

# MIDDLETON PUBLIC LIBRARY



## December 2011 Report

(For the January 10, 2012 library board meeting)

### 1. STATISTICS

| Circulation:           | Adult         | YA            | Juv.          | Total          | Year to Date    |
|------------------------|---------------|---------------|---------------|----------------|-----------------|
| <b>2011</b>            | <b>37,215</b> | <b>4,469</b>  | <b>19,940</b> | <b>61,624</b>  | <b>769,083</b>  |
| <b>2010</b>            | 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         |
| <b>(2010-2011 +/-)</b> | <b>(-3%)</b>  | <b>(+28%)</b> | <b>(+7%)</b>  | <b>(+1.7%)</b> | <b>(-4.28%)</b> |

#### Self-Service checkouts:

|                        | 3M    | ITG#1         | ITG#2         | ITG#3        | Total         | % of Total   |
|------------------------|-------|---------------|---------------|--------------|---------------|--------------|
| <b>2011 (December)</b> |       | <b>11,614</b> | <b>10,506</b> | <b>3,935</b> | <b>26,055</b> | <b>42.2%</b> |
| 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%        |

#### Library cards issued:

|                 | Adult     | Juv.      | Sr.      | Org.     | Total     |
|-----------------|-----------|-----------|----------|----------|-----------|
| <b>2011</b>     | <b>69</b> | <b>16</b> | <b>3</b> | <b>1</b> | <b>89</b> |
| 2010 (December) | 62        | 12        | 0        | 0        | 74        |
| 2009 (December) | 73        | 15        | 0        | 0        | 88        |

#### LINK holds in December:

|             | Loaned to LINK libraries | Borrowed from LINK libraries |
|-------------|--------------------------|------------------------------|
| <b>2011</b> | <b>17,518</b>            | <b>17,859</b>                |
| 2010        | 17,893                   | 19,289                       |
| 2009        | 17,809                   | 18,618                       |
| 2008        | 14,579                   | 14,227                       |

#### Miscellaneous: (December)

|             | ILL       | Visits        | Study rooms use             |
|-------------|-----------|---------------|-----------------------------|
| <b>2011</b> | <b>21</b> | <b>30,535</b> | 614.25 hrs/ 401 bookings    |
| 2010        | 65        | 26,906        | 515.5 hours / 322 bookings  |
| 2009        | 61        | 24,921*       | 563.25 hours / 310 bookings |



#### Fax Usage:


|             |                             |
|-------------|-----------------------------|
| <b>2011</b> | <b>52 users / 141 pages</b> |
| 2010        | 50 users / 146 pages        |
| 2009        | 46 users / 86 pages         |

#### Walk-in laptop WI-FI access sessions:

|       |     |
|-------|-----|
| 2011: | 761 |
| 2010: | 767 |

**2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES**

| Date       | Program  | Attendance |
|------------|--|------------|
| 12/3/2011  | <u><b>Chess Club</b></u>   | 18         |
| 12/5/2011  | <p><u><b>American Girl Party: Kanani</b></u> : Make a Hawaiian nickname for yourself using the 12 letters of the Hawaiian alphabet- Make a tissue paper hibiscus (Hawaii's state flower)- Decorate a Kanani visor (craft donated by American Girl)- Make a lei necklace- Hula hoop tournament- Snack: pineapple with fancy umbrella toothpicks</p>  | 22         |
| 12/6/2011  | <u><b>All Ages Storytime</b></u>   | 42         |
| 12/6/2011  | <u><b>'Tween Knitting and Games</b></u>  | 8          |
| 12/7/2011  | <u><b>Drop-In Storytime</b></u>  | 43         |
| 12/7/2011  | <u><b>Books &amp; Brownies: North of Beautiful</b></u>   | 4          |
| 12/8/2011  | <u><b>Baby Storytime</b></u>   | 28         |
| 12/9/2011  | <u><b>Bilingual Storytime</b></u>  | 17         |
| 12/12/2011 | <p><u><b>Teen Advisory Committee</b></u> : Update on previous requests (PhotoShop, Kindle Fire), explanation of Book Bucks, Sleepover: recommendations for parents/activities, Coffeehouse: recommendations for things to purchase with book bucks, food/drinks to serve, discussion of publicity measures, materials suggestions.</p>   | 7          |
| 12/13/2011 | <u><b>All Ages Storytime</b></u>   | 40         |
| 12/13/2011 | <u><b>'Tween Knitting and Games</b></u>  | 8          |
| 12/14/2011 | <u><b>All Ages Storytime</b></u>   | 56         |
| 12/14/2011 |  <p><u><b>Cookie Swap</b></u></p>   | 28         |
| 12/15/2011 | <u><b>Baby Storytime</b></u>   | 44         |
| 12/15/2011 | <p><u><b>Spa-aah Night</b></u> : Free massage by D-Chai, 3 stations for making bath salts, lotion, and lip balms, avocado facial station with skin care tips, station for doing manicures/pedicures. Soothing music, easy recipe for all 3, but also other recipes on hand for more ideas. Fact sheet on the benefits of the separate ingredients (all-natural).</p>   | 15         |

|  |  |                 |
|--|--|-----------------|
| 12/16/2011                                   | <b><u>Bilingual Spanish-English Storytime</u></b>  | 22              |
| 12/17/2011                                   | <p><b><u>Krafty Kids - Holiday &amp; Winter</u></b> : Holiday crafts including 3D Gingerbread House, charm bracelet, snowman ornament, winter sticker scenes, coloring pages,</p>  <p>snowflake paper craft</p>                                | 66              |
| 12/20/2011                                   | <b><u>All Ages Storytime: Favorites</u></b>  | 45              |
| 12/21/2011                                   | <b><u>All Ages Storytime</u></b>   | 42              |
| 12/21/2011                                   | <b><u>2012 One-on-Ones &amp; Techno-Minutes</u></b> : Patrons choose from a variety of technology issues that they want individualized instruction on: Facebook; setting up and email account; scanning & editing a document; etc.   | 26              |
| 12/22/2011                                   | <b><u>Baby Storytime</u></b>   | 23              |
| 12/22/2011                                   | <b><u>MOM Preschool Library Tour</u></b> : Tour of the library - children's collection and space, back work space, and staff lounge. Library/Book themed storytime. Made bookmarks to take home.   | 15              |
| 12/22/2011                                   | <b><u>Mock Caldecott Workshop</u></b> : This three-hour workshop gave participants a taste of what serving on the Caldecott Committee is like. We read, discussed, and evaluated ten of the top children's picture books of the year, and then we followed the Caldecott balloting procedure to choose a winner and honor books. | 10              |
| 12/23/2011                                   | <b><u>Bilingual Storytime</u></b> : A "holiday-ish" theme today with books in Spanish and English and bilingual Spanish/English. Songs and movement activities in Spanish. A variety of coloring sheets.   | 18              |
| 12/30/2011                                   | <b><u>New Year's "Eve-Eve" Party</u></b>   | 43              |
| <b>Number of Programs / Total Attendance</b> |  |                 |
|  | Children's   | 21 / 638        |
|  | Teens  | 3 / 26          |
|  | Adults   | 1 / 26          |
|  | <b>Grand Total</b>   | <b>25 / 690</b> |

### 3. LIBRARY EXHIBITS

| Location           | Exhibit                   | Artist/Collector |
|--------------------|---------------------------|------------------|
| Lobby display case | Interfaith Awareness Week | John Paprock     |
| Picture rail       | Photography               | Aileen Musa      |
| Windows            | Stained Glass             | Norma Hovey      |



Display adjacent to the stairwell  
 Proposal for public art in Round-About on  
 Parmenter—Community feedback



Book Display near the Elevator  
 Music  
 Related to upcoming programs for Adults

| 4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES |                 |  |
|--|-----------------|--|
| Date   | Staff           | Title  |
| 12/1/2011  | Pamela          | <a href="#">WLA Board meeting</a> : Financials, conference recap, innovation, leadership vs. management. Looking ahead, the Association may be looking at some substantial changes to the organization.  |
| 12/2/2011  | Pamela          | <a href="#">WLA Leadership Conference</a> : Overview of WLA and Responsibilities, planning for unit activities and status report.  |
| 12/7/2011  | Rebecca Van Dan | <a href="#">Teen Media presentation</a> : Request from Mary Wepking to present to her UW-Milwaukee class on YA media, specifically addressing written policies, publicity items, planning, procedures, and/or circulation information on YA media collections.   |
| 12/8/2011  | Jason Boak      | <a href="#">Foundations of Library Services</a> : 8 week course (10/17-12/11/11) which provided an in depth look at the history, principles, and philosophy of Librarianship. The roll of professional organizations was examined as well as the importance of keeping libraries/librarianship relevant in the context of funding. This course also provided practical guidance for evaluating service and meeting the needs of users.   |
| 12/8/2011  | Rebecca Van Dan | <a href="#">Teen &amp; YA Discussion webinar</a> : Discussion of teen programs that have worked, ones we are planning, what are our biggest obstacles, etc.  |
| 12/8/2011  | Pamela          | <a href="#">Library Action Team for Beyond the Page</a> : Planning for the public phase of the campaign (April 2012) Approximately \$600,000 in gifts and pledges have been recorded towards the \$1,05,000 goal with \$450,000 left to raise, including the \$280,000 that each Dane Co. library is targeted to raise. Each library is to form a booster group, if you may, to decide how they will approach the campaign. New logo, website, bookmarks and poster themes are in the works and will be made available to each library. Donor recognition ideas were also discussed. |
| 12/13/2011                                       | Amanda          | <a href="#">Meeting with New YS Sub</a> : Alex Hinrichs, our new YS sub, came in to go over procedures and paperwork. We visited City Hall and had her city nametag made.  |
| 12/13/2011                                       | Svetha          | <a href="#">Govdelivery Training</a> : An overview of the new govdelivery site.  |





|            |                    |   |
|------------|--------------------|---|
| 12/13/2011 | Elizabeth I. Bauer | <a href="#"><u>SCLS ILS Circulation Services Subcommittee Meeting</u></a> : This is the monthly meeting of the SCLS Circulation Services Subcommittee which makes recommendations to the SCLS ILS and Administrative Council on circulation issues that affect all SCLS ILS libraries. Topics of discussion included further review and revision of the SCLS ILS Koha Circulation policies, backdating delivery, adding patron barcodes to notices, an update on the Circulation Best Practices Blog, RFID tagging holds from other libraries, and discussion of changing the damaged items workflow. |
| 12/14/2011 | Svetha             | <a href="#"><u>Booklist Webinar: Early Readers</u></a> : Presentation from 3 publishing houses on upcoming early readers series. Also discussed digital formats for early readers.  |
| 12/15/2011 | Elizabeth I. Bauer | <a href="#"><u>American Library Association Louis Shores Award Committee</u></a> : Review nominations for the American Library Association (ALA) Louis Shores Award, which recognizes an individual reviewer, group, editor, review medium, or organization for excellence in book reviewing and other media for libraries. The winner(s) receives a citation and a \$3,000 prize.  |
| 12/16/2011 | Elizabeth I. Bauer | <a href="#"><u>Wisconsin Library Association (WLA) Literary Awards Committee Meeting</u></a> : The WLA Literary Awards Committee has two charges: to honor a notable Wisconsin Author (this is an annual project funded through the WLA Foundation to honor Wisconsin Authors, past and present, for their literary contributions - WLA hopes to promote a greater awareness of the state's literary heritage through this recognition) and his/her body of work; and to award a yearly award for a single work.  |
| 12/26/2011 | Amanda             | <a href="#"><u>Meeting with Prospective Practicum Student</u></a> : Maria Dietrich, a SLIS student, came in to talk about possibly doing a practicum here during the spring. It sounds like a good fit, so we're moving forward with the arrangements.  |
|            |                    |   |

**5. DIRECTOR'S REPORT**

December was busy month across the entire spectrum of the workings of the library. To begin with, I am please to introduce you to our new Head of Adult Services Librarian **Jim Ramsey**. His first day of employment was December 30, 2011.





|   |   |
|---|---|
| <p>Renovation of the Circulation Workroom is nearly completed including: replacement of some carpet (using attic stock), a fresh coat of paint, reconfiguration of work spaces, and additional data ports. The space is ready for the installation of the conveyor system in February. Staff has moved back into their work spaces.</p> |   |
| <p>Planning for our Multigenerational Event – on January 16<sup>th</sup><br/><i>Honoring Martin Luther King, Jr.</i></p>  |   |
| <p>Our End of the Year Staff Potluck – featured some games, including a “Book in a Jar” game!</p>   |   |
| <p>A website revamp is in the works! Thus far, we’ve incorporated flickr photos, Bookletters and other updates throughout. Watch for a complete new look coming soon.</p>   |  <p><b><u>More Best Sellers and Award Winning Books</u></b></p> |
| <p>Projects in the works: New Library Logo, Upgrade to an IP Managed Phone System and.....</p>  | <p>....a first draft of a comprehensive Employee Handbook.</p>  |

## **Library Use Highlights for December 2011:**

This December's **circulation** was up by 1.7% over last year's December. Adult circulation saw a drop by -3%; however, Young Adult and Juvenile collections took an upward swing of a 28% increase and a 7% increase, respectively.

The year to date tally was 769,083, a decrease of -4.28% compared to 2010's year-to-date figure of 803,496. Comparing our total circulation in 2011 with all other LINK libraries, Middleton ranked second, behind Madison's Sequoya Branch, who circulated 993,029 total items.

The 2011 **Self checkout** use this month of 26,055 was up from last year's use of 22,311, which accounts for 42.2% of all 2011 December circulation transactions, compared to 36.8% in 2010.

**Study room use** in December of this year increased by leaps and bounds from 515.5 hours and 322 bookings to 614.5 hours and 401 bookings. Visitor counts were up from 26,906 to 30,535.

**Interlibrary loan** services took a respite in December with Jenny on vacation, so there was a significant drop from 65 transactions in 2010 to 21 in 2011. Sharing our materials with other LINK libraries was at a predictable level for the year of 17,518 items **loaned** to other LINK libraries and 17,859 items **borrowed** from other LINK libraries.

## **6. LIBRARIANS' REPORTS**

### **Liz Dannenbaum, Outgoing Adult Services Librarian**

No report.

### **Rebecca Van Dan, Youth Adult Services Librarian**

In December, I participated in a webinar for "Teen/YA Discussion" that had librarians from all over the U.S. discussing program ideas, issues, etc. that they had tried or dealt with at their libraries. I also made a virtual class appearance for a library school instructor at UW-Milwaukee to discuss teen AV materials (selection, policy, procedure, circulation), started preparing a PowerPoint display for a teen programming presentation in February, and wrote a draft for the Martin Luther King booktalks in January.

This month I also reviewed the Bookletters software and the updated govdelivery website. To enhance spring booktalks, I looked into available video book trailers online and created one of our own. I wrote and sent out publicity for our Jan/Feb teen programs, created flyers for March/April programs and posted online, did some research on programs that were mentioned in the webinar, and practiced making lotions and lip balms for the Spa-aah program. I also wrote to Embry for cost estimates on repairing/replacing our teen benches, which had been damaged, wrote to a Dungeons & Dragons supervisor to discuss details on adding that as a teen program option in March, started looking at dates for summer programs, and in a great stroke of good luck, heard back from a very well-known author who would be willing to speak at the Library. (details still being negotiated) Kathy has been working on teen displays and the humor collection and added a selection of new series titles to gauge the interest in other humor titles.

Displays: "In the Spirit: Heartwarming Books"

**Svetha Hetzler, Children's Services Librarian**

We offered three weeks of December Drop-In Storytimes this month which brought in some new faces to the Middleton Public Library. Most area libraries do not offer regular storytimes in December so it's a nice opportunity for us to welcome some new patrons. I also held my second annual cookie swap. Kathy Rausch offered a Saturday Winter Krafty Kids program early in December and we wrapped up the month and year with a New Year's "Eve-Eve" Party.

I spent some time this month on planning our MLK event. We'll be working with the Hubbard Avenue Diner for the catered lunch. We also began registration for all our January and February events.

I attended several webinars this month including a session with govdelivery, Read on Wisconsin, and Booklist Early Readers.

Through a generous donation from the Friends of the Library fundraising event, I purchased a puppet theater for the children's play area. It's been very popular and I'm so thankful for such generosity.

I booked many performers for our Summer Friday Family Afternoon Concerts. It'll be a nice mix of new artists and returning favorites.

Collection development projects included book&cd kit weeding and dvd weeding. Sarah Goebel created several displays and bulletin boards. "Pets" at the DIY Station, the bulletin board featured intricate snowflakes combining origami and paper cutting techniques, and winter book displays extended our holiday book



offerings. Sarah also created several posters to help publicize our December programs. Her artistry and creativity always catch our patrons' eyes!

It was another fun year in Children's Services and I'm looking forward to 2012!

**Elizabeth Bauer, Circulation Services Librarian**

**The Year in Review:**

2011 started out, and ends, being "all about Koha" and change! After two delayed migration dates, Koha was rolled out in the middle of April. It was, and continues to be, a roller coaster ride; some necessary functions have been fixed, some others were fixed and then break during new releases/upgrades, and several of the most crucial functions have never worked at all. The staff has adjusted to what is available and does the best they can.

Phase one of our three phase RFID tagging and equipment installation plan was in high gear in the first quarter of 2011. Our January 2011 Inservice included an all library RFID tagging lesson, and several collections were tagged in one afternoon. Circulation and Page staff also started tagging Middleton Public Library returns.

Phase two was the installation of the RFID check in and checkout equipment; as the circulation and page staff were trained, we also had major self check issues, and the Summer Reading Program – it was a very busy summer! Phase 2.5 was the addition of the security gates and the ExitWatch software, which actually tells the circ staff which item(s) did not have the security tags turned off. Training, especially our patrons, is ongoing!

Phase three of the RFID project has been the workroom renovation, the shuffle of people and office space, and the anticipated installation of the automated handling equipment for check in, in February 2012. The circulation supervisors have all seen the equipment at either Fitchburg or Verona; Sun Prairie installed their equipment in November. The circulation and page staff will venture out on field trips, in January 2012, to view the equipment in action, at one of the aforementioned libraries.

During all of these things, the circulation/page staff has continuously dealt with issues with Koha, changes in procedure, workflow disruptions, and people, shelving, and collections moving around! Every one of the Middleton Public Library staff, not only the circulation and page staff, deserves to be commended for their hard work, resilience, flexibility, patience, and sense of humor with the continual changes that have happened, not only this year, but for a couple of years!

We look forward to 2012, and all the challenges and joys it will bring.

**Patrick Williams, Head of Information Technology**

The library homepage got a bit of a refresh, using our new Bookletters subscription service and flickr account. A whole site redesign is in the works.

As we have moved our staff computers to a unified network, the server was setup with a shared directory that will also allow for easy drag & drop file placement for documents for public consumption (policies, lobby powerpoint, meeting agendas, and the like).

**Public Computer Usage:**

Number of Computers Logged: 46

Number of Days Open: 29

Total Sessions: 10,797

Total Hours Used: 4,429

Total Printed Sides: 21,702 (plus 107 pages color)

**Sarah Hartman, Technical Services Librarian**

From the Technical Services perspective, one huge benefit to the Koha ILS is that there is no cataloging down time at the end of the year. With Dynix, all work would have to halt for a couple weeks while system staff did year-end maintenance on the database. With no down time, we were able to work on getting caught up and had no interruption in workflow. We'll start the new year in a good position as new orders start arriving.

We have launched our adult video game collection with 10 games for the Wii, Xbox 360, and PlayStation 3 consoles. I have a list of over 80 more games to purchase in 2012 to create a well-rounded collection that will help serve the gaming needs of our community. As a gamer myself, I am so pleased to have support in building this collection. Based on the holds on the 10 starter games, I believe it will be very popular.

I would like to end December's report by congratulating Jason Boak, our LAIII for Acquisitions/Serials, on completing another course in pursuit of ALA's Library Support Staff Certification. Having completed Foundations of Library Service, which looked at the history, principles, and philosophy of librarianship, he only has two more competencies to complete to achieve certification.

**Amanda Struckmeyer, Youth Services Librarian**

Fall programming wrapped up this month with a multigenerational Mock Caldecott workshop, which was a nice way to end the year. I began planning for our summer 'tween programs this month; several performers are already booked.

We were thrilled to hire a third substitute for Youth Services in December. Alex Hinrichs was a practicum student here in the fall, and we're all looking forward to having her on board as a substitute.

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 continued my work as a member of the Association for Library Services to Children (ALSC) Legislative Committee. I will be facilitating a webinar for ALSC about 'tween programming this spring. I also reviewed one book for *School Library Journal* and ended my term as a committee member for the Cybils Award Easy Reader panel.

## 7. AGENDA ITEMS

**Consideration to add the day after Thanksgiving to the 2012 Library Closing Schedule.** (Possible action item)

Statistics from Koha, security gates and our people counter will be provided at the meeting.

**Consideration to use the Library facility after hours for Teen program on August 4, 2012.** (Possible action item)

More information will be available at the meeting, courtesy of Young Adult Services Librarian Rebecca Van Dan.