

MIDDLETON PUBLIC LIBRARY



February 2011 Report

Presented at the March 8, 2011 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2011	34,636	3,299	19,865	57,801	120,097
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
(2010-2011 +/-)	(-9.6%)	(-16%)	(+3.1%)	(-5.7%)	(-6.2%)

Self-Service checkouts:

	3M	ITG	ITG#2	ITG #3	Total	% of total
2011		6,635	10,834	3,092	20,561	35.5%
2010	5,933	6,442	8,335		20,710	33.9%
2009	4,988	7,186	6,203		18,377	33.6%
2008	4,603	5,636			10,239	17.6%
2007	2,970	476			3,446	6.3%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2011	79	16	3	0	98
2010	88	16	7	0	111
2009	86	19	3	0	108
2008	91	23	2	0	116
2007	64	15	2	2	83

Dynix holds:

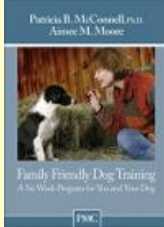

	From MID's collection	From other LINK libraries
2011	17,011	17,778
2010	19,164	20,537
2009	18,966	18,858
2008	17,469	16,979
2007	16,254	14,906
(2010-2011+-)	(-11%)	(-14%)



Other:	ILL	Visits	Study rooms use	Walk-in WI-FI	FAX
2011	56	26,159	554.25 hrs / 369 bookings	709 sessions	52 users/144 p.
2010	41	27,615	556.75 hrs / 386 bookings		

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
2/1/2011	<u>Tween Knitting</u> : Demonstrator, Amanda, Christina Endres (SLIS student)	14
2/1/2011	<u>Toddler Storytime</u> : Demonstrator, Amanda	17
2/1/2011	<u>Big Kids Storytime</u> : Demonstrator, Amanda	18
2/3/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	18
2/3/2011	<u>All Ages Storytime - Bedtime</u> : Demonstrator, Svetha	24
2/3/2011	<u>Royal Tea Party</u> : Demonstrator, Svetha	14
2/4/2011	<u>Bilingual Storytime</u> : Demonstrator, Senora Katy	24
2/7/2011	<u>Tween D&D</u> : Demonstrator, Chris Walters	6
2/7/2011	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	6
2/8/2011	<u>Toddler Storytime: Friends/Valentine's Day</u> : Demonstrator, Amanda	24
2/8/2011	<u>Big Kids Storytime: Friends/Valentine's Day</u> : Demonstrator, Amanda	38
2/8/2011	<u>Tween Knitting Club</u> : Demonstrator, Amanda	16
2/9/2011	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	33
2/9/2011	<u>All Ages Storytime - Friends</u> : Demonstrator, Svetha	38
2/9/2011	<u>Wednesday Matinee Storytime</u> : Demonstrator, Sarah Goebel	6
2/9/2011	<u>Books & Brownies: I'd Tell You I Love You, but then I'd have to kill you</u> : Demonstrator, Rebecca	5
2/10/2011	<u>Tween Homeschool Book Club</u> : Demonstrator, Amanda	7
2/10/2011	<u>Tween After-School Book Club</u> : Demonstrator, Amanda	5
2/10/2011	 <u>Anti-Valentines</u> : Demonstrator, Rebecca	4
2/10/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	27
2/10/2011	<u>All Ages Storytime - Friends</u> : Demonstrator, Svetha	15
2/11/2011	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	18
2/11/2011	<u>Intro to Excel</u> : Demonstrator, Cris	14
2/12/2011	<u>Krafty Kids Heart to Heart</u> : Demonstrator, Kathy	83

2/14/2011	<p>'Tween Babymouse Loves Captain Underpants Party : Demonstrator,</p>  <p>Amanda</p>	5
2/14/2011	'Tween Dungeons and Dragons : Demonstrator, Chris Walters	5
2/15/2011	Big Kids Storytime: Pigs : Demonstrator, Amanda	25
2/15/2011	'Tween Knitting : Demonstrator, Amanda, Christina Endres (SLIS volunteer)	19
2/15/2011	Toddler Storytime : Demonstrator, Amanda	22
2/16/2011	Tiny Tots Storytime : Demonstrator, Svetha	27
2/16/2011	All Ages Storytime - Pigs : Demonstrator, Svetha	33
2/16/2011	Wednesday Matinee Storytime : Demonstrator, Sarah Goebel	4
2/16/2011	Creative Writing Group : Demonstrator, Kathy Steffen, discussion leader	9
2/17/2011	Adult Book Discussion : Demonstrator, Jenny	12
2/17/2011	Baby Storytime : Demonstrator, Svetha	14
2/17/2011	All Ages Storytime - Pigs : Demonstrator, Svetha	33
2/17/2011	Library Adventure Club : Demonstrator, Svetha	11
2/18/2011	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	30
2/18/2011	Intermediate Excel : Demonstrator, Cris	10
2/19/2011	PAWS to Read : Demonstrator, Amanda, READ teams	8
2/19/2011	Madison Kids Expo : Demonstrator, Svetha	10
2/21/2011	Dungeonsand Dragons : Demonstrator, Chris Walters	5
2/22/2011	'Tween Knitting : Demonstrator, Amanda	17
2/22/2011	<p>Adult Book Discussion : Demonstrator, Jenny C.</p> 	6
2/22/2011	Toddler Storytime: Birds : Demonstrator, Amanda	26
2/22/2011	Big Kids Storytime: Birds : Demonstrator, Amanda	36
2/23/2011	Tiny Tots Storytime : Demonstrator, Svetha	26
2/23/2011	All Ages Storytime - Toys : Demonstrator, Svetha	51
2/23/2011	wednesday matinee storytime : Demonstrator, Sarah Goebel	14
2/24/2011	'Tween Homeschool Book Club : Demonstrator, Amanda	5

2/24/2011	Baby Storytime : Demonstrator, Svetha	19
2/24/2011	All Ages Storytime - Toys : Demonstrator, Svetha	33
2/24/2011	Adult Winter Reading Program : Demonstrator, Liz	51
2/24/2011	"Are You Thinking What I'm Thinking" : Demonstrator, author & animal behaviorist Patricia McConnell 	50
2/25/2011	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	22
2/25/2011	Excel Advanced : Demonstrator, Cris Carpenter	11
2/26/2011	Stories and Yoga - Sun theme : Demonstrator, Sarah Goebel	9
2/26/2011	Chess Club : Demonstrator, Brad Phillips	15
2/28/2011	Family Readers Theater : Demonstrator, Svetha	12
2/28/2011	'Tween Dungeons and Dragons : Demonstrator, Chris Walters 	5
Number of Programs / Total Attendance		
	Children's	49 / 986
	Teens	3 / 15
	Adults	8 / 163
	Grand Total	60 / 1164

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case		Middleton Sustainability Committee
Picture rail		5 artists including C.K. Chang

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
2/2/2011	Pamela	WAPL Conference Planning Meeting :
2/7/2011	Pamela	Directors' Retreat--planning : Met with other Directors to plan April 15th Director's Retreat for members of SCLS. Created an outline for the day.
2/7/2011	Amanda	Friends of the CCBC Board Meeting : This was our monthly Board meeting. I gave the Treasurer's report. We discussed upcoming events and decided on a pricing structure for the approaching book sale.
2/9/2011	Pamela	Multi-tasking is a lie - Chamber's Ask the Expert Workshop : How to manage your time to focus on what is most valuable to help make your organization successful. Time log--how are you currently spending your time? Action Item List with deadlines. Don't let email rule your day!
2/17/2011	Pamela	AC Meeting : Agenda: Goal setting for the year, e.g. creating a new cost formula charge to member libraries, determining the agenda for the All-Director's meeting, mechanism for communication from members to the AC.
2/23/2011	Rebecca	CCBC: Reluctant Teen Readers : Definition & wording of "reluctant readers", what to look for in purchasing materials that would attract reluctant readers, discussion of 15-20 excellent titles.
2/23/2011	Rebecca	Teens, Tweens, and Social Networking : Discussion of the types of social media teens use or don't use, interesting ways in which they use it, library applications.
2/23/2011	Jenny Carr	Encouraging Innovation in Libraries : Encouraging Innovation in Libraries by Meredith Farkas Feb. 23, 2011 Failures: 1.Jumping on the Bandwagon 2.Assuming every library is the same 3.Technolust 4.Assuming "being there" is enough (think blogs, wikis, webpages, etc. that are not updated) 5.Thinking free=no cost (even free technologies require staff time to maintain) 6.The lone ranger (what happens if they leave?) 7.Assuming more than 40 hrs. of work can fit in 40 hr. work week 8.Assuming all you need is enthusiasm Reasons for Failures: 1.The service or technology is not tied to the library's mission or strategic goals 2.The service or technology is considered someone's "pet project" 3.Services that are "free" are not planned for strategically 4.Once the newness wears off, people are less motivated to contribute 5.Staff are not given time to work on new initiatives The presenter gave many examples of the above points. If I were to sum up her advice, I would say technology services need to be planned for, not just taken on by individuals willy-nilly. This planning needs to involve assessing users (how many of our patrons actually use Twitter?), collaborative implementation, and shared responsibility for scheduled postings, updates, etc.

5. DIRECTOR'S REPORT

Circulation. During the month of February 2011, the total circulation took a drop by 5.7%, compared to 2010 statistics. Adult and teen collections slipped by - 9.6% and -16%, respectively. This is likely due to both outside factors (political rallies at the Capitol) and inside factors (finishing up the RFID tagging and adult fiction interfiling cutover). Children's collections, however, saw a healthy increase in circulation of 3.1% over the last year.

Self-checkout use accounted for 35.5% of the circulation transactions. We continue to work with ITG on making the self checkout stations more user-friendly; and in the planning for Phases II and III of the RFID project.

Program attendance. In February of 2011 we offered 60 programs attracting 1,164 attendees, compared to 55 programs and 1,054 attendees in 2010, an increase in both categories.

Resource sharing. The February 2011 stats for the number of materials exchanged through the LINK system are similar to those seen in 2007. This month, the number of items we shared with other LINK libraries was 17,011; and the number of Middleton items we sent to other LINK libraries 17,778, a decrease from last year's 19,164 and 20,537, respectfully.

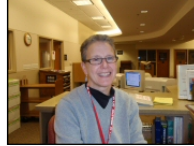
Facility. This month, staff met with the electrician to discuss the installation of new security gates. Scheduled painting in the staff breakroom for a weekend in mid-March. Mark Goad hung the group staff photos from 2011, 2007 and 2003.

Network: "As a follow-up to declining the BadgerNet broadband grant, the Dept of Administration has now opened negotiations with AT&T on extending the BadgerNet contract. Pertaining to this, the BadgerNet Advisory Council sent the attached letter to DOA outlining various issues related to the contract negotiations. From the DPI/DLTCL perspective, a key goal of a contract extension is to get as many libraries as possible to the 20Mbps bandwidth benchmark stated in the grant. Significant bandwidth cost reductions will be part of the contract extension. What is not known is if the reductions will allow the TEACH program to fund the bandwidth increases for all libraries (and schools too). Fortunately, TEACH did not get a reduction in the proposed 2011-13 state budget.

In addition to contract negotiations, much work over the past several weeks has been focused on putting together the TEACH 2011 E-rate application, which is due March 24. With over 960 libraries and schools on BadgerNet and new staff at TEACH, the TEACH E-rate

application is a challenge. But it will be essential to maximize the E-rate funds requested by TEACH in order to provide the increased bandwidth our libraries and schools need.”---from Bob Bocher, Technology Consultant, DPI.

6. LIBRARIANS' REPORTS



Liz Dannenbaum, Head of Adult Services

One of the projects we worked on in February was preparing for the new Serendipity Collection to launch on March 1: we expect this new collection of high interest titles to be very popular!



Jenny and Emily trained UW-Milwaukee practicum Sarah Michaelis in staffing the Reference Desk, linking AV, and weeding.

Jenny also participated in a Webinar via SCLS on “Encouraging Innovation in Public Libraries” which she recommends to the Professional Team. Jenny may have additional input on how the library can best to utilize Facebook after participating in this class.

The schedule for the Adult Summer Reading Program was also finalized in this month.



Svetha Hetzler, Head of Children's Services

We continued our winter programming this month, including an outreach visit to the Madison Kids Expo. The Bean Sprouts Café had a “Stories & Snacks” booth and I was a guest reader for the event.

The summer events and programs have been finalized. I plan to print the brochures later in March or April in case there are any last minute changes or updates. All of our promotional materials from Upstart were delivered and inventory for the materials is complete.

In collection development and management, I completed an Easy Reader weeding project. Acquisitions has been strong in anticipation for summer needs.

Kathy compiled a booklist of ALA notables. She also created a book display of books about friends and friendship. Sarah's book display of "Feathered Friends" tied in with our "Birds" storytime theme.

I contacted Nancy Wyngaard, the 4K administrator for the Middleton Public Schools. We talked about some ways in which to ensure we continue to offer services to these children and their families. We discussed the possibility of extending storytime offerings and visiting schools during orientation in the late summer and early fall.

I was recently invited to serve on a new book awards committee, SABA. SABA or the South Asian Book Award has been established by the South Asia National Outreach Consortium (member National Resource Centers funded by The US Department of Education, Title VI) to promote awareness about South Asia to librarians, publishers and teachers. One award will be given annually to a person whose book is of exceptional literary merit and that accurately and skillfully portray South Asia. This is a brand new committee and I'm excited to be serving.



Elizabeth Bauer, Head of Circulation Services

The Circulation and Page staff spent February, besides our daily/weekly tasks, RFID tagging returning Middleton Public Library books. Technical Services, who is eternally grateful for all the additional help, tells us that the books are mostly done, and we will now commence on tagging audio visual material. Having the migration to Koha delayed has been a blessing in disguise; we have been able to complete, or move forward on some projects that needed to be done, and we have had some additional planning time, in regards to changes in work flow, once we have migrated. Once we have migrated and used Koha, we will again evaluate processes, and adjust accordingly; we will also factor in use of RFID check in and check out equipment, as it comes on line once tagging is completed.

SCLS Delivery is planning an all day, multiple library site visit for those who are interested or are soon installing automated sorters; we are hoping to send two circulation supervisors on the site visits, which will include Milwaukee Public Library and Warren Newport Library in Gurnee, Illinois.

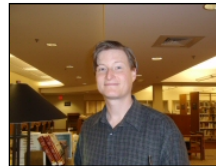


Rebecca Van Dan, Head of Young Adult Services

This month we had a fun contest run by a Young Adult author online that we posted in the Teen Section. The Scavenger Hunt Challenge had a quiz, that with a percentage of correct answers, teens could be entered in a drawing each month for \$50 at the bookstore of their choice. We will continue the challenge for a while longer to see if any of our teens are chosen. Our other display this month was on Teen Activism, to reflect the interest in the events happening at the capitol.

I attended two online webinars this month on reluctant teen readers and teens' use of social networking. We also wrote and sent out letters to area teachers to let them know we are available to do booktalks in May. Happily, we have already had a response from a school we haven't been invited to previously and will be speaking to all of their middle school students. We also invited an author to speak, but to make sure there is enough interest, she asks that students vote on her website for a visit to each city/state, so we have been asking teens to vote for Middleton.

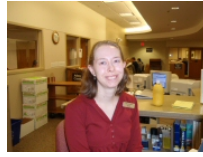
We also had 3 new teen volunteers start this month, put together a few revisions of a desk schedule for April & May, and have been working on more weeding of the teen hardcovers, where space has been tight, but circulation of most books is very high.



Patrick Williams, Head of Information Technology

A new server was purchased, set up and is now up and running. It hosts our web site and our internal databases as well; such as our staff schedules, library events, timesheets and Friends members. It has both an internal and external backup drive.

All the public Internet computers were updated with a better method of time syncing, as well as some minor software updates.



Sarah Hartman, Technical Services Librarian

We were very busy with all of the new materials coming in during February. We are glad have a little extra help starting this month, with Reference practicum student Sarah Michaelis assisting with children’s AV materials, as well as responsibility for Blu-ray discs being transferred to Jason Boak. I also worked on preparing new Kindles for circulation, one being a replacement and the other a donation. Liz Dannenbaum and Rebecca Van Dan selected 10 new titles to add to all three devices, and we purchased new protective covers that should help avoid accidental damage.

RFID tagging continues to go well, and we should be able to start tagging AV materials soon. Technical Services Page Vijaya Raman finished the last section of adult nonfiction, and Circulation pages continue to trap and tag materials at check-in. Technical Services is also tagging all books that come down for mending before returning them to circulation.



Amanda Struckmeyer, Youth Services Librarian

This month, we did significant weeding in the juvenile paperback collection. We were able to finish weeding before tagging this collection, which saved a lot of time and tags.

‘Tween programming continued this month, including an after-school knitting club, a Read to a Dog event, and Dungeons and Dragons. Registrations for spring programs are in full swing, and I am putting the final touches on our summer program plans. I continued to supervise a teen volunteer.

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, my work as a Priority Group Consultant for ALA’s youth division involved gathering post-conference reports and communicating with committee chairs about the division’s long range plan. I have been enjoying mentoring a new librarian in Milwaukee, Wisconsin, over the telephone.

7. AGENDA ITEMS

Library Impact Study

Materials will be provided at the meeting. Jon Cameron will join us via phone conference.