



February 2012 Report

Presented at the March 13, 2012 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2012	38,420	3,822	22,019	64,261	129,608
2011	34,636	3,299	19,865	57,801	120,097
2010	38,277	3,942	19,257	61,238	127,944
(2011-2012 +/-)	(+10.9%)	(+15.8%)	(+10.8%)	(+11.1%)	(+7.9%)

Self-Service checkouts:

	3M	ITG	ITG#2	ITG #3	Total	% of total
2012		12,205	10,650	4,269	27,124	42.2%
2011		6,635	10,834	3,092	20,561	35.5%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2012	112	19	1	0	132
2011	79	16	3	0	98

Interagency loans:

	To Other LINK libraries	Borrow from other LINK libraries
2012	18,746	18,395
2011	17,011	17,778

eBook Circulation:

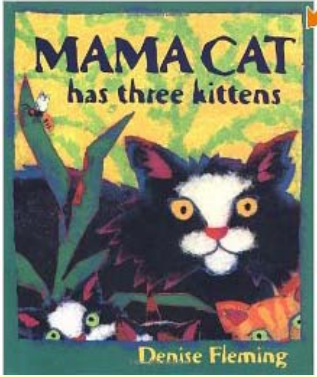
Overdrive use	2012	2011
	267	46

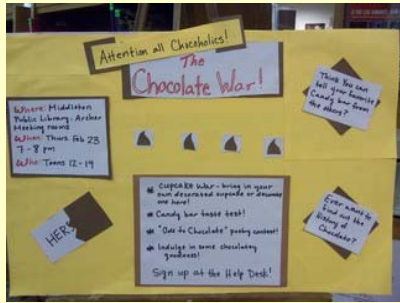
Other: ILL	Visits	Study rooms use	Walk-in WI-FI	FAX
2012	109	32,161	609.5 hrs / 424 bookings	761 sessions
2011	56	26,159	554.25 hrs / 369 bookings	709 sessions
2010	41	27,615	556.75 hrs / 386 bookings	71 users / 168 pgs
				52 users/144 p.

Public Computer Usage:

Number of Computers Logged: 46 Number of Days Open: 30
 Total Sessions 10,401 Total hours Used: 3,955 Total Printed Side 13,003 (plus 312 p. color)

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
2/1/2012	Tiny Tots Storytime : Demonstrator, Svetha	36
2/1/2012	All Ages Storytime - Cats : Demonstrator, Svetha 	53
2/2/2012	Baby Storytime : Demonstrator, Svetha	20
2/2/2012	All Ages Storytime - Cats : Demonstrator, Svetha	19
2/3/2012	Bilingual Spanish English Storytime : Demonstrator, Katy Shannon	29
2/4/2012	Krafty Kids - Valentines : Demonstrator, Kathy	100
2/6/2012	Teen Advisory Committee : Demonstrator, Rebecca	7
2/7/2012	Big Kids Storytime: Pigs : Demonstrator, Amanda	17
2/7/2012	All Ages Storytime - Food : Demonstrator, Svetha	3
2/7/2012	Techno Minutes : Demonstrator, Rebecca Light	2
2/7/2012	'Tween Knitting Circle : Demonstrator, Amanda	14
2/7/2012	Toddler Storytime: Pigs : Demonstrator, Amanda	47
2/7/2012	'Tween Dungeons and Dragons : Demonstrator, David Koene	10
2/8/2012	Tiny Tots Storytime : Demonstrator, Svetha	53
2/8/2012	All Ages Storytime - Food : Demonstrator, Svetha	37
2/8/2012	Books & Brownies: Matched : Demonstrator, Rebecca	5
2/9/2012	Creation Station: Make a Valentine : Demonstrator, Amanda	28
2/9/2012	Baby Storytime : Demonstrator, Svetha	42
2/9/2012	All Ages Storytime - Food : Demonstrator, Svetha	18
2/10/2012	Bilingual Storytime : Demonstrator, Katy Shannon	32
2/14/2012	Toddler Storytime: Valentine's Day : Demonstrator, Amanda	45
2/14/2012	Big Kids Storytime: Valentine's Day : Demonstrator, Amanda	17
2/14/2012	Valentine's Day Party : Demonstrator, Svetha	95
2/14/2012	'Tween Knitting Circle : Demonstrator, Amanda	14
2/14/2012	'Tween Dungeons and Dragons : Demonstrator, David Koene	10

2/15/2012	Tiny Tots Storytime : Demonstrator, Svetha	46
2/15/2012	All Ages Storytime - Bugs : Demonstrator, Svetha	52
2/15/2012	Creative Writing Group : Demonstrator, Kathy Steffen	10
2/16/2012	Baby Storytime : Demonstrator, Svetha	44
2/16/2012	All Ages Storytime - Bugs : Demonstrator, Svetha	20
2/16/2012	Adult Book Discussion : Demonstrator, Jenny Carr	15
2/17/2012	Bilingual Storytime : Demonstrator, Katy Shannon	38
2/18/2012	Techno Minutes : Demonstrator, Rebecca Light	2
2/18/2012	Chess Club : Demonstrator, Brad Phillips	16
2/21/2012	Toddler Storytime: Mice : Demonstrator, Amanda	36
2/21/2012	Big Kids Storytime: Mice : Demonstrator, Amanda	17
2/21/2012	Mertier Mother Baby Hour : Demonstrator, Svetha	28
2/21/2012	All Ages Storytime: Transportation : Demonstrator, Svetha	12
2/21/2012	Tween Knitting Circle : Demonstrator, Amanda	15
2/21/2012	Techno Minutes : Demonstrator, Rebecca	1
2/21/2012	Tween Dungeons and Dragons : Demonstrator, David Koene	10
2/21/2012	WWBI: Starting your own business : Demonstrator, Rachel Jovi, Rusty Shoemaker-Allen	43
2/22/2012	Tiny Tots Storytime : Demonstrator, Svetha	48
2/22/2012	All Ages Storytime - Transportation : Demonstrator, Svetha	30
2/23/2012	Baby Storytime : Demonstrator, Svetha	48
2/23/2012	All Ages Storytime - Transportation : Demonstrator, Svetha	34
2/23/2012	Chocolate War for Teens : Demonstrator, Rebecca 	23
2/24/2012	Techno Minutes : Demonstrator, Rebecca L	2
2/24/2012	Bilingual Storytime : Demonstrator, Katy Shannon	26
2/25/2012	Coupon Clipping 101 : Demonstrator, Dannelle Gay	57
2/25/2012	Hands-on with Ereaders : Demonstrator, Jim, Walker, Rebecca	37
2/27/2012	Sauk Trail Elementary School Visit : Demonstrator, Svetha	260

2/27/2012	<u>'Tween Read it and Eat</u> : Demonstrator, Amanda 	33
2/28/2012	<u>Toddler Storytime</u> : Demonstrator, Amanda	32
2/28/2012	<u>Big Kids Storytime</u> : Demonstrator, Amanda	24
2/28/2012	<u>All Ages Storytime - Birds</u> : Demonstrator, Svetha	9
2/28/2012	<u>'Tween Knitting Circle</u> : Demonstrator, Amanda	16
2/28/2012	<u>Adult Book Discussion</u> : Demonstrator, Jenny Carr 	9
2/28/2012	<u>'Tween Dungeons and Dragons</u> : Demonstrator, David Koene	10
2/29/2012	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	53
2/29/2012	<u>All Ages Storytime - Birds</u> : Demonstrator, Svetha	46
2/29/2012	<u>The Basics: Memory Loss, Dementia, and Alzheimer's Disease</u> : Demonstrator, Alzheimer's Association staff members	14
Number of Programs / Total Attendance		
	Children's	48 / 1742
	Teens	3 / 35
	Adults	11 / 192
	Grand Total	62 / 1969

3. LIBRARY EXHIBITS

Location	Exhibit	Artist/Collector
Lobby display case	Weavings	Madison Weaver's Guild
Picture rail	Historical Posters	Dane Co. Cultural Affairs
Front windows	Stained Glass	Norma Hovey

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
2/1/2012	Pamela, Sarah H., Jim, Rebecca L., Rebecca V., Svetha, Amanda	Vendor Demo : Representatives from Innovative presented a demo on the ILS & related products they offer and are about to launch. Librarians and other interested library supporters attended. Some of the directors lingered to discuss the county standard's requirement of one shared ILS.
2/2/2012	Pamela	Get Moving Middleton : Monthly Chamber event with record numbers. Annual meeting: Membership is growing and we are fiscally solvent.
2/3/2012	Pamela	Visit with System Director : Discussed specific issues of our ILS, the concept of a system-wide shared ILS, our relationship with the system as a member library and next steps to improve online catalog services to our patrons.
2/7/2012	Rebecca Van Dan	What's new in YA webinar : Editors from 5 publishing houses showed covers of the best new books they will be publishing with brief descriptions.
2/8/2012	PW, BLH, SVH, AMS, SH, JAR, RVD	'We Have to Start Meeting Like This' : Jeff Russell, from Russell Consulting, inc. gave a 2 hour talk about meeting strategies...tools, methods for leading and participating in effective meetings.
2/10/2012	Svetha	Resume Review Week : Met with 2 SLIS students to review their resumes and cover letters.
2/21/2012	Svetha	Booklist Webinar—Books for Youth Alert: New Titles for 2012 : Booktalks from various publishers of books for children and teens.
2/23/2012	Svetha	Board Books in Libraries - UW Faculty Webinar : A discussion of early literacy, infant and toddler brain development, and the benefits of board books in early literacy.
2/24/2012	Amanda, Rebecca, Svetha	SCLS Workshop : This SCLS workshop focused on programming, particularly for teens and 'tweens. Svetha did a presentation about our DIY station, Amanda talked about 'tween programming, and Rebecca discussed teen programs. Several other SCLS librarians also presented.

2/27/2012	Amanda	Meeting with Fractal : Met with Heather, the founder of Fractal, to discuss the possibility of holding a program here in the fall. Fractal is a science and engineering organization that focuses on hands-on experiences for young people.
2/29/2012	Rebecca V.	Practicum student interview : Talked to SLIS student about a possible summer practicum and volunteering, projects she would like to focus on, library/teen experience.

5. DIRECTOR'S REPORT

Circulation. According to the Koha reports the Library's total circulation for the month of February 2012 increased by **+11.1%** over last year's February total statistics. The reports show that Adult and teen collections jumped by **+10.9% and +15.8%**, respectively. Children's collections also reflected a healthy increase by **+10.8%** over last year's numbers.

Self-checkout use accounted for **42.2%** of the circulation transactions.

Inter-library loan transactions nearly doubled in February, from 56 in 2011 to 106 in 2012, according to the numbers provided by South Central Library System.

Overdrive ebook circulation numbers sky-rocketed from 46 circulations in 2011 to **267 in 2012.**

Program attendance. In February of 2012 we offered **62 programs and served 1,969 attendees**, compared to February of last year with 60 programs, attracting 1,164 participants.

Resource sharing. The February 2012 stats for interagency sharing was up in both directions: loans to other LINK libraries (17,011 in 2011; **18,746 in 2012**) and items borrow from other LINK libraries (17,778 in 2011; **18,395 in 2012**).

Use of Technology and space. Increases for February of 2012 were realized in Study Room Use (from 554.25 to **609.5 hours**); Walk-in WI-FI sessions up from 709 in 2011 to **761 in 2012**; and the number of visitors recorded was up from 26,150 in 2011 to **32,161 in 2012.**

Facility. New data and electrical run were installed to accommodate for the upcoming cutover to a new phone system, installation of the Automated Materials Handling System and moving PCs onto our own network and off the SCLS network, which (in theory) should save the library annual technology fees.

6. LIBRARIANS' REPORTS

Elizabeth Bauer, Head of Circulation Services Librarian

The installation of the automated handling equipment was delayed, from February 1st, to the middle of March, which was a huge disappointment to the circulation and page staff; in the interim, processes and procedures continue to be refined in anticipation of the installation, as the circulation supervisors settle into new work spaces.

Koha had another upgrade in early February; some fixes were made which is helpful for circulation (ex: three letter code of library on hold screen), and the relevancy ranking (ex: ***The Help*** is now on the first page of titles as opposed to several pages back) is better, but certainly not yet optimum. Koha will celebrate its one year anniversary in April – it has been a long, strange journey.

The circulation desk has been busy; weekends have been pretty wild. I again commend the circulation desk staff and the staff room pages for their dedication and excellent service to our library patrons.

Sarah Hartman, Head of Technical Services Librarian

Since December, I have been putting together a plan for circulating Sony Reader Wi-Fi devices to patrons to use with their own OverDrive accounts. Unlike the Kindles we circulate, which are meant to give patrons the experience of using an eReader by reading popular titles we purchase, the new program will promote our downloadable eBooks from OverDrive and will be more cost effective because we will only be buying the devices, not the eBooks. We will gain additional circulation statistics for each eBook downloaded from OverDrive using these devices.

I've done a lot of research and testing, with help from Patrick and other members of the Reference Team, and we were able to implement the program by our March 1 target date, starting with 10 Sony Readers. I have also been fielding questions from multiple local libraries that are starting eReader lending programs. I'm glad that our experience circulating eReaders since 2010 can help other libraries.

Jim Ramsey, Head of Adult Services Librarian

Though it's the shortest month of the calendar year, the Adult Services department managed to pack a lot into the month of February. We partnered with two outside organizations (the Alzheimer's Association and the Wisconsin Women's Business Initiative) to offer programs that were very well-attended. Our biggest programming hit of this month was the Coupon Clipping 101 program which drew 57 participants. We also held another ereader workshop which was attended by 37 participants. Jenny's two book discussion groups continue to grow, especially the Thursday evening session which seems to be developing a core group of dedicated attendees. Rebecca's Techno-minutes (formerly called One-on-ones) continue to be wildly popular—so popular, in fact, that we may have to come up with a system for limiting multiple registrations in order to give everyone a chance to see her! In all, we offered 11 programs with a total attendance of 192.

A meeting with a representative from Ebsco got me thinking about how to make our patrons more aware of our online databases. Earlier this month I created several signs promoting these resources and placed them in strategic spots around the library (e.g. a consumerreports.org sign by the print copies of the magazine, a Mango languages sign by the 400s in non-fiction, etc.) I've noticed a lot more patrons asking about our databases, especially Consumer Reports and Value Line. It will be interesting to see the usage numbers for this month. I also plan on creating instructional programs to let patrons know about our databases. Under-utilization of electronic databases is common in all public libraries, but hopefully through promotion and instruction we can raise our numbers and bring down the cost-per-user.

Finally, I have been working with Dane County Library Services and the Madison Community Foundation on fundraising for the Beyond the Page initiative. The idea of this county-wide effort is to create a permanent endowment to support humanities programming in public libraries. I

am in the process of putting together an action team for our library and looking at collaborating with other nearby libraries on a fund-raising event later this year.

Patrick Williams, Head of Information Technology

Patrons are adjusting to the new print card system. A few tweaks have been done on the public software, and the staff Reference Desk PC has also been set up as another release station. Half of our public stations have been upgraded with a new software image. The rest of the computer lab will be done in March. Updates include: FireFox 10, Full Internet Explorer 8, Opera and Chrome browsers, Adobe Reader X, Office 2010, and other menu and system enhancements.

An additional wi-fi radio was installed for public walk-in use, to expand the range in our upper level.

Rebecca Van Dan, Head of Young Adult Services Librarian

(Workshops) In February, I attended a demo for Innovative to investigate what improvements they could offer over our current catalog system, attended a Booklist webinar that discussed new YA literature that is coming soon, and attended Jeff Russell's in-house workshop on how to give good meetings. I also presented a workshop for South Central on Teen Programming and stayed to see what ideas the other presenters had that we could incorporate.

(Meetings) I met with a potential summer practicum student, Caitlin, who will be volunteering this spring to get acclimated before the summer programs begin. I also met with Deb Haeffner about replacement fabrics for our teen bench, and with our Dungeons & Dragons instructor to go over program set-up.

(LAll/Volunteers) Kathy had an outstanding turnout for her Krafty Kids Valentine's Day program this month (over 100!), and left shortly afterwards to take an extended medical leave. Volunteers have been doing an excellent job of shelving, and we will be training two additional volunteers in March.

(Programs) The Chocolate War event was very popular this year and the cupcake decorating was a great addition. We added more activities this year and the kids would happily have stayed longer. We've also started compiling materials for other spring and summer programs and wrote letters to all the middle and high school teachers in Middleton to advertise our Summer Reading program and spring booktalks.

(Bookmarks, Etc.) We created a programming survey this month to see how teens feel about the programs we offer and if there are any new programs they would like to see. Results are still coming in, but feedback has been very positive. A bookmark for Christian/Inspirational books for teens was created this month.

(Displays) Listen Up (audiobooks), Keeping it real (Realistic teen fiction)

Amanda Struckmeyer, Head of Youth Services Librarian

Winter programming continued this month, including our Read It and Eat book club, knitting circle, Valentine workshop and Dungeons and Dragons game.

My practicum student, Maria, is doing a fabulous job. We are working together on nonfiction collection development, and she is planning a gaming program for April. We are thrilled to have Sarah Michaelis, a Reference substitute, joining our team of Youth Services substitutes. This month, I trained Sarah at the Main Level Help Desk.

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. I was asked to contribute blog posts for the Wisconsin Library Association's Youth Services Section blog. The six posts I submitted will run on the blog in May.

On the national level this month, I continued my work as a member of the ALSC (Association for Library Services to Children) Legislation Committee. My ALSC webinar, "Between Storytime and the Prom: Tween Programming Fills the Gap," began. I reviewed two books for *School Library Journal*.

Svetha Hetzler, Head of Children's Services Librarian

We continued our Winter Storytime session this month and attendance continues to be very strong. I had a special Valentine's Day Party on an early release day which was very well attended by our school-aged kids. Mid-week early release and no-school days seem to be great opportunities to host these afternoon library programs.

I attended a few workshops this month including the Russell's "How to Run a Meeting", Book Alert Webinar, UW Faculty Webinar on Board Books, and the SLP workshop which we hosted at our library. I also met with two UW SLIS students as part of the department's resume workshop. The students I met with are first year Master's students and I was happy to give them some guidance. One student is particularly interested in Young Adult Services and I was able to help put her in touch with Rebecca Van Dan.

I had two outreach opportunities this month. I visited Meriter Hospital's Mother-Baby Hour for my quarterly visit and was a special guest at Sauk Trail Elementary School where I had the opportunity to booktalk some new picture books during their literacy week celebration. I met with kindergarteners, 1st graders, 2 graders, and their teachers.

Sarah continues to create creative and eye-catching displays. This month's friendship book display went with the DIY theme. Sarah also had a display of frog books in celebration of "Leap Year"! Sarah also created program posters to help publicize upcoming programs in youth services. We really appreciated her artistic flair.

In collection development, I ordered a few original Spanish DVD programs to fulfill some patron requests.

I created the kids' April/May flyer and submitted information for the library's April/May newsletter. I continue to advertise programs through our gov.delivery service, our library's website, and our Facebook page.

7. AGENDA ITEMS

The proposed revision to the Personnel Policy VIII (C).

Current Policy:

Employees may, with the written permission of the Library Director, carry over any unused vacation credit to the first six (6) months of the following year. To carry vacation credit more than six (6) months during the following years must have the approval of the library board.

Proposed Revision:

“ Carryover of Unused Vacation. Employees shall be permitted to carry over vacation into the following year. Vacation balances in excess of 240 hours as of December 31 will be forfeited. Carryover of vacation hours beyond 240 hours may be permitted by written approval from the Library Director.”

City Personnel Ordinance – Chapter 27.03 (3) reads as follows: *“Carryover of Unused Vacation. Employees shall be permitted to carry over vacation into the following year. Vacation balances in excess of 240 hours as of December 31, 2007 will be converted to its cash value and be paid to the employee. In subsequent years, vacation balances in excess of 240 hours as of December 31 will be forfeited. Carry over of vacation hours beyond 240 hours may be permitted by written approval from the Personnel Officer.”*

First Reading of the Proposed changes to the Meeting Room Policy

Draft copies will be presented at the meeting.

Legal Review, as it pertains to electronic voting and Open Meetings Laws

Opinion from City Attorney was obtained and will be presented at the meeting. Should this be included in our Library Board Bylaws?