



March 2012 Report

Presented at the April 10, 2012 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2012	39,451	4,154	23,654	67,259	196,867
2011	40,669	3,971	23,529	68,479	188,575
2010	43,205	4,763	22,889	70,857	198,801
(2011-12 +/-)	(-3%)	(+4.5%)	(+.053%)	(-1.8%)	(+4.4%)

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	%of total
2012 (March)	13,251	11,265	4,600	29,116	43.2%
2011 (March)	8,412	13,329	4,015	25,762	38%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2012	71	19	5		95
2011	76	25	1	0	102
2010	99	22	2	0	123

Shared with other SCLS libraries:

	Loaned to other LINK libraries	Borrowed from other LINK libraries
2012	19,870	18,496
2011	19,630	20,114
2010	21,071	21,651
(2011-12 +/-)	(+1.2%)	(-8%)

Miscellaneous:

	ILL	Visits	Study rooms use
2012	53	34,726	557.25 hours / 385 bookings
2011	104	32,431	669.5 hours / 455 bookings
2010	103	32,946	608 hours / 429 bookings





	Fax Sessions	Fax Pages	PC Sessions	PC Hours	Printed Sides	Color Prints	WI-FI Sessions
March 2012	78	273	10,312	3,695	12,657	226	782

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
3/1/2012	<u>All Ages Storytime - Birds</u> : Demonstrator, Svetha	36
3/1/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	30
3/2/2012	<u>Bilingual Storytime</u> : Demonstrator, Svetha	27
3/2/2012	<u>Dungeons & Dragons for Teens</u> : Demonstrator, Michael Rickman	6
3/5/2012	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	5
3/6/2012	<u>Toddler Storytime: Sheep</u> : Demonstrator, Amanda	28
3/6/2012	<u>Big Kids Storytime: Sheep</u> : Demonstrator, Amanda	35
3/6/2012	<u>All Ages Storytime - Birthday</u> : Demonstrator, Svetha	9
3/6/2012	<u>Techno Minutes</u> : Demonstrator, RAL	2
3/6/2012	<u>'Tween Knitting Circle</u> : Demonstrator, Amanda	13
3/6/2012	<u>'Tween Dungeons and Dragons</u> : Demonstrator, David Koene	11
3/7/2012	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	50
3/7/2012	<u>All Ages Storytime - Birthdays</u> : Demonstrator, Svetha	38
3/7/2012	<u>Intro to Facebook</u> : Demonstrator, Walker	29
3/7/2012	<u>Books & Brownies: Before I Fall</u> : Demonstrator, Rebecca Van Dan	5
3/8/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	34
3/8/2012	<u>All Ages Storytime - Birthdays</u> : Demonstrator, Svetha	27
3/9/2012	<u>Bilingual Spanish English Storytime</u> : Demonstrator, Katy Shannon	25
3/9/2012	<u>Dungeons & Dragons for Teens</u> : Demonstrator, Michael Rickman	6
3/10/2012	<u>'Tween American Girl Party</u> : Demonstrator, Amanda	29
3/12/2012	<u>Daisy Troop Visit</u> : Demonstrator, Svetha	18
3/12/2012	<u>'Tween Read It And Eat Book Club</u> : Demonstrator, Amanda	15
3/13/2012	<u>All Ages Storytime - Favorites</u> : Demonstrator, Svetha	2
3/13/2012	<u>'Tween Knitting Circle</u> : Demonstrator, Amanda	15
3/13/2012	<u>'Tween Dungeons and Dragons</u> : Demonstrator, Davie Koene	10
3/13/2012	<u>Toddler Storytime: Bedtime</u> : Demonstrator, Amanda	29
3/13/2012	<u>Big Kids Storytime: Bedtime</u> : Demonstrator, Amanda	34
3/13/2012	<u>Intro to Ebay (part 1)</u> : Demonstrator, Cris Carpenter	25
3/14/2012	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	38
3/14/2012	<u>All Ages Storytime - Favorites</u> : Demonstrator, Svetha	28
3/15/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	21
3/15/2012	<u>All Ages - Favorites</u> : Demonstrator, Svetha	28
3/15/2012	<u>Adult Book Discussion</u> : Demonstrator, Jenny Carr	16

3/15/2012	<p>Hunger Games Event : Demonstrator, Rebecca V (with Elizabeth Bauer, Lori Esenther & Clara Lebow helping)</p> 	52
3/16/2012	Chess Club : Demonstrator, Brad Phillips	10
3/17/2012	Techno Minutes : Demonstrator, RL	1
3/19/2012	Infant Massage Workshop : Demonstrator, Patty Smith	20
3/20/2012	Intro to Ebay (part 2) : Demonstrator, Cris Carpenter	19
3/20/2012	'Tween Knitting Circle : Demonstrator, Amanda	14
3/20/2012	Techno Minutes : Demonstrator, Rebecca L	1
3/21/2012	'Tween Dungeons and Dragons : Demonstrator, David Koene	11
3/21/2012	Creative Writing Group : Demonstrator, Kathy Steffen	9
3/22/2012	UW Redefined : Demonstrator, Redefined group	76
3/23/2012	Dungeons & Dragons for Teens : Demonstrator, Michael Rickman	5
3/26/2012	Movie Matinee : Demonstrator, Svetha	49
3/27/2012	<p>Out of This World: Alien Art : Demonstrator, Amanda</p> 	20
3/27/2012	MaGicEnergy : Demonstrator, Bob Kann	90
3/27/2012	Adult Book Discussion : Demonstrator, Jenny Carr	10
3/28/2012	Piggy Pancake Party : Demonstrator, Svetha	85
3/29/2012	Play-Doh Party : Demonstrator, Svetha	53
3/29/2012	Movie Matinee: Up : Demonstrator, Amanda	15
3/29/2012	Shen Yun Informational Lecture : Demonstrator, Sharon Remer from WI Falun Dafa	27
3/30/2012	Techno Minutes : Demonstrator, RL	1
Number of Programs / Total Attendance		
	Children's	35 / 997
	Teens	6 / 79
	Adults	12 / 216
	Grand Total	53 / 1292

3. LIBRARY EXHIBITS

<p>Art Railing</p>		<p>Gene Summers - Photography</p>
<p>Front Entry Display Case</p>	<p>Dane County Friends of Ferals</p>	
<p>Books and Programming Displays</p>		

4. STAFF MEETINGS & STAFF DEVELOPMENT OPPORTUNITIES

Date	Staff	Title
3/3/2012	Amanda	<p><u>Cooperative Children's Book Center Choices Day and Spring Book Sale</u> : This was the annual meeting for the Friends of the CCBC, Inc. The librarians at the CCBC (Cooperative Children's Book Center) gave booktalks on the best books of 2011, and the Friends Board officers gave reports to the group. As the Treasurer, I delivered my financial report and presented the 2012 budget.</p>

3/6/2012	Elizabeth I. Bauer, Pamela K. Westby, Sarah Hartman, Jim Ramsey	SCLS ILS Users Group Meeting : Discussion of 2012 Koha Development schedule and upgrades; small group discussions on Koha wish lists and other Koha features; and small group discussions on workflow procedures.
3/8/2012	Amanda	Hubbard Art Center Planning : I met with Abby Attoun and Megan Meyer to discuss the Hubbard Art Center Concept Proposal. We brainstormed ways the library and the art center could work together and compliment one another. We came up with lots of ideas!
3/8/2012	Amanda	ALSC Webinar : I presented a one-hour webinar for ALSC (the Association of Library Services to Children, a division of ALA) on 'tween programming.
3/9/2012	Rebecca Van Dan, Svetha Hetzler, Jim Ramsey	Hubbard Art Center Proposal : Abby Attoun presented a proposal for empty office space next to the Senior Center and how it could be used as an Arts Center for all ages.
3/13/2012	Katie A.	Preparing a Portfolio for the LSSC Program : This webinar was an brief introduction to the Library Support Staff Certification Program by Karen Stege. It focused on creating a portfolio to show your competencies rather than taking classes. It offered suggestions for success and explained basic expectations.
3/14/2012	Sarah H.	SCLS Collection Maintenance Subcommittee meeting : We discussed the new form libraries must fill out to request a new collection code or shelving location. The requests will go to Amy, then added as agenda items for this committee. We also reviewed the policy on circulating TV series discs separately.
3/14/2012	Pamela	SLIS - Interview : Middleton is serving as a Field Project Library – for the UW-Madison's School of Library Science and Information (SLIS) – Introduction to Public Libraries Spring Semester – Interview & sharing of documents with 3 students.
3/16/2012	Elizabeth I. Bauer	WLA Literary Awards Committee Meeting : The committee is narrowing down a list of titles, published in 2011, for one book to receive the 2012 WLA Literary Award; select up to 10 titles to recognize with outstanding achievement; select up to 5 poetry titles to recognize with outstanding achievement; and select up to 3 notable Wisconsin Authors who are recognized for their body of work.
3/20/2012	Barbara Henderson, Katie Adkins, Kendall Clay, Jennifer Das, Lori Esenther, Lisa Figge, Sara Gudel, Mary Holbrook, Kathy Hutchison, Kate Javenkoski, Nivi Nair, Gail Nelson, Maria Ochoa Podel, Grace Schjonberg, Lucas Schneider, Carrie Shaw, Claire Simpson, Dick Wiringa, Courtney Prest	Middleton Public Library Page I Quarterly Meetings : Page I quarterly meeting was held in the Staff Workroom; staff was given an overview and tour of the new sorting equipment.
3/21/2012	Rebecca Van Dan	PAC Meeting : Google analytics, LinkCat improvements & app for mobile interface, fines tab, publicity of new features, labeling of audience limits, LinkCat home page overhaul.

3/21/2012	Amanda	Cooperative Children's Book Center Book Discussion : The CCBC holds a monthly book discussion to examine and evaluate 10 new children's books. Participants read the books ahead of time and spend two hours together discussing and evaluating them.
3/21/2012	Amanda	Nikki Giovanni Lecture : Poet, author, educator and activist Nikki Giovanni spoke as part of the UW-Madison's Distinguished Lecture Series. Giovanni is well-known for her children's books and poetry, having written Barack Obama's inaugural poem.
3/29/2012	Pamela	Beyond the Page--Library Action Team : Created documents (bylaws, mission and objectives) that will be used to manage the Beyond the Page Endowment. The proposed document will be presented at the next Dane County Librarian's meeting, and then presented to the Dane County Library Board for adoption. Proposal to form a nine member board - two humanities scholars, the director from DCL, the MPL director and 5 directors (or designees) from Dane County libraries.

5. DIRECTOR'S REPORT

First Quarter Library News 2012

Circulation. The circulation numbers for the month of March were slight down (-1.8%) compared to last year's March figures, however the first quarter's total circulation is up by 4.4% over last year. Workflow for Circulation staff had a complete overhaul with the installation of the new Automated Materials Handling System (AMHS). Staff should be commended and congratulated for their commitment and diligence to making the adjustments. Patrons will benefit from the efficiencies when the system provides instant checkin and a quicker turn-around time for shelving items. Yes, it takes a little more time to return a tall stack of items, but it saves the tax payer money in the long run.

IP Managed Phone System. As Patrick mentions in his report, I negotiated an upgrade of our phone system that not only saves us a few dollars in monthly fees, but gives us more options to improve our ability to communicate with others in our building and with those outside our system. Patrick has been a key player to implementing both the new phone system and the AMHS.

Internal drive. By moving a substantial number of PCs off the SCLS network and on to our own network, we have increased our flexibility in applications. For example, the shared file drive allows easy access to updating documents that provide information useful to all staff members, across all departments.

2011 Annual Report. The patron-friendly 2012 Middleton Public Library Annual Report is now available on the Library's website.

6. LIBRARIANS' REPORTS

Jim Ramsey, Head of Adult Services

March was another busy month in Adult Services. We held two technology classes this month: an Introduction to Facebook and a two-part Introduction to Ebay. We also hosted a performance by the UW's *a capella* vocal group Redefined, which was a big success. We've hosted Redefined in past years and will likely have them back to perform at the library. Finally, we also hosted an informational lecture on the Shen Yun arts company which will be performing at the Overture Center on April 4-5.

I have been serving on the Beyond the Page Library Action Team and preparing for the public phase of the fund raiser set to begin on April 9th. In addition to advertising through library displays and brochures, I am planning a large fund raising event for Beyond the Page which will hopefully occur sometime this fall. I have been working with Jason Boak, our LA III in serials and acquisitions, to partner with Capital Brewery for the event. This event is still in the early planning stages, but I am hopeful that it will be a success. Additionally, I have been firming up the programs for the summer, finalizing the Adult Summer Reading Program, booking additional programs for the fall, and continuing to develop additional technology classes to be offered later this year.

Jenny's book discussions continue to be well-attended, with a total of 26 participants between the two discussions. Both Jenny and Rebecca have been working with the program Bookletters to create online book lists that link directly to our online catalog. Jenny continues to experiment with new ways to use this application to enhance her book discussion groups. Rebecca again offered 8 one-on-one Techo-minutes sessions this month, and these continue to be in high demand.

Svetha Hetzler, Head of Youth Services

We wrapped up our Winter Storytime session this month. Attendance at our morning storytimes continues to be very strong but our afternoon time slot has remained quite small. I plan to offer the afternoon storytime again for the spring session and will assess patron demand for the fall.

In collection development, I added two new discovery packs to our collection and did some preliminary weeding in our picture book, easy reader, and dvd collection while I await weeding reports from SCLS.

I have added a few new booklists utilizing Bookletters. So far, Transportation, Princess, Toddler & Preschool Favorites, Bilingual Spanish and English Favorites, Picture Books for Older Kids, and Early Reader booklists have been created with Bookletters.

The summer flier has been finalized and I am awaiting fliers from SCLS to set out for patrons. Once I have printed copies, I will post our programs on our website. I've worked out a preliminary schedule for our Summer Page I's and will finalize the schedule with all three pages next month.

This month Sarah created several displays including: "green" books, ducks, and bunnies. She also set up this month's DIY station which featured graphic novels and superheroes. Sarah also created several signs to help promote and publicize our library events and has been working hard to complete her other tasks including paperback linking and journal profiling before she begins her maternity leave next month.


Rebecca Van Dan, Head of Young Adult Services

LAll/Volunteers/Practicum Students: Caitlin Shaffer started volunteering for a few hours in advance of her practicum to be better prepared when the summer reading rush starts. One new volunteer (Avis) started this month. Kathy is still on sick leave, but seems to be recovering well. She has received updates as to duty changes, the new conveyer belt, phone system, etc.

Programs: I sent out letters to the teachers for school visits this month and have been busy scheduling dates, preparing the booktalks, and making lobby slides to promote the summer programs. The Hunger Games program this month was very popular--extra marketing from postcards and teacher announcements helped boost attendance as well as the high expectations for the movie release. Six volunteers helped to man the different stations, and the program was a roaring success with over 50 teens attending.

Surveys/Statistics: Response to our Teen Programming Survey was very positive with many comments that teen respondents did not know there was such a variety of programs offered. A few teens commented that they loved the artistic programs and the spa and fencing programs and that though they had had other commitments last year, they hoped to attend similar programs in the future. Splatter painting and an international event were suggested as new programs. Other activities/scheduling issues were the overriding reasons cited for those unable to attend programs.

Displays: Keeping It Real, Teen Volunteer Favorites, Powerful Books that Linger on the Brain

<p>Elizabeth Bauer, Head of Circulation Services “Big Blue” our conveyor belt</p>	
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The highlight of March 2012 was the installation of our automated handling sorter! Circulation Services is thrilled with it! The page is attended training meetings, the week after it was installed, and we have settled into new workflows and new procedures in the staff workroom.

Clara Lebow, Library Page II left in late March, for a study semester in Japan, and Nivi Nair was hired to replace her at the circulation desk.

I attended the SCLS ILS Users Group Meeting with Sarah Hartman, Pamela K. Westby, and Jim Ramsey in early March, and the WLA Literary Awards Committee Meeting (selects notable Wisconsin book in 2011; selects up to 10 fiction and non-fiction Wisconsin titles for recognition; selects up to 5 Wisconsin Poetry titles for recognition; and selects up to 3 notable Wisconsin authors, based on their body of work) in the middle of March.

The circulation desk has been extremely busy throughout the month, especially Saturday and Sunday. Patrons are already asking when the last open Sunday is, and bemoaning the fact that we close on Sundays for the summer months.

A heartfelt “thank you” to the circulation desk staff and the staff room pages; we have been changing furniture, locations of staff, supplies, and refining, and changing, workflows and procedures, for months; through the renovation of the staff room, location changes, movement of staff and supplies, both the circulation desk staff and pages have maintained their customer service to our patrons, their calmness, and maintained stellar dedication to their tasks, despite noise and disruption. The Middleton Public Library is very, very lucky to have such a dedicated, and wonderful, staff.

Patrick Williams, Head of Information Technology

Our new IP based phone system has been installed. The new system allows staff to easily relay calls, has multiple incoming calls at the service desk, caller ID, software integration with staff PCs, as well as very clear HD handsets. Our phone bill will be reduced, and we took advantage of a ‘penny-per-phone’ promotion. We were able to remove and consolidate some of our analog lines as well, for additional savings.

Our automated handling sorter equipment has been setup, and staff instructed on its use, programming and troubleshooting.

The remainder of the public PCs in the computer lab have been upgraded, including Firefox 11 and Office 2010.

Sarah Hartman, Head of Technical Services

With several of my coworkers, I attended the SCLS ILS Users Group meeting at the beginning of the month. The most valuable part of this meeting, for me, was the small group discussion of workflow problems and solutions for the various modules. As Middleton’s Head of Technical Services, I chose the cataloging module group. I got some good ideas from others and shared my solutions to some of the problems we frequently encounter in Koha’s cataloging module. Because cataloging is a behind-the-scenes activity, the cataloging module has unfortunately seen very little improvement since the migration. Improving the module would save staff time and get materials into patrons’ hands more quickly and efficiently, but understandably and deservedly the PAC and circulation modules are receiving the most attention for fixes and new

development. I very much appreciated the opportunity to discuss less visible, cataloging-specific concerns with colleagues at SCLS Administration and other SCLS libraries.

Amanda Struckmeyer, Head of Youth Services

This month, we offered supplemental programming during spring break, which was greatly appreciated by many families.

My practicum student, Maria, continued her work here. Her collection development projects are going well, and her plans are in place for a program in April.

I completed the paperwork necessary to begin providing outreach services at the YMCA after-school sites in Middleton. I hope to visit each site at least once before the end of the current school year.

In cooperation with several other children's librarians from Madison and Monona, I submitted a proposal to the Wisconsin Book Festival. The theme of the festival this year is *Lost and Found*. We are putting together a kit containing thematic books and activities to go with each title.

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 ALSC (Association for Library Services to Children) Legislation Committee. My ALSC webinar, "Between Storytime and the Prom: Tween Programming Fills the Gap," continued. I wrote an article, "Tricks of the Tween Programming Trade," for *Children and Libraries*, ALSC's official journal. I reviewed two books for *School Library Journal*.

7. AGENDA OVERVIEW

Proposal to revise the Meeting Rooms Policy – Under II. (A) Description of Rooms - strike overhead projector from the list of available equipment for public use.

II. Description of Rooms

(A) The Leonard and Marian Archer Community Meeting Room

This meeting room, located on the library's lower level, will accommodate up to 120 theater style and 80 conference style. Along with tables and chairs, the following items are available for use in this space only: projection screen, cart for audiovisual equipment, table lectern, flip chart, TV/DVD player/VCR, ~~overhead projector~~ and amplification system. This space can be subdivided into two smaller meeting rooms. In the event that the rooms are subdivided, only the group that has booked the Marian Archer side has access to the equipment

Middleton Public Library Board of Trustees Membership

Name	1 st appointment	2 nd appointment	Other	Final month of service
Christopher Clay	July 2010			June 2013
Lisa Helmuth	July 2011			June 2014
Stephanie Hammes	July 2010			June 2013
Jill Kubiak	July 2011			June 2014
Rusty Shoemaker-Allen	July 2010			June 2013
Joan Gillman	July 2009			June 2012
Anne Irish	July 2011			June 2014
Gurdip Brar	April 2010 (serves as Council Liaison)			<i>April 2011</i>
Steve Soeteber	July 2000 (serves as School District Superintendent's designee)	July 2003	July 2006	June 2012

Appointment of the 2012 Nominating Committee for Library Board officers by President Shoemaker-Allen.

Middleton Public Library Board's Endowments with the Madison Community Foundation– Notice of the Available distributions are as follows: the Large Print Endowment (\$1,268.40) and the General Endowment (\$7,706.15). No action is requested at this time. Staff requests that we table until after the summer collection maintenance has been completed, September of 2012.

Proposal to upgrade the Library's front entry lobby – replace floor tiles and add counter for events monitor, signage and place for patrons to place their materials as they use

the new book drop system. Request is to approve the project expenditures and close the Library on Monday, June 4th (allowing workers to complete the project during Saturday evening, Sunday and Monday.) Designer's sketch, materials samples and funding sources will be presented at the meeting.



Library Appropriate Behavior Policy – First Reading of this proposed change for approval at the May meeting.

II **Specific Guidelines**

(A) The rights of individuals to use the library should not be abridged or denied. To guarantee these rights for all persons, no library patron shall engage in the following prohibited behaviors:

1. ~~Eat or drink~~, except as provided for in the library's meeting rooms policy.
~~Exceptions will be made for capped water bottles.~~
2. Smoke. The library is a smoke-free zone. Smoking is prohibited throughout the facility.
3. Willfully annoy another person.
4. Damage or deface public property.
5. Engage in loud or boisterous behavior.
6. Utter profane, obscene, or offensive language directed at another person.