

MIDDLETON PUBLIC LIBRARY



June 2011 Report

Presented at the July 12, 2011 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2011	38,337	5,457	27,625	71,419	379,024
2010	42,292	5,633	28,414	76,339	400,706
2009	40,559	5,312	27,860	73,731	393,692
2008	35,760	5,248	26,370	67,378	373,252
2007	36,415	4,647	25,621	66,683	354,273
2006	35,723	4,349	21,269	61,341	332,330
2005	34,014	3,807	18,722	56,543	301,389
(2010-11 +/-)	(-9.3%)	(-3.1%)	(-2.77%)	(-6.44%)	(-5.4%)

Self-Service checkouts:

	3M	ITG	ITG #2	ITG#3	Total	% of total
2011		11,518	12,530	4,942	28,990	40.5%
2010	7,238	7,518	10,547		25,303	30.2%
2009	7,977	8,487	8,844		25,308	34%
2008	6,106	6,286			12,392	18.4%
2007	5,973	6,560			12,533	18.8%
(2010-11 +/-)					(+14.5%)	

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2011	129	94	6	0	229
2010	119	80	2	1	202
2009	100	84	3		187
2008	114	84	1	0	199
2007	125	79	0	2	206

LINK libraries:	Loaned to	Borrowed from	Interlibrary loans
2011	15,794	17,105	58
2010	18,862	20,597	99
2009	18,781	18,958	
2008	16,253	16,539	
2007	16,118	15,894	
(2010-11 +/-)	(-16.2%)	(-16.9%)	


	Visits	Study Rooms Use	Fax Use	WIFI
2011	33,918	528.75 hrs. / 381 bookings	54 users / 145 p.	801 sessions
2010	34,151	541 hrs / 392 bookings	68 users / 64 p.	541 sessions


2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
6/1/2011	<u>School visit: Kromrey 6th</u> : Demonstrator, Rebecca	50
6/1/2011	<u>Sunset Ridge Elementary School Visit</u> : Demonstrator, Svetha	500
6/2/2011	<u>School Visit (Northside Elementary)</u> : Demonstrator, Amanda	520
6/7/2011	<u>School Visit, Kromrey 7th grade</u> : Demonstrator, Rebecca	250
6/11/2011	<u>PAWS to Read</u> : Demonstrator, Amanda/PAWS to Read Team	22
6/14/2011	<u>Toddler Storytime: Around the World</u> : Demonstrator, Amanda	32
6/14/2011	<u>Big Kids Storytime: Around the World</u> : Demonstrator, Amanda	17
6/14/2011	<u>Intro to Skype</u> : Demonstrator, Cris Carpenter 	24
6/15/2011	<u>Fascinating Loons</u> : Demonstrator, author and naturalist Stan Tekiela 	49
6/15/2011	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	38
6/15/2011	<u>All Ages Storytime - Around the World</u> : Demonstrator, Svetha	48
6/15/2011	<u>Book Bunch and Lunch</u> : Demonstrator, Svetha	80

6/15/2011	<p><u>Teen Tie Dye</u> : Demonstrator, Rebecca</p> 	21
6/16/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	12
6/16/2011	<u>All Ages Storytime - Around the World</u> : Demonstrator, Svetha	30
6/16/2011	<u>Krafty Kids: Around the World!</u> : Demonstrator, Kathy	89
6/17/2011	<p><u>Friday Family Concert</u> : Demonstrator, Ken Lonquist</p> 	143
6/17/2011	<u>Bilingual Storytime</u> : Demonstrator, Katy Shannon	24
6/18/2011	<u>Chess Club</u> : Demonstrator, Brad Phillips	16
6/20/2011	<u>Stories + Yoga</u> : Demonstrator, Sarah Goebel	35
6/20/2011	<u>Play-Doh Party</u> : Demonstrator, Svetha	75
6/20/2011	<p><u>Drum Circle</u> : Demonstrator, Elmore Lawson</p> 	38

6/21/2011	<u>Toddler Storytime: Summer</u> : Demonstrator, Amanda	48
6/21/2011	<u>Big Kids Storytime: Summer</u> : Demonstrator, Amanda	16
6/21/2011	<u>Tween Crafternoon</u> : Demonstrator, Amanda	28
6/22/2011	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	46
6/22/2011	<u>All Ages Storytime - Summer</u> : Demonstrator, Svetha	24
6/22/2011	<u>Book Bunch & Lunch Author Vist - Kashmira Sheth</u> : Demonstrator, Kashmira Sheth 	85
6/22/2011	<u>Fencing for Teens</u> : Demonstrator, Cracovia School of Fencing, Krystyna Kostecka 	13
6/23/2011	<u>Baby Storytime</u> : Demonstrator, Svetha	11
6/23/2011	<u>All Ages Storytime - Summer</u> : Demonstrator, Svetha	37
6/24/2011	<u>Craft - o - Rama</u> : Demonstrator, Kathy  	123

6/24/2011	Bilingual Storytime : Demonstrator, Katy Shannon	20
6/27/2011	Movie Matinee : Demonstrator, Svetha	114
6/28/2011	Toddler Storytime: Families : Demonstrator, Amanda	37
6/28/2011	Big Kids Storytime: Families : Demonstrator, Amanda	17
6/28/2011	Sidetracked in the Midwest: a green guide for travelers : Demonstrator, Mary Bergin	21
6/29/2011	Tiny Tots Storytime : Demonstrator, Svetha	28
6/29/2011	All Ages Storytime - Siblings : Demonstrator, Svetha	29
6/29/2011	'Tween Book Club: Finn Family Moomintroll : Demonstrator, Amanda	10
6/29/2011	Creative Writing Group : Demonstrator, Kathy Steffen	8
6/30/2011	Baby Storytime : Demonstrator, Amanda	10
6/30/2011	All Ages Storytime: Families : Demonstrator, Amanda	17
6/30/2011	'Tween Theater Games : Demonstrator, Johanna Baer	11
6/30/2011	Mehndi : Demonstrator, Rebecca 	27
Number of Programs / Total Attendance		
	Children's	36 / 2430
	Teens	5 / 361
	Adults	4 / 102
	Grand Total	45 / 2893

3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Middleton Public Library Summer Reading Program	Library Staff contributions
Picture rail & top of Friends bookshelves	Mixed Media	

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
6/2/2011	Circ. Services Staff	Circulation Services Staff Meetings (9:30 am & 1:00 pm) : Bi-Monthly meeting of the entire (or as close as we can get) staff to discuss circulation issues. This meeting focused on Koha issues, tips, and updates.
6/7/2011	Reference Staff	NewsBank webinar : Previewed NewsBank, a database for not only all major Wisconsin newspaper, but access to reliable resources for national news. This will be particularly of interest for those seeking to find archived obituaries. NewsBank is also the most popular database subscribed by SCLS libraries that MID doesn't subscribe to.
6/10/2011	Pamela	WLA Board meeting : We approved a request for WLA YSS section to host a bus tour. Heard about 2 resolutions at the federal level that will be voted on at ALA: 1. To protect patron privacy where public libraries are providing Open Holds to their patrons. 2. In support of afterschool and out of school programming. After the Budget session is completed, we'll revive talks to use Library Districting as a possible way to fund libraries, long term. Approved resolutions that endorse WISCNet and ask for the removal of sections in the bill. Gov. Walkers efforts to convey the value of reading during the summer didn't include visiting libraries. The speeches were sponsored by Scholastic Books.
6/10/2011	Pamela	Summit with PTFS and ILS Directors : Impact on services and patrons with the new system. How can we solve these issues? What is the time frame for fixing the top problems: Speed, Relevancy/Searching, Holds, Finds, Acquisitions and Last Patron? Learned that with the current structure, we will see slow progress in development and fixes. Slow response time is most definitely a structural problem and will require additional dedicated development funds. Learned that the PAC side of KOHA is out-of-the-box. No development was done by LibLime. The search engine doesn't recognize stop words: "a," "an" and "the."
6/13/2011	Pamela	SCLS Board Meeting : ILS Directors attended the board meeting in order to express or weigh-in on how they viewed that the transition to KOHA had gone.
6/15/2011	Pamela	New & Easy Ways to Use Annual Report Data : Using our statistical information from our state annual report, DPI has added features that can be used to create graphs, charts and even brochures.
6/16/2011	Jason Boak	Reference Fundamentals Class : This was a six week reference skills class I recently completed. It was presented by Infopeople, a project administered by the California State Library. The course contained in-depth instruction in some of the fundamentals of good reference service: - Reference interviews -Equitable treatment and access -Building layout/special collections/using the catalog -Indexes and indexing - Evaluating information -Contemporary ready reference
6/23/2011	Members of the committee	Selection Committee: Discussed the big picture view and long range plans for the position; listed desired attributes; and reviewed the timeline. Next steps: Position Description, interview questions, & content of the Ad.

6/23/2011	Amanda (and Elizabeth, but she will likely file her own report)	<u>American Library Association Annual Conference</u> : I attended this conference as a Priority Group Consultant for ALSC (the Association for Library Services to Children). I met with the 11 committees I oversee and also with the ALSC Board of Directors. I met with my new committee (ALSC's Legislative Committee). I attended several excellent programs; topics included Greek mythology in children's literature (Percy Jackson series), outreach to teen parents, and Every Child Ready to Read.
6/23/2011	Elizabeth I. Bauer (Amanda Struckmeyer - see her report, as well)	<u>American Library Association Conference</u> : The annual conference of the American Library Association; programs, tours, committee, section, and division meetings. Lots of opportunities for networking, advocacy, and information gathering. As with the Wisconsin Library Association (WLA) annual conference and the Wisconsin Association of Public Libraries (WAPL) conference, there was much discussion of budgets, libraries and the future re: e-books, and how to advocate for your library, library system, community, etc.
6/24/2011	Pamela	<u>Exit Interview with Library Board President in 2011</u> : Met with outgoing board president Marj Kozich. Summary of the past year and tips for going into the next phase, with new members.
6/24/2011	Pamela	<u>Annual Employee Recognition Picnic and Golf Outing</u> : All city departments were represented at this all city event. Also paid tribute to milestone years of service and network with others, including city council officials.
6/28/2011	Pamela	<u>Library Board Officer Orientation</u> : Rusty Shoemaker-Allen is our new Library Board President. General discussion of meeting process, creating monthly agendas and goals for the coming year.
6/28/2011	Rebecca Van Dan, Liz Dannenbaum	<u>PFLAG</u> : Contacted by PFLAG representative for interview regarding GLBTQ resources in the library, how we respond to challenges, programs/flyers available.
6/28/2011	All Departments were represented.	<u>Staff Appreciation Sundae Bar</u> : Hosted by Technical Services, Information Technology and Administration, this event was to celebrate the completion of RFID Phase I & II. Staff Milestone Recognition on behalf of the City of Middleton went to Peter 5 yrs, Barbara 10 yrs, Katie O. 10 yrs, Jason 15 yrs & Patrick 25 yrs. Congratulations everyone!
6/28/2011	Amanda	<u>MASH Collaboration Meeting</u> : Bryn Orum, a teacher at Middleton Alternative High School, and I met to discuss a possible partnership starting in the fall. The goal would be teaching high school students about early literacy. Most likely, I will visit Bryn's classroom for a series of sessions, and her students will present read-alouds at one or two storytimes.
6/29/2011	Pamela	<u>Grand Opening-Fitchburg Public Library</u> : Speeches, ribbon-cutting ceremony, short video and open house. FCH opened their doors with a collection of +60,000 items. Project was completed by the July 1st deadline; came under budget; but are still fundraising for the collection development matching grant.

5. DIRECTOR'S REPORT

Library Use for June 2011:

- Unfortunately, circulation for June 2011 is down by -6.44% compared to last year. The hardest hit collection was adult by -9.3%; followed by young adult collections; and children's collections by -2.77%.
- LINK resource sharing trended down by approximately 16% in both the borrowed and loaned categories.
- Self checkout use was up by 14.5% from 25,303 in 2010 to 28,990 in 2011.
- Since Middleton staff manages its own self checkout stations, we are able to provide you with self checkout numbers. These numbers reflect a slight increase from 25,303 in 2010 to 28,990 in 2011.
- Walk-in laptop WiFi use for June of 2011 showed a dramatic increase with 801 sessions, compared to 541 sessions during June of last year.
- This year's June visitor counts were down slightly from last year: 2011 / 33,918; compare to 2010 / 34,151.
- Likewise, study room use was down slightly from 541 hours to 392 bookings in 2010; to 528.75 hours and 381 bookings in 2011.
- Programming attendance, however, has almost doubled in June of 2011, with 2,893 participants compared to 1,648 in 2010.

6. LIBRARIANS' REPORTS

Liz Dannenbaum, Head of Adult Services

June is always busy: lots of tutoring and studying happening on the Lower Level, as well as people eagerly looking for travel books, gardening books, and "good vacation reads."

3 weeks into the Adult Summer Reading Program 70 people have picked up Reading Logs—which is on par with previous years. Our Computer One-on-Ones for June all got filled; Stan Tekiela's program on loons was wonderful—as well as a wonderful success.

We are excited to have a new, upgraded computer at the Reference Desk & grateful to Patrick for setting it up.

Svetha Hetzler, Head of Children's Services

We began our Summer Reading Program this month. We've seen very high attendance at our events and the incentive program is running smoothly. The streamlined structure has greatly improved our efficiency at the help desk and treasure chest.

This month, we had several book displays: "books to movies", "one world, many stories" and "water". The water display tied in with the month's water-related DIY activities.

With Jason Boak's help, I put together a standing order for children's DVDs and music CDs through Baker and Taylor. I think this will be a great help in keeping our collection current and will also help with efficiencies.

The summer is always our busiest season and I've been very pleased to see so many enthusiastic patrons. They really seem to appreciate the services and resources we offer.

Rebecca Van Dan, Head of Young Adult Services

In June, we finished up with a few more school visits, started the Summer Reading Program on June 13, and by the end of the month we had close to 250 teens signed up. We had a Youth Services Orientation meeting just before Summer Reading started to acquaint the three new Youth Services Pages and our librarian substitutes as to the procedures of signing up, prize rules, etc. for ages 0-19. The new YS pages who are staffing the Treasure Chest seem to be doing very well and have been indispensable with the quantity of patrons at the desk this summer. Teen programs have had excellent attendance and there seems to be a wave of new registrations for the Summer Reading Program with every program we conduct--desk shifts have been very busy!



We had 3 new volunteers who started this month and they also seem to be doing well. The volunteers were an enormous help in shifting the Adult fiction collection down to make a little more space for Teen hardcovers. Although a good percentage of the Teen fiction books are checked out now for the summer, I'm sure we will notice a difference when books come back in the fall. In early June, I also reorganized the Help Desk a bit to get rid of unneeded items, make more counter space, and moved items to where they would be more accessible. I also worked on the library's facebook page this month, as there were some issues with page access and monitoring.

In the Teen section in June we had a voting box for teens to vote for their favorite YouTube videos (so we could pre-screen before our YouTube event in July). Displays included: Blog It (books you can write about on our blog), Road Tripping Audio Books, and Booktalk Books you may have seen in school. I also met with a PFLAG representative (Parents, Family & Friends of Lesbians and Gays) who wished to report back about the resources our library provides, how we deal with intellectual freedom challenges, and how we choose which materials to purchase. The representative was also visiting a number of other libraries and was impressed with our policies, procedures, and breadth of our collection.

Elizabeth Bauer, Head of Circulation

In early June, Circulation Services turned on our RFID (Radio Frequency Identification) tags and equipment for check out and check in. Many SCLS libraries do not have RFID tags, yet, but a number do. Checking out a stack of picture books does go more quickly; we have learned not to get tagged items too near the pad, because the item's RFID tag will either check out or in!

Self check usage is definitely higher than May. The only exception is our newest self check, which seems to be hidden from sight; we removed the oldest self check from its cabinet and patrons seem to like that.

Koha still have issues, but those are being addressed, on an on-going basis. The circulation staff is adjusting to new work flows and, frankly, with constant summer reading traffic and returns, we are focused on great customer service and keeping our heads above water with returns, holds, and shelving. It is great to be a vital community resource, and kudos to circulation desk staff and staff room pages for all their hard work and dedication; we are so lucky to have such a great bunch of people working here!

I attended the American Library Association Annual Conference, in New Orleans (see Developments and Meeting Reports); it was an experience I won't soon forget. The energy, enthusiasm, and knowledge of 20,000 plus librarians, support staff, publishers, authors, and exhibitors is such a reminder and reinforcement of the importance of libraries in the community and renews all the reasons I became a librarian in the first place. The stand out event was the tour of New Orleans branch libraries, in all stages of recovery, even 6 years after Katrina. We toured several construction sites (hard hats and goggles mandatory), went into a completed branch which is back in business, and toured the Milton H. Latter Memorial Library branch, which is housed in a mansion (with a resident ghost in the attic!) The tour also included New Orleans history, stories from Katrina, a view of the levees that gave way, and a look at the new neighborhoods and houses, in the Lower 9th Ward, financed and built by the Make It Right Foundation, established by Brad Pitt. Everyone had stories to share; it was an incredible experience.

Sarah Hartman, Technical Services Librarian

We spent June working hard on cataloging and processing new materials so that our patrons will have plenty of excellent choices for their summer reading and entertainment needs. We had some fun too, with Administration, Information Technology, and Technical Services hosting a sundae bar for all staff to celebrate completing our first two stages of RFID implementation.



Jason Boak and I have joined several of the new SCLS ILS Development Committees. Jason is on the Serials Committee and I am on the PAC and Cataloging Committees. We will be testing new Koha development and making recommendations for future development. We feel it is important for those of us on the front lines to provide input and participate in the process, so that eventually we can have a fully functional system that performs to our expectations.

Also this month, Jason completed a six-week reference fundamentals class as part of his participation in ALA's Library Support Staff Certification Program.

Patrick Williams, Head of Information Technology

The aged computers at the Help Desk and Reference Desk have been replaced with new systems. They have also been removed from the South Central Library System network, and placed on our own internal one. We will be able to support and configure them how we wish.

The remaining South Central connected PAC was also removed (it was required at one point to have one dedicated station, but that restriction has since been lifted). So now, our four main level express stations display uniformly. Six other staff office PCs will also be taken of the South Central System network over the remainder of the year, making for more network consolidation. We are able to do this because Koha is a web browser based product and, also, there is no longer a licensing limit of number of computers that can log into it.

Amanda Struckmeyer, Youth Services Librarian

The Summer Reading Program is in full swing! Our new prize structure seems to be working well for everyone (children, families, and staff). We've had great attendance at our special events. I am pleased to offer 'tween reading logs and program flyers in English and Spanish this year.

We finished school visits during early June. This was a fantastic way to reach children and get the word out about our programs this summer.



I contacted two teachers (one at Middleton High School and one at Middleton Alternative High School) this month about developing a partnership in which I would teach students about early literacy skills. Both teachers responded positively, and we are on our way to establishing a plan to put this idea into action.

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.

A team of library staff and family members volunteered at the Wisconsin Public Television annual auction. This was a great opportunity to gain visibility and to help WPT, all while growing closer as a staff. Many patrons commented that they saw us on the air!

South Central Library System runs a blog for teen readers in the summer called Teen Read. I volunteered to be a moderator this year. This involves posting questions on the blog and answering questions or facilitating discussions about particular books. I selected two popular new titles, and I'm hoping to see lots of participation!

On the national level this month, I attended the American Library Association's annual conference in New Orleans. My term as a Priority Group Consultant for ALA's youth division (ALSC) concluded on June 30, so much of the conference was spent meeting with committee chairs and the ALSC Board. I began my term on the ALSC Legislative Committee at the annual conference; I had an opportunity to meet with the committee and begin discussing our work.

7. AGENDA OVERVIEW

Request to revise the Slate of Officers (action item)

Trustees Clay and Hammes request to trade Library Board officer roles, making Hammes the Vice President and Clay the Secretary.

August Staff Inservice & Community Outreach Day- revised schedule (possible action item)

Original list of closed dates allows for a half day closed on Friday, August 26th. Request to close for the full day. Morning will include skills training, e.g. CPR and emergency procedures. Afternoon will focus on community outreach projects or the option to report for work. Lunch will be provided by Friends of the Library funds.

Library Mid-year Financial Review

See Appendix A.

Library Board Bylaws

Would the board like to form workgroup to review and make recommended changes forward at a future meeting?

Appointment of Personnel Subcommittee (action item)

President Shoemaker-Allen will appoint a personnel committee.

Appendix A

Middleton Public Library 2011 Mid-year		C	D	D
		2011	6/30/11	2011
Account Number	Account Title	BUDGET	ACT. YTD	YTD-Budget
212-5511-110	SALARIES-FULL-TIME	477,658	222,243	238,829
212-5511-111	PART-TIME PERM.	231,976	108,612	115,988
212-5511-112	PART-TIME-NON-PERM.	149,317	63,215	74,659
212-5511-117	OVERTIME	0	0	0
212-5511-135	LONGEVITY	16,711	0	8,356
212-5511-190	FRINGE BENEFITS-OTHER	0	0	0
212-5511-192	RETIREMENT	99,638	24,932	49,819
212-5511-193	FICA	65,710	29,706	32,855
212-5511-194	HEALTH INSURANCE	174,334	62,634	87,167
212-5511-195	DENTAL INSURANCE	17,126	6,280	8,563
212-5511-199	EMPLOYEE HEALTH CONTRIB.	-12,649	-5,484	-6,325
	Subtotal	1,219,821	512,138	609,911
212-5511-210	OFFICE SUPPLIES	28,000	9,086	14,000
212-5511-230	BOOKS	168,000	56,942	84,000
212-5511-232	PERIODICALS	19,000	4,001	9,500
212-5511-233	AUDIO	82,000	55,161	41,000
212-5511-250	POSTAGE	2,000	966	1,000
212-5511-260	ADVERTISING & PRINTING	3,000	916	1,500
212-5511-270	TELEPHONE	10,100	5,030	5,050
212-5511-310	LINK SERVICES	76,000	74,147	38,000
212-5511-315	OUTSIDE SERVICES	0	2,986	0
212-5511-330	ELECTRONIC RESOURCES	7,000	5,951	3,500
212-5511-340	BUILDING MAINTENANCE	70,482	18,953	35,241
212-5511-410	EQUIPMENT MAINTENANCE	27,000	17,109	13,500
212-5511-440	TRAINING & DEVELOPMENT	10,000	3,801	5,000
212-5511-450	MILEAGE	3,700	121	1,850
212-5511-470	UTILITIES	50,000	18,728	25,000
212-5511-490	PROGRAMMING	0	0	0
212-5511-704	SALES TAX - PD.	303	0	152
212-5511-800	CAPITAL OUTLAY	1,473	715	737
	TOTAL	1,777,879	786,751	888,940

