

MIDDLETON PUBLIC LIBRARY



January 2011 Report

(For the February 8, 2011, library board meeting)

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2011	38,937	3,487	19,872	62,296	62,296
2010	41,727	3,957	21,022	66,706	66,706
(2010-2011 +/-)	(-6.7%)	(-12%)	(-5.5%)	(-6.5%)	(-6.5%)

Self-Service checkouts:

	3M	ITG#1	ITG #2	ITG #3	Total	%of Circ
2011 (January)		7,887	11,734	3,340	22,961	36.8%
2010 (January)	7,234	7,008	8,959		23,201	34.7%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2011		105	18	0	123
2010		89	23	1	123

Dynix holds filled:

	Loaned to other LINK libraries	Borrowed From other LINK libraries
2011	19,372	19,777
2010	19,784	20,433
(2010- 2011 +/-)	(-2.1%)	(-3.3%)

Miscellaneous:	ILL (non-LINK)	Visits	Study rooms use
2011	86	28,636	605.75 hours / 410 bookings
2010	108	28,673	529.75 hours / 367 bookings

Fax Usage:

2011	68 sessions and 219 pages sent
2010	42 sessions and 78 pages sent

707 Walk-in laptop WI-FI access sessions


2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
1/3/2011	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	4
1/4/2011	<u>Toddler Storytime: Winter/Snow</u> : Demonstrator, Amanda	18
1/4/2011	<u>Big Kids Storytime: Winter/Snow</u> : Demonstrator, Amanda	21
1/5/2011	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	47
1/5/2011	<u>All Ages Storytime - Winter</u> : Demonstrator, Svetha 	52
1/5/2011	<u>Wednesday Matinee Storytime</u> : Demonstrator, Sarah Goebel	5
1/5/2011	<u>Books & Brownies: Memoirs of a Teenage Amnesiac</u> : Demonstrator, Rebecca	4
1/6/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	18
1/6/2011	<u>All Ages Storytime - Winter</u> : Demonstrator, Svetha	37
1/7/2011	<u>Bilingual Storytime</u> : Demonstrator, Senora Katy	25
1/11/2011	<u>Toddler Storytime - Bears</u> : Demonstrator, Svetha	17
1/11/2011	<u>Big Kids Storytime - Bears</u> : Demonstrator, Svetha	19
1/12/2011	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	32
1/12/2011	<u>All Ages - Bears</u> : Demonstrator, Svetha	41
1/12/2011	<u>Superhero Party</u> : Demonstrator, Svetha	15
1/13/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	32
1/13/2011	<u>All Ages Storytime - Bears</u> : Demonstrator, Svetha	25
1/13/2011	<u>Stories & Yoga</u> : Demonstrator, Sarah Goebel	10
1/13/2011	<u>Stories & Yoga</u> : Demonstrator, Sarah Goebel	10
1/14/2011	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	17
1/15/2011	<u>Stories + Yoga</u> : Demonstrator, Sarah Goebel	11
1/18/2011	<u>Toddler Storytime: Favorites</u> : Demonstrator, Amanda	18
1/18/2011	<u>Big Kids Storytime</u> : Demonstrator, Amanda	16

1/18/2011	'Tween Knitting : Demonstrator, Amanda	19
1/19/2011	Tiny Tots Storytime : Demonstrator, Svetha	33
1/19/2011	All Ages Storytime - Clothing : Demonstrator, Svetha	44
1/19/2011	Creative Writing Group : Demonstrator, Kathy Steffen, facillitator	8
1/19/2011	Wednesday Matinee Storytime : Demonstrator, Sarah Goebel	7
1/20/2011	90s Cartoons & Breakfast Cereals : Demonstrator, Rebecca	6
1/20/2011	Adult Book Discussion : Demonstrator, Jenny Carr	12
1/20/2011	Baby Storytime : Demonstrator, Svetha	27
1/20/2011	All Ages Storytime - Clothing : Demonstrator, Svetha	19
1/20/2011	Library Adventure Club : Demonstrator, Svetha	6
1/21/2011	Bilingual Storytime : Demonstrator, Katy Shannon	15
1/24/2011	Harry Potter Movie Matinee : Demonstrator, Amanda	19
1/24/2011	Dungeons and Dragons : Demonstrator, Chris Walters	5
1/25/2011	Toddler Storytime: Clothing : Demonstrator, Amanda 	36
1/25/2011	Big Kids Storytime: Clothing : Demonstrator, Amanda	17
1/25/2011	Adult Book Discussion : Demonstrator, Jenny	4
1/25/2011	'Tween Knitting Club : Demonstrator, Amanda, Christina (SLIS volunteer)	20
1/26/2011	Tiny Tots Storytime : Demonstrator, Svetha	34
1/26/2011	All Ages Storytime - Music & Dance : Demonstrator, Svetha	56
1/26/2011	Wednesday Matinee Storytime : Demonstrator, Sarah Goebel	2
1/27/2011	Baby Storytime : Demonstrator, Svetha	16
1/27/2011	All Ages Storytime - Music : Demonstrator, Svetha	27
1/27/2011	'Tween Homeschool Book Club : Demonstrator, Amanda	5
1/27/2011	'Tween Book Club : Demonstrator, Amanda	4

1/27/2011	<u>Prairie Bayou Cajun Band</u> : Demonstrator, Prairie Bayou Cajun Band 	64
1/28/2011	<u>Bilingual Spanish English Storytime</u> : Demonstrator, Katy Shannon	23
1/29/2011	<u>Chess Club</u> : Demonstrator, Brad Phillips 	30
Number of Programs / Total Attendance		
	Children's	43 / 950
	Teens	3 / 14
	Adults	4 / 88
	Grand Total	50 / 1052

3. LIBRARY EXHIBITS

Location	Exhibit	Artist/Collector
Lobby display case		Middleton Preschool
Picture rail	Oils and Acrylics	Group exhibit: Five Artists
Front windows 	Stained Glass	Norma Hove

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

Date	Staff	Title
1/12/2011	Amanda	<u>American Library Association Midwinter Conference</u> : I currently serve as a Priority Group Consultant for ALSC (the Association for Library Services to Children). This involves overseeing eleven process committees, including the Budget Committee, the Organization and Bylaws Committee, and nine others. I act as a liaison between the committee chairs and the ALSC Board of Directors. At the Midwinter Conference, I had the chance to meet with the committees I oversee and attend Board meetings.
1/13/2011	Pamela	<u>Dane Co. Librarians' Meeting/Cluster 11 & 12</u> : Presentation by Madison Community Foundation regarding a county-wide library endowment fund grant from NEH, which will help to ensure programming that will support library sponsored events that involve the arts and humanities. Fundraising for the match is on the horizon. Also on the agenda: legislative challenges for Wisconsin public libraries--MoE and Broadband contract; and Koha migration update. We began talks for a "The Future of Libraries" forum for Directors in SCLS. Would like to make this happen in April of this year.
1/17/2011	All Staff	<u>All Staff Inservice</u> : Almost perfect attendance with 51 employees. Agenda for the day: City Planner Eileen Kelley=update on city development plans in Bishop Bay area, including an explanation of TIF Districting. Remarks from the Director=Overview of the organization, circulation and activity statistics, goals met in 2010, plans for 2011, and a request for your ideas how the Library can stay relevant to the community in the future. Director of MOM Jackson Fonder=learned about their new business model; and how they are preventing hunger in Middleton & the west side of Madison. MAGIC group of the Waisman Center & founder of the Parent Network in the area for families affected by autism Krysia Braun=understanding autism, inclusive language and how to reach out. Library Board Trustee Stephanie Hammes=Sincere "Thank you" from the Library Board for all the accomplishments in 2010. SCLC Continuing Education Coordinator Jean Anderson=Demonstration on the new Apple App for iPads. Group photo (Star Library & Koha announcement) by Toepfer Photography. Staff recognition=Milestone Anniversaries, Library Detectives, Authors Among Us & Door Prizes. Work groups tackled the tagging project=Completed the adult hardcover collections—Yipee!
1/27/2011	Pamela	<u>WLA Board Orientation</u> : Budget, short term issues, relationship with WEMTA, annual conference and Legislative Day
1/27/2011	Pamela	<u>SCLS Administrative Council</u> : Approved technology related documents: Partnership Program , Patron PC Model and Mobile Devices and Gadgets to use them in the creation of a cost formula for 2012. Printing costs will be tracked in the new year and libraries will be charged accordingly.

5. DIRECTOR'S COMMENTS

Highlights of January 2011:

Circulation stats took a drop this month, compared to 2010. Any number of reasons could be a factor in this change. Among them are:

- In January we experienced two due date extensions, per the migration delays. This is a system issue not a local one.
- Circulation staff reports that in the past, a slowdown occurs when patrons are informed of a change to the system.
- Staff members are tagging items that were checked out at the time of the shelf tagging process. This has resulted in a backlog of returns.
- Many libraries in the system are experiencing drops in circulation, due to use of Overdrive and other electronic sources of information. This may be a new trend for Middleton too.

Public Computer Usage:

Number of Computers Logged: 46 (all Internet stations, including the express stations are now logged)

Number of Days Open: 29

Total Sessions: 10,882

Total Hours Used: 4,532

Total Printed Sides: 25,474 (plus 97 pages color)

Programming

The total number of programs offered in 2011 was up from 2010, from 43 to 50; likewise, attendance was up from 769 to 1052.

Maps

Two new Wisconsin maps have been added to the collection in the hallway near the meeting rooms: a 3D topographical and a road map, in recent months.



Building

Ice build-up on the roof caused intermittent leaks in the building. Mark Goad and Mid Towne roofing were called in to help remove the ice. We'll be looking at a possible solution for future problems, come spring.

The harddrive in the fire panel has been giving off trouble calls. We may need to replace it.

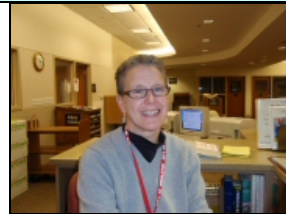
In-service

This year's in-service was well-attended and well received.



Staff Milestone Anniversaries were recognized at the January Inservice: Pictured: Adam Schneider: 5, Lori Esenther: 5, Carol Utter: 15, Katie O'Brien: 10, Barbara Henderson: 10, Gail Nelson: 15 (in front row), Patrick Williams: 25 & Jason Boak: 15.

6. LIBRARIANS' REPORTS



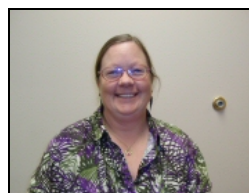
Liz Dannenbaum, Head of Adult Services

It's been great to have Walker Evans here every Sunday to help on our busiest day at Reference. In addition he has been working on a script to use for classes on the new, expanded LINKcat.

42 people have signed up for the Adult Winter Reading Program and they seem to be delighted with the small prizes they receive when they get their Reading Log: a AWRP notepad and a gel pen.

Thanks to Jason Boak for setting up "shopping carts" with Baker & Taylor for the adult materials selectors. This method of buying new titles is much less time consuming than the old LINKcat acquisitions module we used to use.

Weekly individual meetings with the library director has been a useful method of keeping everyone up to speed on important topics.



Elizabeth Bauer, Head of Circulation Services

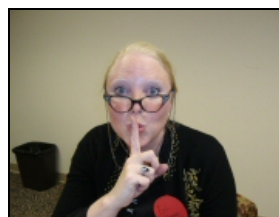
January 2011 has been a very busy month. In addition to our primary task of serving the patrons of Middleton Public Library, we had a very successful staff inservice, merged the adult fiction collection, and are now RFID tagging items as they are returned.

The Library Staff Inservice had a program about Autism, which was fascinating; the director of the Middleton Outreach Ministry (MOM), which was excellent; and an all-staff training on how to place and link RFID tags to items barcodes.

Because so many authors now write across several different genres, we merged the hardcover science fiction, fantasy, westerns, and mysteries with the regular adult fiction. With this move, patrons can locate an author in two places (paperbacks are still broken into genre racks), rather than a multitude of spots. Special recognition is given to circulation supervisor, Barbara Henderson, and library page, Kathy Hutchison who spent three days, tirelessly, moving books and merging collections!

Circulation staff and page staff are now involved in RFID tagging of Middleton items returned. The all-staff training (eight teams and eight work stations) resulted in over 3000 adult hard covers being tagged, in under 2 hours (plus it was fun)! Page staff are now catching incoming items and assigned pieces of main floor collections. When circulation staff have an opportunity to check in (rarely, but it can happen), items are also being tagged. The circulation supervisors are looking at an eventual staff room redesign (to integrate automated RFID handling equipment), and I have done two library site visits in Oak Park and Gurnee, Illinois to view libraries using automated handling equipment, for check in and check out, and met with their circulation heads to discuss work flow and staff assignments. It has been very interesting and given me some ideas. Other possible site visits will include Milwaukee County Library, Hennepin Library System in St. Paul, and Minneapolis Public Library.

The migration to our Koha Open Source System has been delayed twice, due to unstable software, so circ staff and page staff continue to train, and look forward to the upcoming migration.



Rebecca Van Dan, Head Youth Adult Services

In January, I worked on Summer Reading Program flyers and finalizing details with performers. We tallied the results of the Teen Programming Survey (Pizza Taste Test and Wii Party won for most popular, least popular was jugglers and drum circle.) Spring fliers were put out, video gaming consoles were purchased, the Teen website was updated, and Summer Reading program information was sent to the State Journal for inclusion in their summer brochure. At our In-service on Jan. 17, everyone learned to tag for RFID, and we have been trying to tag all items since then. I also invited 2 authors to visit--both may be too famous to consider smaller venues, but one has a website to vote for her to visit your area, and I've been encouraging teens to vote.

We didn't have as many displays this month due to anticipation of Koha and inability to change status of items for a period, but two displays were: Personification of Death, and Green Warriors (environmental teen fiction). I finished putting together an "Understanding Disabilities" bookmark and started to compile a list of possible books to booktalk to teachers in the spring. We also emailed art teachers about a paint donation, sent a thank you to our MOM inservice speaker, and for a fun change, helped the volunteers make a paper Mache Cupid for our Feb. program.



Svetha Hetzler, Head of Children's Services

We began our Winter Storytimes immediately following the New Year Holiday with a two new offerings including Tiny Tots Storytime (for 1&2 year olds) and a matinee Storytime for all ages. Also new this year is a once a month Saturday morning Chess Club for all ages.

The spring fliers were completed and the information is available as a hard copy and on the children's webpage. I finished booking all the performers for the Summer Concert Series and have been working on planning and finalizing other summer events and programs.

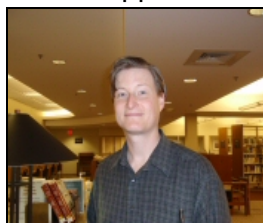
In collection development and management, we have been helping circulation and technical services with tagging projects. While tagging, we are also evaluating materials for weeding based on condition. A large acquisitions order was submitted this month so we are very busy filling out cataloging slips, checking in, and displaying our new materials.

To help with readers' advisory requests, I created a booklist of "Bedtime Books". This list is available as a hard copy and is also on our children's webpage. I also compiled a list of young non-fiction books and picture books about autism. Kathy compiled a list of parenting books about autism and Sarah put together a list of DVD's about autism. I put all three of these together for Amanda to include in the multi-generational booklist which she is creating.

This month's book displays and DIY activities focused on Fairy Tales. We also had an additional display on friendship to help extend the choices of books for the upcoming Valentine's Day holiday.

In order to publicize and promote our programs, I sent information to the Middleton Elementary Schools and Alison McKee (from HOME, one of the area's leading Homeschooling groups).

Angie Manderfeld and Rebecca Light have been working 4 hours every 3rd week, providing service at the Main Level Help Desk. We are happy to have their support.



Patrick Williams, Head of Information Technology

Unfortunately, the data server's motherboard failed, while I was on vacation at the end of December. I was able to remotely set up a backup, and had everything restored upon my return. A more robust failover solution will be found.

Online subscription access to Valueline investment research began at the beginning of the year.

A database of vendors that the library uses has been set up on the staff utility page. It now allows staff to keep the list updated.

Software was developed to print our truncated hold slips using Koha, in the event that Koha wouldn't do so natively. Spine label printers were also acquired to be used with Koha. I have written software that will also allow us to use the printers with both Dynix and Koha.



Amanda Struckmeyer, Youth Services Librarian

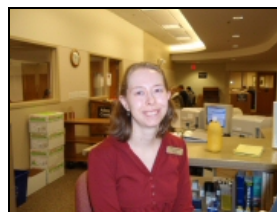
This month, we worked on streamlining the collection in preparation for Koha. We also worked on RFID tagging, and we have made substantial progress.

'Tween programming continued this month, including a growing after-school knitting club and Dungeons and Dragons. Registrations for spring programs are in full swing.

For our staff inservice on January 17, I coordinated a speaker on autism. This is a growing interest at the library.

My 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 attended the American Library Association (ALA) Midwinter Conference. I continue to serve as Priority Group Consultant for ALA's youth division, so this conference was an opportunity to connect with the eleven committees I oversee. I was thrilled to be invited to participate in ALA's new mentoring program, and I am now mentoring a new librarian in Milwaukee.



Sarah Hartman, Technical Services Librarian

The changes in migration date, with accompanying cutoffs and deadlines, have made for an erratic Technical Services workflow over the last month. Now that all functions are restored on the current system while we wait for a new date to be announced, we at least have the freedom to operate as usual for the time being. All departments are ordering plenty of new materials to keep us busy. I would like to thank our pages for being flexible during this transitional period and putting a great deal of time into the RFID tagging process. We accomplished a lot in January with help from all departments!

7. SOUTH CENTRAL LIBRARY SYSTEM REPORT

The Koha migration was canceled by South Central Library System. They have not set a new migration date, as of the publishing of this document.

8. 2010 LEGISLATIVE DAY

I will be attending Wisconsin's Library Legislative Day on February 22nd and encourage all of you to attend with me.



Library Legislative Day

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

9. AGENDA BUSINESS

The 2010 Wisconsin Department of Public Instruction Public Library Annual Report:

You will all receive a printed copy at the meeting. (Action Item)