libraries with 19,289 (behind Sequoya Branch: 26,455 and Pinney Branch: 20,265).

LINK INTERAGENCY ACTIVITY				
	YTD CKO	CKO FROM OWN COLLECTION	TOTAL LOANED TO	TOTAL BORROWED FROM
ACL	113667	64.08%	3476	2929
BAR	267677	60.63%	6196	7657
BER	44194	56.89%	2119	1504
BLV	86202	64.29%	4563	2182
BRD	83415	76.98%	4146	1521
CBR	67569	57.21%	2236	2267
CIA	28381	53.29%	880	1080
COL	120672	69.92%	4015	2304
CSP	98752	67.30%	3901	2234
DCL	174165	77.26%	4983	3204
DEE	64944	40.76%	2379	2975
DFT	433168	78.71%	11268	6765
LAV	5339	42.01%	339	334
LDI	102137	53.16%	2692	3457
LUD	231804	69.22%	8695	4838
MAR	58911	58.97%	3815	1897
MAZ	37312	45.50%	1769	1471
MCF	227507	67.31%	8780	5389
MCM	537316	76.40%	8683	9442
MID	803496	68.17%	17893	19289
MOO	294817	64.30%	6747	7677
MTH	238211	58.70%	6799	7342
NGL	89602	57.69%	4470	2786
NOF	20511	59.47%	1229	640
ORE	313560	62.35%	5930	8159
PAR	41181	47.57%	1430	1513
PDS	147310	61.14%	4679	3997
PLA	36146	42.50%	1736	1591
POR	209275	66.90%	5398	5358
POY	77489	55.15%	2570	2572
REE	292840	74.10%	9736	5641
RKS	15461	72.05%	580	334
SCA	1985	14.04%	179	155
SCL	602	7.32%	0	38
SGR	102855	60.77%	3118	3185
SKC	131724	66.55%	3120	3291
STO	291867	59.71%	6759	8524
SUN	625033	71.06%	12242	12100
VER	591770	68.67%	10044	12893
WAU	285755	65.72%	9012	6304
WID	106563	58.07%	2782	3083
WYO	14796	41.99%	703	634
ZZZ	14595	0.00%	0	1179
NOMPL	7530576	66.66%	202091	181735
MAD	817150	83.35%	38542	16271
HPB	599474	81.68%	13165	14055
HAW	381406	80.75%	7673	11685
LAK	410827	79.09%	7783	12309
MEA	387698	76.18%	6989	12420
MSE	208586	76.22%	3963	7983
PIN	721073	79.27%	11213	20265
SEQ	1054609	82.27%	12817	26455
SME	211429	84.39%	4988	6127
MRS	1518	87.84%	173	92
TOTAL MPL	4793770	80.90%	107306	127662
TOTAL LINK	12324346	72.44%	309397	309397

Self checkout use was up from last year's use, handling 36.8% of all 2010 December circulation transactions, compared to 30% in 2009.

Study room use in December of this year increased in the *Number of Users* column, from 310 in 2009 to 322 in 2010; and decreased in the *Number of Hours* column from 563.25 in 2009 to 515.5 in 2010.

This year we offered four fewer events in December, than we did last year (2010: 20; 2009: 24), but attendance more than doubled (2010: 744; 2009: 338).

Dedication Night: of *Dimensions*: Middleton's origami mural community public art project



Thank you to everyone who took part in making the project a success! Circulation staff continues to hear positive comments on a daily basis. Indeed, it adds a new dimension to the library experience! CONGRATULATIONS!

Volunteer William Feist continues to index issues of the Middleton Times-Tribune. Last year, he spent 14.5 hours indexing 52 issues. The indexes are current from Thursday, January 06, 1977 to Thursday, December 30, 2010. He plans to continue the indexing next year and hopes to go back into the historical issues before 1977. The link to the index can be found on our homepage, click on the “News/Weather” tab or go directly to <http://www.midlibrary.org/mtt/mtt.asp>. Database construction, indexing and maintenance by Feist, in cooperation with Middleton Times-Tribune; and database search engine created by Patrick Williams.



6. LIBRARIANS' REPORTS

Liz Dannenbaum, Adult Services Librarian

The Reference Team is so pleased to be adding Walker Evans, this semester's practicum student, to our Sunday desk rotation as a “limited term” Page II.

Walker will also be working additional hours to help offer Intro to Koha classes this spring as well as additional Overdrive classes.

The Reference Team has been assisting with tagging; continuing to put materials aside for eventual weeding; and preparing for the Adult Winter Reading Program and other winter/spring programs.

Rebecca Van Dan, Youth Adult Services Librarian

The first two weeks of December were a flurry of weeding and changing status of items as Dec. 9 was our last day to make changes that would be entered in Koha.

We are also looking to finalize spring and summer teen programs and created a Teen Program Survey to make sure teens have a voice on which programs they would be most interested in attending. The survey will be in the Teen section until early January. We have started to tentatively map out days for the teen programs and have entered them on the events calendar and the meeting room calendar.

The Help Desk schedule for March was also posted this month. The Help Desk was delighted to have our emergency shift hours reconfigured into having two substitute librarians who will rotate with Sarah on Saturdays. In addition to easing the pressure of not having a Sat. substitute for Sarah, we have reconfigured her hours on the weeks she is not on desk Sat. to cover a few more hours where needed. We are eagerly looking forward to having Angie Manderfeld and Rebecca Light on board in January!

Also this month, we helped out a bit with the display case and movie showing for the Origami event, met with our new subs to finalize paperwork and scheduling, practiced a lot of Japanese candy-making to find what would be easiest for the teens to make, shared mehndi techniques with the Madison branch libraries, reviewed a few of the Koha

training clips online to prepare for the upcoming transition, and learned video editing software to create the Teen Advisory video we had filmed earlier.

Svetha Hetzler, Children's Services Librarian

We offered three weeks of "December Drop-In Storytimes" which was very appreciated by our library patrons. I think Middleton is one of the few libraries to continue storytime programs through December.

We also began registrations for January/February programs. I am finalizing children's events for the spring and hope to have fliers ready sometime in January. I also have been booking performers for our Summer Family Concert Series and placed an order for promotional materials through Upstart.

In collection development, I ordered weeding reports for the picture book collection and began evaluating the collection. I will continue the project after the KOHA migration since no cataloging or weeding projects can take place during the transition period.

To help with readers' advisory requests, this month's book displays and DIY activities focused on winter and winter holidays. I also created the following booklists, "Gender Identity in Picture Books" and "Firetrucks".

December was a good month for general housekeeping and I had the opportunity to organize materials in the storytime room, the youth services office, and the Archer room closet.

The new online youth services daybook which Patrick added has been a very useful communication tool for the staff.

I'm looking forward to 2011. It should be a great year with a nice balance of tried and true favorites and new and exciting offerings.

Elizabeth Bauer, Circulation Services Librarian

2010 seemed to pass in a blur; highlights, for circulation, were the installation of the origami mural, starting RFID tagging and planning for automated materials handling, and the planning/training for the migration to Koha.

Middleton Public Library subscribed to the Unique Management Services, Inc.(UMS) module to collect patron fees of \$50 and above, in June 2009. As of November 2010, we had submitted 192 accounts recovering almost \$20,000 in materials and receiving over \$3,000.00 in payment for materials lost, a 13 to 1 return on the library's investment (See graph and expanded information included in Director's report). UMS has helped recover lost library material while maintaining patron goodwill; it has been a wise investment for the library.

Goals for 2011, for Circulation Services, include migration to Koha (staff will follow polices that are in place, but procedures will change, and need new documentation and training), planning for RFID, and taking opportunities to

attending continuing education events plus devoting attention to new trends in technology, as they apply to the library.

Patrick Williams, Head of Information Technology

No report this month.

Sarah Hartman, Technical Services Librarian

December 9 was our first cataloging cutoff in preparation for migration to Koha. We worked very hard to get as much done as possible, and with extra assistance from Jenny Carr we got caught up and made the deadline. By the end of the month we were caught up on the physical processing of all of those materials as well, thanks in part to our wonderful volunteers, so we are in a very good place for the migration. I am now working on finalizing new processing slips and creating training materials and informational charts.

Amanda Struckmeyer, Youth Services Librarian

This month, we received a substantial donation of children's books in Braille. I streamlined our children's Braille collection to include many of these new titles.

Tween programming continued this month, including a popular Gift Making Workshop and an Alice in Wonderland party during MCPASD's winter break. Registrations for January and February programs are in full swing.

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.

8. SOUTH CENTRAL LIBRARY

On December 30th, we learned that LibLime/PTFS was unable to deliver all the development and fixes to Koha by the December 31st deadline. On January 4th, SCLS announced that migration would be delayed; and on January 5th, SCLS announced that the new **Go Live** date is scheduled for Monday, February 14th.

Economic Recovery and Reinvestment Broadband Funding in the ARRA: The BadgerNet Fiber Grant

NEW

The December update below provides a status report on the BadgerNet fiber grant.

Program Description: A total of \$7.2 billion was appropriated for broadband funding in the American Recovery and Reinvestment Act of 2009 (ARRA). The funding is being administered by two federal agencies. (1) The Commerce Department's National Telecommunications and Information Administration (NTIA) will receive \$4.7 billion to administer the *Broadband Technology Opportunities Program* (BTOP); (2) The Agriculture Department's Rural Utilities Service (RUS) will receive \$2.5 billion to administer the *Broadband Initiatives Program* (BIP). The overall purposes of the broadband language in the ARRA are:

- To provide broadband service (e.g., faster Internet access) to consumers in unserved areas of the country and improved broadband service to consumers in underserved areas.
- To provide broadband education, awareness, training, access, and support to libraries, educational institutions and other organizations to facilitate greater use of broadband, including more use by low-income, unemployed, aged, and otherwise vulnerable populations.

Note: The grant process to allocate the broadband funding closed in March 2010.

Late-breaking information:

More current information below may supersede information from previous months.

NEW

December: In late October the National Telecommunications and Information Administration (NTIA, the grant agency) [sent the DOA a letter](#) requesting a reply on two key issues still outstanding. [DOA sent NTIA a reply](#) on December 16. The two key issues that the DOA letter addresses are briefly summarized below.

1. *Interconnection and non-discrimination requirements.* This issue centers on the need for the carriers now providing BadgerNet service (AT&T and others) to allow competitors to connect to the carriers' networks. Non-discrimination is closely related to the Net Neutrality issue and, in brief, means that the BadgerNet carriers will not take any actions that block or impede the content transported by another carrier. (All information is treated in a "neutral" fashion.)
2. *Security interest and non-transferability requirements.* (This issue is stated in #1 below in the September update.) NTIA wants DOA to guarantee that the fiber funded by this grant be used for 20 years. However, state procurement laws generally do not cover such long-term agreements. The DOA alternative, which DPI thinks has merit and which we support, is to ensure to NTIA that broadband service and support will be offered to schools and libraries in the state for at least 20 years. (DOA is now required by state law to provide such services.)

The DOA letter provides more details on the above issues and it also requests that NTIA respond to the DOA proposals. It is not likely such a response will be forthcoming by December 31 and thus this issue will soon be the responsibility of Governor-elect Scott Walker's administration.

With the grant in a state of uncertainty schools on BadgerNet that need a bandwidth increase should [submit an application to TEACH](#). (See [TEACH guidance on when to submit a request for more bandwidth](#).) TEACH is nearing its budget limit and unless the grant is approved and the BadgerNet contract extended very soon, TEACH will have to start prioritizing requests for bandwidth increases. (TEACH needs the 5 year BadgerNet contract extension to get significantly lower bandwidth costs from the carriers, thus stretching its funding. TEACH is now paying \$142,000 more each month on the BadgerNet contract because the reduced costs the contract extension will provide are not in place.) Source (<http://dpi.wi.gov/pld/arrabbfunding.html>, January 4, 2011)

9. DANE COUNTY LIBRARY SERVICE

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 \$628,799 for operating expenses.

"This sum includes an estimated payment of \$3,759 to the Fitchburg Public Library for anticipated service to Middleton residents and an estimated payment of \$7,051 from the Fitchburg Public Library for anticipated service to Fitchburg residents. These estimates are based on a July 1, 2011 opening of the Fitchburg Public Library. Adjustments in future payments facilitated by Dane County will be made once actual use data become available."

Likewise, the facility reimbursement payment of \$105,265 includes the estimated payment of \$497 to the Fitchburg Public Library for anticipated to service to Middleton residents and an estimated payment of \$1,094 from the Fitchburg Public Library.

The County Library Board shall make payment by June 30, 2011.

[Signatures from the President and Secretary are needed on this official document.]

10. AGENDA ITEM

Review of Fines and Fees Policy:

Middleton's circulation policy covering overdue fines and fees can be found at <http://www.midlibrary.org/library/Policies/circulation.pdf>, sections VII *Overdue Materials* and VII *Lost or Damaged Materials*.

Middleton is one of two libraries in Dane County who doesn't access an overdue fee for materials. However, a fines-free policy doesn't mean users are responsibility-free. In Middleton, patrons must pay for lost or damaged books. If materials are over a month late, cardholders can't borrow more until they return what they have.

For some library users, a daily fine on overdue materials acts as a barrier and keeps people away. For example, some low-income families avoid checking things out for fear of fines. We want to people to come in and to use the resources available.

In June of 2009, the Middleton began using a quality materials recovery service, with the company Unique Management Services, Inc. This has proved to be very successful. See Appendix B and Appendix C to learn more about the debit collection procedure.

Next meeting: February 15, 2011

Appendix A.

Daily Fine Rates at Dane County Libraries November 2010

	Adult books	Juv. Books	Adult Recorded Music	Juv. Recorded Music	Adult DVDS	Juv. DVDS
Belleville	\$0.05	\$0.05	\$0.05	\$0.05	\$1.00	\$1.00
Black Earth	\$0.05	\$0.05	\$0.05	\$0.05	\$0.50	\$0.50
Cambridge	\$0.10	\$0.10	\$0.10	\$0.10	\$2.00	\$2.00
Cross Plains	\$0.10	\$0.05	\$0.10	\$0.10	\$0.50	\$0.05
DCLS	\$1.00 after item is 28 days overdue (all materials)					
Deerfield	\$0.10	\$0.10	\$0.10	\$0.10	\$2.00	\$2.00
DeForest	\$0.10	\$0.10	\$0.10	\$0.10	\$1.00	\$1.00
Fitchburg	\$0.25	\$0.00	\$0.25	\$0.00	\$0.25	\$0.00
Madison	\$0.25	\$0.00	\$0.25	\$0.00	\$1.00	\$0.00
Marshall	\$0.15	\$0.15	\$0.15	\$0.15	\$0.50	\$0.50
Mazomanie	\$0.05	\$0.05	\$0.05	\$0.05	\$1.00	\$0.20
McFarland	\$0.25	\$0.10	\$0.25	\$0.10	\$0.50	\$0.50
Middleton	\$1.00 after item is 28 days overdue (all materials)					
Monona	\$0.20	\$0.00	\$0.20	\$0.00	\$1.00	\$0.00
Mount Horeb*	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10
Oregon	\$0.20	\$0.00	\$0.20	\$0.00	\$0.50	\$0.00
Stoughton	\$0.20	\$0.10	\$0.20	\$0.10	\$0.20	\$0.10
Sun Prairie	\$0.10	\$0.05	\$0.10	\$0.05	\$1.00	\$1.00
Verona	\$0.10	\$0.05	\$0.10	\$0.05	\$0.50	\$0.50
Waunakee	\$0.05	\$0.05	\$0.05	\$0.05	\$0.50	\$0.50

*will be \$.20 come January 2011

Appendix B.

UNIQUE Management Services, Inc.
Library Division

December 14, 2010

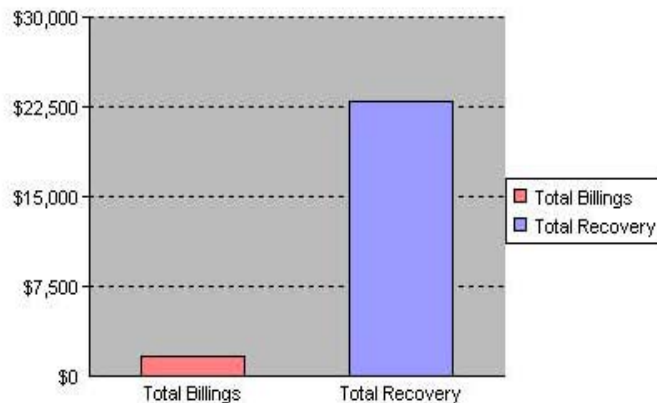
Ms. Pamela Westby
Middleton Public Library
7425 Hubbard Ave
Middleton, WI 53562-3117

Dear Ms. Pamela Westby:

Unique Management Services, Inc. (UMS) has provided a quality material recovery service for the **Middleton Public Library** since **June 2009**. As of **November 2010**, the library has submitted **192** accounts for collection.

The financial result for your library has been the recovery of **\$19,622.03** in materials, **\$2,852.06** in cash received, and **\$440.91** in amounts waived for a total value of **\$22,915.00**. This does not include amounts still to be recovered from patrons who will respond to our continued contacts.

When considering the value of our recoveries described above compared to the amount UMS has billed the library, our service has given the library a return of **\$13.29** for each **\$1.00** invested. This **13:1** ratio shows a powerful return on the library's investment, one that we are pleased to report.



It should also be noted that we have demonstrated that we can maintain patron goodwill while producing these results. In addition, with our strategic partnerships and strong working relationships with ILS vendors, UMS can ensure all data is transferred and processed electronically to eliminate paperwork and minimize library staff time.

Unique Management Services, Inc. strives to provide thorough and useful recovery information on a regular basis. In addition to our monthly reports, many of our clients have expressed a desire to see our results compared to cost. Please keep in mind that this letter is an overview of your historical recovery. If you should require results for a specific time period, please do not hesitate to contact your customer service representative. We appreciate the opportunity to serve the Middleton Public Library and its patrons.

Sincerely,

Melissa Fenton
Assistant Director of Customer Service

cc: Ms. Elizabeth Bauer

DEBT COLLECT PARAMETERS

Participating libraries as of 10/2009: BAR, DFT, POR, SUN, STO, MPL [HAW, HPB, LAK, MAD, MEA, MRS, MSB, PIN, SEQ, SMB], MCF, MID, MOO, MCM.

1 FEATURE ON/OFF OFF

2 DFLT TIME THRESHOLD 31

The time threshold is the number of days of inactivity that has to pass before a particular outstanding PURF block will be included on the reports.

3 USE BILLING NOTICE Y

This tells the system whether to include a patron on the report according to the number of days since the last billing notice (Notice of Unresolved Charges).

4 MONEY THRESHOLD \$50.00

Enter the monetary value at which point the patron record can be sent to collection.

5 COLLECTION FEE 1/ 5000-+,1000

Set a monetary value and the service fee amount that is charged for the collection agency. In this case, at 50.00 plus apply a fee of 10.00.

6 LIMIT PATRON TYPE - Enter the code for each patron type you want to exclude from the Debt Collect report (Includes Pre-Overdue types).

- 1/ HOMEBOUND-INSTITUTION**
- 2/ HOMEBOUND-MAIL DELIVERY**
- 3/ HOMEBOUND FOR NON HOMEBOUND LIBRARIES**
- 4/ HOMEBOUND-PERSONAL DELIVERY**
- 5/ INTERNAL**
- 6/ INTERLIBRARY LOAN**
- 7/ LIMITED USE**

7 AGE THRESHOLD 0

This field contains the minimum age for being included on the Debt Collect report. For example, if you enter 18, only patrons 18 and older can be included on the report.

8 DATE LIMIT 29 OCT 2005

This field contains the start date for the Debt Collect report. Only patrons who have become delinquent on or after this date are included on the report. [When a LINK library joins, this date is set for 1 month prior to their activation date.]

9 DATE LIMIT BLOCKS - This field lets you exclude certain PURF blocks from the Debt Collect report. For example, if you exclude the PURF block "Hold cancelled," this block on the PURF record will be excluded from the Debt Collect report.

- 1/ Administrative Stop**
- 2/ Special Note**
- 3/ Address correction required**