



July 2012 Report

Presented at the August 14, 2012 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2012	39,786	5,618	28,971	74,375	463,054
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
(2011-12 +/-)				(+7.2%)	(+3.27%)

Self-Service checkouts:

	3M	ITG	ITG#2	ITG#3	Total	%of total
2012		14,186	12,683	6,056	32,925	44.2 %
2011		12,174	11,922	4,952	29,048	41.9 %
2010	7,078	7,902	2,955 *	365 **	18,300	23.8 %

*Unit out of order for a time

**Added 7/23

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2012	90	29	3	0	122
2011	139	56	3	0	198

LINK holds:


	Loaned to	Borrowed from	Fax: # of users / # of Pages
2012	18,571	18,523	64 / 169 p.
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	
(2011-12 +/-)	(+16.8 %)	(+10.5 %)	

Miscellaneous:	ILL	Visits	Study Rooms Use	WIFI walk-in Use
2012	64	35,879	596 hours / 412 bookings	784
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
7/2/2012	<p>Teen Tie Dye : Demonstrator, Rebecca and Caitlin, practicum student</p> 	15
7/2/2012	Games Galore : Demonstrator, Svetha	28
7/3/2012	Toddler Storytime: Summer : Demonstrator, Amanda	26
7/3/2012	Big Kids Storytime: Summer : Demonstrator, Amanda	22
7/3/2012	Stuntology : Demonstrator, Sam Bartlett	33
7/5/2012	Baby Storytime : Demonstrator, Svetha	10
7/5/2012	All Ages Storytime - Picnics : Demonstrator, Svetha	54
7/6/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	31
7/6/2012	Friday Afternoon Family Concert - Stagedoor Singers : Demonstrator, Stagedoor Singers	75
7/6/2012	Allison's Techno Minutes : Demonstrator, Allison Girres	2
7/7/2012	Krafty Kids - Tropical Dreams : Demonstrator, Kathy	51
7/9/2012	Lego Block Party : Demonstrator, Svetha	25
7/9/2012	Drum Circle : Demonstrator, Amanda	29
7/10/2012	Toddler Storytime: Frogs : Demonstrator, Amanda	36
7/10/2012	Big Kids Storytime: Frogs : Demonstrator, Amanda	22
7/10/2012	Twisted Tuesday : Demonstrator, Svetha	35
7/10/2012	Writers Workshop for Teens : Demonstrator, Rebecca	6
7/11/2012	Tiny Tots Storytime : Demonstrator, Svetha	40
7/11/2012	All Ages Storytime - Bugs : Demonstrator, Svetha	42
7/11/2012	PAWS to Read : Demonstrator, PAWS to Read Teams	12
7/11/2012	Wii Games: Mario Kart/Super Smash Bros. Tournament : Demonstrator, Rebecca (with Caitlin, practicum student)	16
7/12/2012	39 Clues Book Club : Demonstrator, Amanda	13
7/12/2012	Baby Storytime : Demonstrator, Svetha	24
7/12/2012	All Ages Storytime - Bugs : Demonstrator, Svetha	31
7/13/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	29
7/13/2012	Friday Afternoon Family Concert - Yo-Yo Guy : Demonstrator, Mark	125

	 <p>Hayward</p>	
7/14/2012	Techno Minutes : Demonstrator, RL	2
7/16/2012	What Do I Read Next? : Demonstrator, Walker Evans	7
7/16/2012	Drawing Contest : Demonstrator, Rebecca	25
7/17/2012	Writers Workshop for Teens II : Demonstrator, Rebecca	4
7/17/2012	Toddler Storytime: Bugs : Demonstrator, Amanda	38
7/17/2012	Big Kids Storytime: Bugs : Demonstrator, Amanda	29
7/18/2012	Tiny Tots Storytime : Demonstrator, Svetha	50
7/18/2012	All Ages Storytime - Cats : Demonstrator, Svetha	48
7/18/2012	<p>Tween Sushi Workshop : Demonstrator, Whole Foods Staff</p> 	20
7/18/2012	Creative Writing Group : Demonstrator, Kathy Steffen	12
7/19/2012	Baby Storytime : Demonstrator, Svetha	26
7/19/2012	All Ages Storytime - Cats : Demonstrator, Svetha	58
7/19/2012	Tween Sushi Workshop : Demonstrator, Whole Foods Staff	20
7/19/2012	<p>Minute to Win It : Demonstrator, Rebecca (with Caitlin)</p> 	16
7/20/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	30

7/20/2012	Techno Minutes : Demonstrator, Rebecca L	2
7/20/2012	Friday Afternoon Family Concert - Kenland : Demonstrator, Ken and Dave 	88
7/20/2012	Techno Minutes : Demonstrator, Allison Girres	1
7/21/2012	Chess Club : Demonstrator, Brad Phillips	15
7/23/2012	Family Movie Night : Demonstrator, Svetha/Kaitlyn W.	23
7/24/2012	Toddler Storytime: Birds : Demonstrator, Amanda	38
7/24/2012	Big Kids Storytime: Birds : Demonstrator, Amanda	24
7/24/2012	SRP Outreach Visit : Demonstrator, Amanda	10
7/24/2012	Twisted Tuesday : Demonstrator, Svetha/Kaitlyn	29
7/24/2012	Techno Minutes : Demonstrator, RL	2
7/24/2012	Teen Writers Workshop III : Demonstrator, Rebecca	0
7/25/2012	Tiny Tots Storytime : Demonstrator, Svetha	42
7/25/2012	All Ages Storytime - Transportation : Demonstrator, Svetha	41
7/25/2012	Jon Scieska Book Club : Demonstrator, Svetha	11
7/25/2012	PAWS to Read : Demonstrator, PAWS to Read Teams	12
7/25/2012	Teen Coffeehouse : Demonstrator, Rebecca (with Caitlin, practicum student)	10
7/26/2012	39 Clues Book Club : Demonstrator, Amanda	12
7/26/2012	Author Lesley Kagen : Demonstrator, Lesley Kagen	42
7/26/2012	Baby Storytime : Demonstrator, Svetha	38
7/26/2012	All Ages Storytime - Transportation : Demonstrator, Svetha	47
7/27/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	32
7/27/2012	Friday Afternoon Family Concert - Magic Show : Musician, Jim Mitchell	115
7/30/2012	Bug Out! : Demonstrator, Insect Ambassadors (UW-Madison)	40
7/31/2012	Big Kids Storytime: Favorites : Demonstrator, Amanda	28
7/31/2012	Toddler Storytime: Favorites : Demonstrator, Amanda	41
	Number of Programs / Total Attendance	
	Children's	50 / 1798
	Teens	8 / 92
	Adults	8 / 70
	Grand Total	66 / 1960

3. LIBRARY EXHIBITS		
Exhibit Case	Summer Reading Program	Library Staff
Art Railing	Paintings	Peter Erskine

4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
7/5/2012	Amanda	Webinar Planning
7/5/2012	Svetha	Embracing Diversity : Contributed two Indian nursery rhymes to the "Embracing Diversity" project. This is a collaborative library project that began in British Columbia. They are looking for professionals to contribute nursery rhymes in languages from all over the world.
7/9/2012	Pamela	Meeting with SCLS - Contracted consultant Laura Page
7/11/2012	Sarah H.	Collection Maintenance Subcommittee Meeting : Only two agenda items: 1) Review of low use collection codes and shelving locations, and 2) Magic Tree House audiobooks.
7/12/2012	Pamela	Get Moving Middleton
7/12/2012	Pamela	Dane County Librarians' Meeting
7/13/2012	Amanda, Shawn Brommer, Jean Anderson, Jon Mark Bolthouse	SCLS Webinar: ALA Recap : Shawn, John Mark, and I presented a webinar recapping highlights from ALA.
7/18/2012	Jason Boak	PAC Subcommittee Meeting :
7/19/2012	Pamela	SCLS All Directors Meeting : SCLS Budget overview, reports from Delivery, Technology, ILS and their consultants. We took action on fees to member libraries (Delivery, ILS, Technology and Library Online, which MD doesn't use.) Report from SCLS Foundation was also presented. Clusters met to discuss the Governance Structure.

5. DIRECTOR'S REPORT

Here are some highlights from July 2012:

Facility & Grounds

Amid the extreme heat and drought experienced in southern Wisconsin, three (3) of the four (4) air compressors responsible for cooling the main level of the Library failed. Mark Goad acted quickly to provide interim cooling and priced out replacements. We were fortunate to make arrangements to replacement them, continue to offer full-services and did not close the library. We did, however, temporarily take the Library off the list of Middleton's cooling stations.

Programming

Programming stats in 2012 were up in both the number of events offered and the number of participants. In 2012 we offered 66 events with 1,960 attendees; whereas, in 2011 we offered 57 programs, attracting 1,899 attendees.

Circulation and Use

July 2012 circulation figures reflect an increase of 7.2% compared to July 2011 (69,388 this year versus 54,375 last year). Year-to-date circulation is up by 3.27% (from 448,412 to 463,054). Self-checkout was up to 44.2% in July of 2012.

The number of items loaned to other LINK libraries was up by 16.8% to 18,571 in 2012 from 15,892 in 2011. Likewise, the number of items borrowed from other LINK libraries was up by 10.5% to 18,523 in 2012 from 16,749 in 2011.

Use of electronic sources has experienced the most growth for any of our collections. Local subscriptions (detailed under Jim Ramsey's report shows an increase by 105% for the first half of this year (1,349) compared to last year's year-to-date total (658). The following chart illustrates the increase in Overdrive use up by 260% for the first half of the year, compared to last year's use.

Statewide Buying Pool Database Use	Jan – Jun 2011	Jan – Jun 2012	Increase	Cost per circ
Overdrive use	1,525	5,501	260%	.46

WiFi walk-in laptop use was slightly down in July of 2012 from 836 in 2011 to 784 in 2012, likely due to the popularity of smartphone use. Public fax use was down this month.

Study room hours were down from 620 in 2011 to 596 in 2012, however, the number of sessions was up from 397 in 2011 to 412 in 2012.

Attendance was up to 35,879 in 2012 from 33,276 in 2011.

Staffing

I am pleased to announce that Brendan Faherty was selected as our new Head of Circulation Services. He will begin his new post on September 4th. Brendan is currently

serving at the Director of the Mount Horeb Public Library.

It is also my pleasure to announce that Page I Kendall Clay was the recipient of the Friends of the Library scholarship in the amount of \$500. Kendall has been a model employee and we wish her well in her pursuit of higher education. Kendall will be attending the University of Wisconsin-Eau Claire.

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



An application was created for patrons to listen to library purchased MP3s. It has been installed on the two Teen Internet stations. Users can click through folders of artists and albums & listen to songs; but the app prevents copying the MP3 files. More and more independent artist are using digital downloads only, rather than using physical media (CDs), for distribution.

Libraries have been given the ability to modify receipt and hold slips. We have made customized ones on our circulation PCs and self-check machines, with favorable comments from the public.

Cordless phones have been installed for both the Circulation and Reference staff. They use one of our analog lines, and will be used mostly for troubleshooting equipment with IT, SCLS, and Bibliotheca staff.

A Koha station was set up in the Youth Services office for staff to process items.

An online 'recommendation for purchase' form has been put on our website. Public is made aware that recommendations can be made, but we do not have a system in place to put holds on items we may purchase.

Barbara Henderson, Acting Head of Circulation Services



July is always a very busy month at the library and the circulation department has really stepped up to help meet the needs for our summer patrons. The Page I staff and our AMH equipment makes it possible to keep our shelves full of selections for the summer reading programs. Turn around from checking in to re-shelving is consistently within 24 hours and more often within a shift change. This had not been possible before this summer.

The circulation desk staff has been helping with the “Beyond the Page” effort by wearing promotional shirts and handing out donation informational fliers. Desk staff continues to coach patrons on the use of our self checking stations. We made some changes to the graphics on the screen directions and have seen an improvement on the desensitizing of self checked items. This has resulted in fewer gate alarms for self checking patrons. We enhanced the graphics and information on our patron due date receipts as well. The receipt now sports our library logo, is easier to read with a larger font and the due date in bold type. At the bottom there is a mention of the “Beyond the Page” campaign. We have also used this new functionality with KOHA to improve our HOLD pick up slips with a larger and easier to read font. The patron comments on these changes have been frequent and positive. Patrick Williams was a great help to us with these improvements.

The library said “thank you” to Elizabeth and “welcome” to new Department Head Brendan Faherty. The circulation department staff is looking forward to working with Brendan starting in September. With so many changes occurring this summer the circulation supervisory staff is working to maintain the high level of service through this transition period.

Rebecca Van Dan, Head of Young Adult Services



July was a whirlwind month of programs, planning, and high volume traffic at the Help Desk. Registration for the Teen Summer Reading Program has been going well, with 255 teens signed up so far. Library staff was very helpful in finding the strange objects needed for our Minute to Win It program, and patrons have been eager to vote for our Teen Drawing Contest. Volunteers were very helpful this month in making the submissions for the Writing and Drawing Contests anonymous, hanging the art submissions in the Teen Section, preparing bottles for tie-dye, and serving snacks at the Coffeehouse, etc. We also coordinated extra teen volunteers this month who were interested in judging the Writing Contest submissions.

We are meeting this month with a local pottery studio to discuss program collaboration and are in the process of writing the Foreword for the Writing Contest, photographing the art contest submissions, and binding all entries for both contests into a book that will be available for checkout. We have added some updates to “Teen Read”, South Central’s facebook page for teens (that is taking the place of the summer blog.) To gain a little more space for materials, Spanish CDs were weeded and a new Teen Oversized Paperbacks spinner was added to the Teen section. Caitlin has been working on a spreadsheet for her practicum project to assist with weeding of the Teen HC fiction.

Youth Services met this month to discuss some changes to LA II duties. Kathy provided some great feedback and the changes should make the division of duties more fair. Technical Services provided clarification regarding mending items (shelving, condition, and notes) that were discussed with YS staff and new guidelines were put in place. We added a Hunger Games Readalikes bibliography to Bookletters, trained 2 new regular teen volunteers, and updated the Teen Video Games binder. I also read the applications for the Head of Circulation candidates and made recommendations, wrote a few recommendation letters for former volunteers, and printed out our Sept./Oct. teen program fliers.

Displays: Small Helpings (Short Stories), Hot as Summer Books, Olympic Games

Sarah Hartman, Head of Technical Services



July was a very busy month. In addition to adding many new materials to the collection, I assisted with the search for and hiring of our new Head of Circulation Services, coached our Reference practicum student Allison on weeding materials and her upcoming computer class, attended the SCLS Collection Maintenance Subcommittee meeting, made great strides in creating a comprehensive processing manual for AV materials, helped launch the new Popular Culture Collection, continued work on the integration of the Literature paperbacks, consulted with Youth Services on a new thematic picture book collection, and began the process of hiring a new Page I-TS. I also used Bookletters to create a list of new cookbooks and posted it on the Library's

Facebook timeline. I hope to do more lists of new books in the future, to highlight some of the great things we're adding to our collection.

Svetha Hetzler, Head of Children's Services



We continued our Summer Reading Program this month and I've been very pleased with the pace of our programming. Our three summer pages (Maura Mullahy, Amanda Wolfinger, and Kaitlyn Wolfinger) have been terrific and I've made a few notes to help with next year's anticipated scheduling needs.

Under my supervision, Jennifer Das continues her work on an Easy Reader collection management project. Using a weeding report, she has weeded materials based on circulation statistics. She has also shelf read the collection and has weeded materials based on condition. She is now identifying titles to replace and is also working on filling in gaps in series that we currently own. She has created a table to keep track of her project and is learning a lot through the process.

I created a "Going to School" booklist through Bookletters. I anticipate we'll have many requests on the topic in August. I also added "Princess" and "Transportation" themed picture books to our upcoming book order. Many libraries are looking at ways to increase their picture book circulation and there has been much discussion of thematically arranged picture books as being a great way to boost circulation. I am starting with these two popular themes and will most likely be adding more themes in the near future. Sarah Hartman and Barbara Henderson have been very helpful in providing support to get this special collection off the ground. Amanda Struckmeyer and Rebecca Van Dan have been very helpful in making suggestions for themes.

Sally Wood continues her work at the help desk. Besides her support at the desk, Sally manages damaged materials, helps with weeding projects, profiles journals, creates signs for upcoming programs, creates book displays, and manages the DIY station. This month's theme at the DIY station was "ice cream".

I purchased a magnetic alphabet toy for the children's area to promote early literacy skills. The product from Lakeshore Learning was highly recommended from other children's librarians in the country. Our patrons seem to really be having fun with the product!

I met with Shawn Brommer earlier in the month to create a manual for the SABA (South Asian Book Award) committee. I also contributed to the "Embracing Diversity" project. This is a video project that began in British Columbia and the goal is to represent as many languages from around the world as possible through traditional nursery rhymes. I was happy to contribute and will probably add more in time.

Amanda Struckmeyer, Head of Youth Services



This month, I finished a large collection development project in children's fiction. I began weeding children's nonfiction. I continued ordering children's fiction, nonfiction, graphic novels, audiobooks, and software.

Our summer reading program continued this month with lots of participation in our special events and our incentive program. I visited a local daycare to deliver prizes

when they met their collective reading goal.

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 finished my three-year term as the treasurer for the Board of the Friends of the Cooperative Children’s Book Center.

On the national level this month, I was awarded a full scholarship to attend the Association for Library Services to Children’s (ALSC) Institute in September. This Institute takes place every two years and features programs on current topics in librarianship as well as opportunities for networking with other professionals and authors. This year’s Institute is in Indianapolis, Indiana. I continued my work as a member of the ALSC Advocacy and Legislation Committee. In addition, I reviewed two books for *School Library Journal*.

Jim Ramsey, Head of Adult Services



Traditionally, July is one of the lightest months for adult programs at the library. However, we did manage to hold two successful programs this month—one an author visit by NY Times bestselling author Lesley Kagen, and the other a class about online tools for discovering new books. Adult programming in the summer months can be tricky due to vacations and competition from outdoor activities, but both programs were well-attended.

I continue to be active in the Beyond the Page Library Action Team. The plans for the Dane County-wide Trivia Night fund raiser are coming together nicely. Our venue—Food Concepts on Parmenter Street—is confirmed, and we hope to begin promoting the event in early September. Meanwhile, we are continuing to raise awareness of the

Beyond the Page campaign in the library. Currently, we have a book display on Art History inviting patrons to “explore the humanities at Middleton Public Library” to promote the campaign. During the week of July 9 – July 14th, many desk staff wore Beyond the Page t-shirts and circulation staff handed out brochures to every patron who checked out at the desk.

The Pop Culture collection debuted this month and proved to be extremely, well, popular! This collection is already circulating extremely well. We expect the collection to further benefit from increased visibility once a new display shelf is in place, hopefully sometime in the coming months. The Pop Culture collection is the brainchild of Rebecca Light, a Library Assistant II here in Adult Services. She has done a tremendous job creating this collection from scratch and is very excited to see it develop in the future.

Finally, this month we received usage statistics for our online databases for the first six months of 2012. In February of this year, I created a series of signs advertising certain databases—Consumer Reports, Learning Express, Mango, and Value Line—and placed them in strategic locations around the library. We have also been working to increase the visibility of these databases in other ways, including features in the bi-monthly newsletter and links on the library’s homepage. Due in part to these promotional efforts, usage of these four databases has more than doubled when compared to the first six months of 2011:

Database Use	2011 Jan - Jun	2012 Jan - Jun	2011 Jan - Jun	2012 Jan - Jun	2011 Jan - Jun	2012 Jan - Jun
Local Subscriptions	In Library Use	In Library Use	Remote Use	Remote Use	Total Use	Total Use
Consumer Reports	91	216	139	376	230	592
Learning Express	67	100	21	57	88	157
Mango Languages	34	46	171	248	205	294
Value Line	24	47	111	259	135	306
Totals	216	409	442	904	658	1349

We are continuing to make raising awareness of online resources a priority by planning future promotions of these and other online databases. We hope that with a

combination of publicity and instruction we can further increase the usage of these valuable (not to mention expensive) resources and bring down the cost-per-user.

7. AGENDA OVERVIEW

Request to use Contingency Funds for emergency air compressor replacement

Invoice from Harker Heating and Cooling, Inc. in the amount of \$20,841.87.

Request to use donation funds towards the exhibit case upgrade project

Total cost for the project is \$2,674.43. Friends of the Library has pledged \$2,000.

Anonymous donations thus far total \$250. More donations are expected. Request is for up to \$425 of the Gift Fund to cover the remaining cost.

Beyond the Page – Financial update and planned fundraising events:

County-wide Trivia Event is set for October 20th at Food Concepts on Parmenter Street in Middleton. We are partnering with Rosemary Garfoot Public Library in Cross Plains.

American Girl Event is set for October 24th. We'll be raffling an American Girl doll and other items. This will be

KOHA – update on progress. PowerPoint from SCLS Vicki Teal Lovely is provided as a separate file.

Employee Handbook – revised version from City Attorney Bill Morgan. Request to approve the document as presented. (This document was presented to library board trustees as a separate file.)

Proposed 2013 Closings Dates:

Tuesday, January 1	New Year's Day
Monday, January 14	Staff In-service
Tuesday, January 15	Half-day In-service
Sunday, March 31	Easter
Sunday, May 26	Closed Sundays until 9/8
Monday, May 27	Memorial Day
Thursday, July 4	Independence Day
Monday, September 2	Labor Day
Wednesday, November 21	Day before Thanksgiving Close at 6 p.m.
Thursday, November 28	Thanksgiving Day
Tuesday, December 24	Christmas Eve
Wednesday, December 25	Christmas Day
Tuesday, December 31	New Year's Eve Day Close at 6 p.m.
Wednesday, January 1, 2014	New Year's Day

Meeting Rooms Policy – Under II.(A) – request to update the equipment list

Along with tables and chairs, the following items are available for use in this space only: projection screen, whiteboard and markers, cart for audiovisual equipment, table lectern, flip chart, TV/DVD player/VCR, and amplification system. To review the policy in its entirety go to <http://www.midlibrary.org/library/publicdocs/Policies/Meeting.pdf>

Review of the 2013 ILS and Technology Services Contract with SCLS

The contract is under legal review by our City Attorney. A copy was provided to the Board in your email packet. SCLS is asking that the contract be signed and returned by September 26th.