

# MIDDLETON PUBLIC LIBRARY



## July 2011 Report

Presented at the August 2010 Library Board Meeting

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### 1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2011	38,148	5,025	26,215	69,388	448,412
2010	42,433	5,720	28,657	76,810	477,516
2009	42,620	6,276	29,646	78,542	472,229
2008	39,580	5,637	28,985	74,202	444,826
2007	38,058	4,799	27,549	70,205	424,681
2006	36,904	4,736	21,748	63,388	395,718
2005	34,280	3,533	17,791	55,604	356,973
(2010-11 +/-)				(-9%)	(-6.09%)

#### Self-Service checkouts:

	3M	ITG	ITG#2	ITG#3	Total	%of total
2011		12,174	11,922	4,952	29,048	41.9 %
2010	7,078	7,902	2,955 *	365 **	18,300	23.8 %
2009	8,303	8,696	9,431		26,430	29.7%
2008	6,497	7,183			13,980	18.8%
2007	5,845	6,731			12,576	17.9%

\*Unit out of order for a time

\*\*Added 7/23

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2011	139	56	3	0	198
2010	93	51	1	0	145
2009	133	46	7	0	186
2008	117	47	0	1	165
2007	124	67	4	0	195

#### Dynix holds:

	Loaned to	Borrowed from	Fax: # of users / # of Pages
2011	15,892	16,749	74 / 268 p.
2010	19,309	20,959	
2009	19,939	20,409	
2008	18,423	19,186	
2007	16,820	16,742	
(2010-11 +/-)	(-7.7%)	(-20.1%)	



Miscellaneous:	ILL	Visits	Study Rooms Use	WIFI walkin Use
2011	63	33,276	620 hours / 397 bookings	836
2010	51	N/A	586 hours / 393 bookings	

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES




Date	Program	Attendance
7/1/2011	<b><u>Bilingual Storytime: Summer Foods</u></b> : Demonstrator, Katy Shannon	19
7/5/2011	<b><u>Toddler Storytime: Mice</u></b> : Demonstrator, Amanda	35
7/5/2011	<b><u>Big Kids Storytime: Mice</u></b> : Demonstrator, Amanda	14
7/5/2011	<b><u>'Tween Crafternoon</u></b> : Demonstrator, Amanda	22
7/5/2011	<b><u>Writing Contest</u></b> : Demonstrator, Rebecca	15
7/5/2011	<b><u>Drawing Contest for Teens</u></b> : Demonstrator, Rebecca	15
7/6/2011	<b><u>Geocaching</u></b> : Demonstrator, Laura Rose <div style="text-align: right; margin-top: 10px;">  </div>	19
7/6/2011	<b><u>Tiny Tots Storytime</u></b> : Demonstrator, Svetha	49
7/6/2011	<b><u>All Ages Storytime - Mice</u></b> : Demonstrator, Svetha	31
7/6/2011	<b><u>Book Bunch and Lunch Visits France</u></b> : Demonstrator, Katy Shannon <div style="text-align: left; margin-top: 10px;">  </div>	68
7/7/2011	<b><u>Baby Storytime</u></b> : Demonstrator, Svetha	14
7/7/2011	<b><u>All Ages - Mice</u></b> : Demonstrator, Svetha	27
7/8/2011	<b><u>Bilingual Storytime</u></b> : Demonstrator, Katy Shannon	31
7/8/2011	<b><u>Friday Family Concert</u></b> : Demonstrator, David Landau	130
7/11/2011	<b><u>Stories and Yoga</u></b> : Demonstrator, Sarah Goebel	45
7/11/2011	<b><u>Games Galore</u></b> : Demonstrator, Svetha	30
7/11/2011	<b><u>Pizza &amp; Soda Taste Testing</u></b> : Demonstrator, Rebecca + 3 volunteers	40

7/12/2011	<a href="#"><u>Toddler Storytime: Bugs</u></a> : Demonstrator, Amanda	48
7/12/2011	<a href="#"><u>Big Kids Storytime: Bugs</u></a> : Demonstrator, Amanda	29
7/13/2011	<a href="#"><u>Tiny Tots</u></a> : Demonstrator, Svetha	26
7/13/2011	<a href="#"><u>All Ages Storytime - Bugs</u></a> : Demonstrator, Svetha	20
7/13/2011	<a href="#"><u>Finn Family Moomintroll Book Club</u></a> : Demonstrator, Amanda	5
7/14/2011	<a href="#"><u>Baby Storytime</u></a> : Demonstrator, Svetha	22
7/14/2011	<a href="#"><u>All Ages Storytime - Bugs</u></a> : Demonstrator, Svetha	29
7/14/2011	<a href="#"><u>Krafty Kids - Let's Go Camping!</u></a> : Demonstrator, Kathy	61
7/15/2011	<a href="#"><u>Bilingual Storytime: Lazy, Summer Afternoons</u></a> : Demonstrator, Senora Katy	30
7/15/2011	<a href="#"><u>Friday Family Fun &amp; Concert Series - Tai Chi Animal Frolics</u></a> : Demonstrator, Gerri Gurman / Sarah Goebel 	55
7/15/2011	<a href="#"><u>YouTube Party</u></a> : Demonstrator, Rebecca	5
7/16/2011	<a href="#"><u>Chess Club</u></a> : Demonstrator, Brad Phillips	12
7/18/2011	<a href="#"><u>Camping Out Storytime</u></a> : Demonstrator, Svetha	38
7/18/2011	<a href="#"><u>'Tween Book Club for the Serious Reader</u></a> : Demonstrator, Amanda	5
7/19/2011	<a href="#"><u>Toddler Storytime: Colors</u></a> : Demonstrator, Amanda	40
7/19/2011	<a href="#"><u>Big Kids Storytime: Colors</u></a> : Demonstrator, Amanda	16
7/19/2011	<a href="#"><u>'Tween Crafternoon</u></a> : Demonstrator, Amanda	25
7/19/2011	<a href="#"><u>Adult Book Discussion</u></a> : Demonstrator, Emily Goad and Sarah Michaelis and Elizabeth Bauer 	26
7/20/2011	<a href="#"><u>Tiny Tots Storytime</u></a> : Demonstrator, Svetha	25
7/20/2011	<a href="#"><u>All Ages Storytime - Art</u></a> : Demonstrator, Svetha	29

7/21/2011	<b><u>Baby Storytime</u></b> : Demonstrator, Amanda	24
7/21/2011	<b><u>All Ages Storytime: Colors</u></b> : Demonstrator, Amanda	36
7/21/2011	<b><u>'Tween Sushi Workshop</u></b> : Demonstrator, Whole Foods Market Staff 	22
7/21/2011	<b><u>Movie Fest &amp; Ice Cream Social</u></b> : Demonstrator, Rebecca	21
7/22/2011	<b><u>Bilingual Storytime: Cold &amp; Snow</u></b> : Demonstrator, Senora Katy	24
7/22/2011	<b><u>LEGO Block Party</u></b> : Demonstrator, Sarah Goebel 	85
7/25/2011	<b><u>'Tween Greece-ology</u></b> : Demonstrator, Amanda 	63
7/26/2011	<b><u>Toddler Storytime: Friends</u></b> : Demonstrator, Amanda	35
7/26/2011	<b><u>Big Kids Storytime: Friends</u></b> : Demonstrator, Amanda	18
7/26/2011	<b><u>Computer Maintenance &amp; Performance</u></b> : Demonstrator, Cris Carpenter	21

		
7/27/2011	<a href="#"><u>Tiny Tots Storytime</u></a> : Demonstrator, Svetha	41
7/27/2011	<a href="#"><u>All Ages Storytime - Birthday</u></a> : Demonstrator, Svetha	31
7/27/2011	<a href="#"><u>'Tween Moomintroll Book Club</u></a> : Demonstrator, Amanda	6
7/27/2011	<a href="#"><u>Intro to Yoga for teens</u></a> : Demonstrator, Leslie Reitano (with Rebecca)	4
7/28/2011	<a href="#"><u>What's In Your Bookbag?</u></a> : Demonstrator, Svetha	14
7/28/2011	<a href="#"><u>Landscape &amp; History of Ireland</u></a> : Demonstrator, Mary Magray 	65
7/28/2011	<a href="#"><u>Baby Storytime</u></a> : Demonstrator, Svetha	29
7/28/2011	<a href="#"><u>All Ages Storytime - Birthday</u></a> : Demonstrator, Svetha	29
7/29/2011	<a href="#"><u>Bilingual Storytime</u></a> : Demonstrator, Katy Shannon	21
7/29/2011	<a href="#"><u>Magic Mark</u></a> : Demonstrator, Mark Nielsen	160
	<b>Number of Programs / Total Attendance</b>	
	Children's	47 / 1668
	Teens	7 / 119
	Adults	3 / 112
	<b>Grand Total</b>	<b>57 / 1899</b>



3. LIBRARY EXHIBITS		
Location	Exhibit	Artist/Collector
Lobby display case	Summer Reading Program: <i>One World Many Stories</i> 	Staff contributions
Table to near the elevator		Books and poster from on Ireland
<b>Teen Room</b>  <b>Art Contest</b>  <b>Ages 12-19</b>		

#### 4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
7/6/2011	Pamela	<a href="#">Department Head Meeting</a> : 2012 Budget submission forms
7/7/2011	Pamela	<a href="#">AC Meeting</a> :
7/7/2011	Pamela	<a href="#">United Way Day of Caring Committee Meeting</a>
7/12/2011	Sarah H., Jason, Vijaya, Pamela	<a href="#">Ten Tips for Basic Cataloging (webinar)</a> : This was a very basic overview of cataloging, with over 400 attendees from around the world!
7/13/2011	Sarah H.	<a href="#">SCLS Collection Maintenance Subcommittee meeting</a> : Topics: Cataloging annual serials as books, Policies review, Process for approving changes to collection codes and shelving locations, and Books with online access codes.
7/14/2011	Pamela	<a href="#">Dane County Librarian's Meeting</a> & Cluster 11
7/18/2011	Pamela	<a href="#">MUFN</a> : Planning for Phase 3 and Phase 4 of the MUFN project (managed by UW, Madison) may include the addition of other sites in Middleton. Building loops will create redundancy needed for emergency services.
7/19/2011	Svetha	<a href="#">SLIS Visit</a> : Guest at LIS 624 class. LIS 624 is a storytelling class. I presented the basics of baby storytime and demonstrated a typical program. Discussed the relevancy of oral tradition to baby storytime.
7/19/2011	Elizabeth I. Bauer, Pamela K. Westby, Barbara Henderson, Peter Matiash, Katie Adkins	<a href="#">Circulation Services Supervisors Staff Meeting</a> : Circulation Supervisors met to discuss 2012 budget and staffing, RFID and automated handling, Koha issues and training, performance coaching conversations, schedules, updates on circulation functions and procedures, and agenda for upcoming circulation services staff meeting.
7/20/2011	Rebecca	<a href="#">PAC Subcommittee</a> :
7/20/2011	PKW, EIB, PM, KA, RVD, SVH, SH, AS	<a href="#">Communication &amp; Personal Effectiveness Workshop</a> : Part of a series of workshops scheduled with Jeff Russell last December, as part of continuing education effort. What are MID's challenges to good communication? What are our strategies for improvement: organizationally and personally?
7/21/2011	Pamela	<a href="#">Beyond the Page grant meeting</a> : Groundwork for the public appeal for the Beyond the Pages Campaign with Amy Overby from Madison Community Foundation.
7/21/2011	Elizabeth I. Bauer	<a href="#">SCLS ILS Committee Meeting</a> : SCLS ILS (Integrated Library System) Committee Meeting to discuss issues pertaining to the ILS computer system.
7/26/2011	Pamela	<a href="#">Resource Sharing Workgroup</a> : Newly formed workgroup's agenda included 11 items. Discussion only on 2 items: Keeping new items in-house and Generic items.
7/28/2011	Pamela	<a href="#">All Directors' Meeting--SCLS</a> : All Directors' meeting consisted of reports from Delivery, ILS, Technology and the Director. Priority Poll was distributed to Directors to complete, as a way to collect feedback as SCLS looks to make cuts to their budget and services to its members.

## **5. DIRECTOR'S REPORT**

**Here are some highlights from July 2011:**

### **Facility & Grounds**

We experienced some serious leaking in the roof above YS area this month, due to holes in the waterproofing membrane. This issue was resolved under our warrantee with Midtowne Roofing who did our 2009 roof replacement project. Building Inspector Scott Ellarson took over the hail claims for all city buildings, including the Library facility. He found that the roofers had inadvertently covered some roof vents. Scott believes this is the cause of the ice build-up issues on the north side. The hail damage back in April was significant; and a total roof replacement is being planned as soon as the work can be coordinated, hopefully yet this season.

### **Programming**

This year's Summer Reading theme (One World Many Stories) permeated July's 57 events with cultural experiences, literature, music and food from around the world, for 1,899 attendees. Some of the highlights included, a travel log presentation to Ireland with Mary Magray, and Tween Greece-ology, featuring Greek food and stories by Percy Jackson.

### **Circulation and Use**

We continue to experience hiccups with the Koha statistical use figures; therefore, I was unable to provide accurate figures at the time this report was published. Our ILL requests, study room use and self checkout figures are up from last year. The library proper continues to be busy. Our laptop use last month was 836 sessions and visitor counts show an average of approximately 1,200 people per day in July of 2011.



## **ILS & Technology**

We continue to submit problems with all modules. An upgrade to Koha is scheduled for the evening of August 4<sup>th</sup> has resolved some of the issues, but according to SCLS staff has produced many new bugs fixes. On the positive side: recent developments include ownership reports and weeding reports.

## **Staffing**

The selection committee for hiring a new Head of Adult Services didn't meet this month, but we will be finalizing the Ad and Position Description this month, with the plan to advertise in September.

In order to help accommodate the traffic and workload changes that have occurred since the migration and RFID, we continue to look for ways to manage our workflow more efficiently and make tweaks adjustments to service desk staffing,

## **Friends**

Friends of the Library Book Sales continue at a good pace. Sorters are keeping up with the donations and reportedly have adequate volunteers at this time. Many volunteers will be working the Mustard Days event, with 50% of the sales will going to the Friends. Volunteers are actively planning for the Good Neighbor Fest parade float. This year's theme is *Movin' to the Beat*. Mark your calendars for the Annual Wine Tasting Event, scheduled for November 10<sup>th</sup> at 6:30 p.m.

## **News from around the System**

Wisconsin Public Libraries Consortium has released information regarding their Statewide Digital Media Buying Pool, which will benefit all Wisconsin residents by expanding the e-books and e-content currently available through Overdrive. All libraries in the system are being asked to participate in the collaborative purchasing program. Figures are based on 2.75% of the 2009 library materials budget.

The All Directors' Meeting was held at the DeForest Public Library. We learned that delivery statistics have been dropping by 5-6% for the past 2 ½ years. Bruce expects that this trend will continue for awhile do to the high interest in electronic books. We heard a presentation from Marc Gartler, on the ALA report [Confronting the Future: Strategic Visions for the 21<sup>st</sup> Century Public Library](#).

### **News From around the County**

Preliminary 2012 budget figures, including usage estimates from the new Fitchburg library, have been provided by Dane County Library Director Julie Chase. We'll take a look at how that might impact our 2012 Operating Budget during our discussion during the meeting.

## **6. LIBRARIANS' REPORTS**

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

91 people picked up Reading Logs for the Adult Summer Reading Program and 45 returned them. That compares favorably to last summer when only 88 picked up Logs and only 38 returned them. This suggests to me that the decision to simplify the program (no book reviews, special events for people who pick up Logs, etc.) was a wise one.

In addition, last summer 180 people attended 6 general interest and 2 computer programs. This summer 199 people attended 4 general interest programs and 2 computer programs—confirming my inclination to concentrate on a few “big” programs rather than try to offer a wider variety of programs in the summer.

After a decade of Adult Summer Reading Programs I have mixed feelings about them. I'm not sure why more people who pick up Logs don't return them. Many of the same people return year after year—I don't know why the program doesn't appeal to a larger audience. This is something for the next Head of Adult Services to ponder.

One final note re the Summer Library Program: I did not advertise a prize drawing for the end of the Ireland program, but I had a variety of brand new crossword puzzle books, tote bags, duplicate former best sellers, and old display items like birdhouses, in my office that I put out for an impromptu prize drawing that night. First person called got to pick their prize, second person got second choice, etc. It was a huge hit! People waited patiently for names to be called and 10 people went home with a small item that made them smile. I recommend it for next summer; there will likely not be so many things lying around the office (!), but for a small amount of money the librarian could buy remaindered cookbooks, on sale items at gift stores, etc.

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

We continued Summer Reading Program this month and program attendance has not slowed down! I've received a lot of positive feedback from patrons regarding our Friday Family Concert Series.

This month, we had several book displays: "classics", "one world, many stories" and "summer fun". The DIY station featured ice cream related activities.

I contacted local businesses for donations for our "Around the World Picnic". Both the Imperial Garden and Sofra will be donating items. It's great to have local support from our area businesses.

In collection development, I've been assessing our picture book and board collection and have done some weeding based on condition, age, and circulation.

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

The Teen Summer Reading Program is going well with 289 teens signed up so far and the bulk of our teen programs happening in July. Entries for the Writing Contest and Drawing Contest were submitted, we coordinated a number of teen volunteers to judge

them, and they have been bound into a book. We tried a few new programs this month, with geocaching being fairly popular and the Pizza Taste-Testing was a roaring success. Participating teens were excited to try all the pizzerias and very proud that the results were posted so they could show it to their families. The Chocoholics Guessing Contest had 411 teens who submitted guesses (one who guessed it right on the nose) and turnout for our Movie Fest was higher than anticipated.

Our 3 YS Summer Pages have done an excellent job this summer and allowed the librarians to help other patrons while they helped children with Summer Reading sign-up and prizes, counting and verifying guessing contests, keeping us stocked with prizes and reading slips, and shelving whenever possible. Our teen volunteers have also been wonderful at clearing the back room with so many coming in to help shelve and scouting for damaged books, making posters, and 3 valiant volunteers who took on the task of slicing, marking, and serving 40 hungry teens for the Pizza Taste-Testing.

We finished shifting the teen hardcovers this month, created a Sept/Oct flyer of teen programs, updated our Teen website, and cleaned out the Archer Room refrigerator to make space for upcoming programs. I reviewed suggested changes to our New Employee Guidelines for the Help Desk, updated the document, and updated our Help Desk Binder to make sure all information is current. I had my yearly performance evaluation with Pamela, attended the training session on communication, attended a PAC meeting to discuss changes to the new LinkCat system, and met with our 3 summer pages to work on their performance evaluations and discuss any changes we should implement for next year. Displays this month: "Road Trips: Must have audiobooks for long trips" and "Teen Books that Adults May Love."

**Elizabeth Bauer, Head of Circulation Services**

The circulation desk staff continues to work with the RFID tags, and has been testing the Exit Watch software (will cause the gate to beep, and shows a pop up of the item

and barcode on the check out screen if RFID tag is turned on). The library has been extremely busy with lots of wonderful programming and lots of check outs! The circulation desk staff is awaiting the upgrade to Koha, which will, hopefully, fix some of the bugs in the software.

#### **Circulation Staff Update:**

A procedure and timeframe are in place for circulation desk staff and page performance coaching conversations; all should be completed by September 1, 2011.

#### **Professional Participation Update:**

I am acting head of the SCLS Circulation Services Subcommittee through December 2011. I recently attended the SCLS ILS Committee Meeting, to present the report from my subcommittee, and will be attending the upcoming SCLS Delivery Advisory Committee Meeting. It is vital for Middleton Public Library to have and maintain a presence/voice on SCLS system committees. Several other staff members are also SCLS committee participants.

#### **Upcoming Events Update:**

The Middleton Public Library staff will participate in a staff inservice day, on Friday, August 26, 2011, which includes Fire Station/EMS field trips and demonstrations; United Way Day of Caring mentoring and storytelling; and library shelf reading, tagging, and cleaning.

**Sarah Hartman, Technical Services Librarian**

We are finally getting caught up with the backlog of new materials that developed due to the migration. We are adding more new bibliographic records than we used to in Dynix, due to the loss of Acquisitions and the difficulties all libraries are having with Koha, but we are discovering new efficiencies and making progress. We are also working with



Circulation to clean up status problems, which are currently an issue for self-check users.

We are also starting to see some progress on getting certain functionalities back. We now have the ability to fully delete items from the catalog, and discussions at the SCLS Collection Maintenance Subcommittee this month resulted in finally being able to change the shelving location of our Go Green Collection from Main Level to Lower Level. Everyone is very pleased that the catalog now accurately reflects the location of the collection, and the process was easier than SCLS expected it to be.

**Amanda Struckmeyer, Youth Services Librarian**

The Summer Reading Program has been our main focus this month; we started on June 13, and we'll wrap up on August 6. The new prize structure has been well-received by patrons, and the staff has appreciated the simplicity of our new system as well. Our programs and special events have had great attendance, and we have many young readers enthusiastically participating in the reading incentive program. This year's theme, *One World, Many Stories*, lends itself really well to a variety of programs for 'tweens, including international book clubs, a sushi workshop, a drum circle, and much more.

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.

South Central Library System runs a blog for teen readers in the summer called Teen Read. As a volunteer moderator, I posted questions and follow-up comments about two new teen titles.

On the national level this month, I began my work as a member of the Association for Library Services to Children (ALSC) Legislative Committee. I look forward to serving on this committee, and I hope to learn a lot from this experience.

**Pat Williams, Head of Information Technology**

No report this month.

**7. AGENDA OVERVIEW**

**Review Proposed CIP projects for 2012-2016:**

Date	Project Title	Cost	Priority
2012	Self-service Checkout and Furniture	\$22,000	2
2012	Heating and Cooling System Control System-Replacement	\$46,000	2
2012	Boiler Equipment for Heating System-Replacement	\$62,000	2
2013	Renovate Booksorting Space to Create Meeting Room	\$50,000	2
2013	Space Needs Assessment and Building Program	\$20,000	2
-	<i>Solar Panels-Conservation Grants were eliminated; project not feasible.</i>	-	-

**Operating Budget—Proposed Decisions items:**

EFFECTED PROGRAM	AMOUNT	BRIEF COMMENTS
212-5511-410	<b>+ \$6,000</b>	<b>Contractual Equipment Maintenance Fees for self-checkout stations</b> (Fees reflect expenses found in the CIP requests from previous years.)
212-5511-230	<b>-\$10,000</b>	<b>Cost saving measure:</b> to off-set collection for e-books & e-content resources
212-5511-330	<b>+ \$12,000</b>	<b>E-book and E-content Collection Development</b> (Includes our contribution to the Wisconsin Public Library Consortium's new Statewide Digital Media Buying Pool program, starting 2012)