



August 2012 Report

Presented at the September 11, 2012 Library Board Meeting

1. STATISTICS

Circulation:

	Adult	YA	Juv.	Total	Year to Date
2012	39,867	5,376	25,450	70,693	533,753
2011	39,955	5,690	25,596	71,241	519,653
(2011-12 +/-)					(+2.71%)

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	% of total circ
2012	13,631	12,383	4,958	30,972	43.8%
2011	12,493	12,632	5,065	30,190	42.3%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2012	115	35	1		141
2011	118	50	2		170

LINK holds:

	Loaned to	Borrowed from
2012	19,124	18,157
2011	16,595	18,455

Miscellaneous:

	ILL	Visits	Study rooms use	Fax	
2012	83	33,735	510 hrs. / 364 bookings	78 sessions	215 pgs
2011	87	33,295	634 hrs. / 419 bookings	52 sessions	152 pgs

Walk-in laptop WI-FI access sessions:

2012	804
2011	958

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
8/1/2012	Tiny Tots Storytime : Books: One Two Buckle My Shoe, Piggies, Moo Baa Laa Laa Laa (group reading) ---- Songs & Rhymes: Hello Song, Head Shoulders Knees & Toes, Clap Your Hands, Pat a Cake, This Little Piggy, Are You Sleeping Baby Bear?, ABC Song, Row Your Boat, Where is the Beehive?, 2 Little Blackbirds, Wheels on the Bus, All Around the Mulberry Bush, The More We Get Together ---- Coloring/stamping & playtime	44
8/1/2012	All Ages Storytime - Favorites : Books: Chloe Instead, Safari Animals, Lots of Dots, Don't Squish the Sasquatch, ---- Songs, Flannels, Puppets: Welcome Song, Little Mouse, Pigeon Puppet, Brush Your Teeth, Bean Bag Rock ---- Film: Don't Let the Pigeon Drive the Bus ---- Craft: Dream Big Watercolor painting sheets	38
8/1/2012	Downloading Digital Audiobooks : Covered different types of digital audiobooks, downloading digital audiobooks from the WPLC website and transferring audiobooks to your device. Also covered using the OverDrive app on a smart device.	24
8/2/2012	Baby Storytime : Books: One Two Buckle My Shoe, Piggies, Moo Baa Laa Laa Laa ---- Songs & Rhymes: Good Morning, Hi Hello & How Are You, Open Shut Them, Trot trot to Boston, The Baby Duke of York, Wheels on the Bus, Pat a Cake, This Little Piggy, Peek-a-Boo, 2 Little Blackbirds, Now Tall Now Small, Hickory Dickory Dock, The More We Get Together ---- Freeplay	34
8/2/2012	All Ages Storytime - Favorites : Books: Chloe Instead, Safari Animals, Lots of Dots, Don't Squish the Sasquatch, ---- Songs, Flannels, Puppets: Welcome Song, Little Mouse, Pigeon Puppet, Brush Your Teeth, Bean Bag Rock ---- Film: Don't Let the Pigeon Drive the Bus ---- Craft: Dream Big Watercolor painting sheets	34
8/3/2012	Bilingual Spanish-English Storytime : Today's theme: el mar, la playa/ocean,beach. Books in Spanish, English, and both languages. Songs and movement activities in Spanish. Beach castle craft with sandpaper.	28
8/3/2012	Ice Cream Social : Chocolate Shoppe Vanilla and Chocolate. Sundae bar of toppings: whoppers, sprinkles, twizzlers, chocolate sauce, strawberry sauce, caramel, marshmallows, whipped cream. Take home coloring sheets.	125
8/3/2012	Techno Minutes : One-on-one techno minutes session with older gentleman looking to better understand Facebook and other social networking sites.	1
8/4/2012	Gomeroke Teen Summer Reading Finale : The Gomers played karaoke & we announced the winners of the Drawing and Writing Contests and drew names for the five Grand Prize Reading Program winners.	46
8/7/2012	Meriter Mother-Baby Hour : Presented a typical baby storytime to mothers and infants (6-9 months). Books: Peekaboo Morning, Peek-a-baby, Moo Baa Laa Laa Laa ---- Songs & Rhymes: Good Morning, Hi Hello & How Are You, Open Shut Them, Trot trot to Boston, The Baby Duke of York, Wheels on the Bus, Pat a Cake, This Little Piggy, Peek-a-Boo, 2 Little Blackbirds, Now Tall Now Small, Hickory Dickory Dock, The More We Get Together ---- Q&A	18
8/7/2012	Techno Minutes : Session 1: Email and web searching Session 2: Job searching	2
8/8/2012	PAWS to Read : Participants of all ages registered for 15-minute time slots to read to trained therapy dogs.	12
8/17/2012	Techno Minutes : Session 1: A tour of library databases Session 2: no show	1

8/20/2012	Ereader and Tablet Test Drive : A hands-on overview of different tablets and ereaders available, including iPad, Android tablets, Nooks and Kindles	18
8/21/2012	Techno Minutes : Session 1: no show Session 2: Learning Express	1
8/22/2012	PAWS to Read : Children of all ages read one-on-one with a trained therapy dog. Participants signed up for 15-minute time slots.	7
8/23/2012	Creating Video with you iPad or iPhone : How to capture, edit, and share videos on your iOS mobile device.	20
8/24/2012	Teen Job Fair : Area businesses (Ashley Furniture, McDonalds, Maurice's, Barnes & Noble, Marshalls) with interest in hiring teens invited to talk about job openings. UW Writing Center invited to give "5 minute resume reviews" for teens. Teens given tips for success (dress, handshake, etc.) and invited to talk to the businesses they were interested in. Survey given to both businesses and teens.	59
8/25/2012	Techno Minutes : Session 1: iPad basics Session 2: Photo scanning & editing	2
8/28/2012	Captain Underpants Release Party : To celebrate the release of the new Captain Underpants book (being released today!), we read excerpts from the book, had a TP toss tournament, made Captain Underpants capes, and created flying Captain Underpants toys using plastic cups and rubber bands. The audience was all boys.	10
8/29/2012	Ereader and Tablet Test Drive : A hands-on overview of different tablets and ereaders available, including iPad, Android tablets, Nooks and Kindles.	14
8/30/2012	Xtring Quartet : An hour long performance of music from and inspired by Colombia, along with pictures and video of the group's visits to the country.	79
	Number of Programs / Total Attendance	
	Children's	10 / 350
	Teens	2 / 105
	Adults	10 / 162
	Grand Total	22 / 617

3. LIBRARY EXHIBITS

Exhibit Case	Art Rails
Wayne Otto – Gourd Society	Paintings by Peter Erksine

4. STAFF DEVELOPMENT: MEETINGS & CONTINUING EDUCATION		
Date	Staff	Title
8/2/2012	Pamela and Jim	<u>Library Action Team Meeting - Beyond the Page</u> : Agenda included: Campaign update, fundraising events (Trivia Night & other events), Outreach to underserved populations, Forward Theatre project, humanities backpacks, election of Beyond the Page Committee.
8/2/2012	Pamela	<u>Get Moving Middleton - Chamber</u> : Networking. Program also included a presentation from Quacker Steak & Lube, Gilda's Club (soon to be under a new name - Cancer Support Community)
8/3/2012	Pamela	<u>Wisconsin Library Association Board Meeting</u> : WLA board reviewed the status of new task forces and the WLA Marketing Campaign meeting. For financial reasons, the Board approved the following measures: a) Raise the minimum membership dues from \$32 to \$50, b) Eliminate mileage reimbursement to committee members, while encouraging online meetings and conference calls, and c) select future WLA conference locations that have produced the largest revenue results in the past. Approved a proposal from UW-Milwaukee SOIS to offer a Support Staff Scholarship beginning in the fall of 2013. Approved the 2012 Business Meeting Agenda for October. Approved co-sponsoring "Forecasting Next Generation Libraries Conference" at Carthage College. The new WLA website was now live. WiLS (Stef M.) reported on WiLS strategic planning.
8/24/2012	Pamela, Rebecca L., Amanda, Jim, Peter, Carrie	<u>United Way Day of Caring</u> : Outreach to area youth: picnic lunch, fishing, police, EMS and fire fighters, games, crafts, Bucky Badger, McGruff, storybook characters, and book give away. 80 students attended and received fishing poles, tackle boxes and school backpacks.
8/24/2012	Pamela	<u>Basic Budgeting for Public Libraries</u> : This was a six-week online course I developed and taught during my off hours for the University of Wisconsin – Madison School of Information and Library Science, Continuing Education.
8/27/2012	Pamela	<u>Friends of Pheasant Branch Conservancy</u> : Education Committee's Strategic Planning Meeting for the next 5 years. One of the goals will be to partner with the library for programs that will develop and increase on awareness and skills related to conservation. The conservancy and its naturalists are a wealth of information right here in our community.
8/28/2012	Pamela	<u>Not Your Grandma's Library Anymore: Rebranding Success Stories</u> : A presentation from two libraries (Anythink in CO and Mid-continent Public Library in MO) about how they continue to change community perceptions and create innovative brands that demonstrate the library's role in a digital age.
8/28/2012	Amanda	<u>SLIS Orientation Dinner</u> : As part of orientation for first-year SLIS students, librarians from the community were invited to have dinner with the students and faculty.
8/29/2012	Rebecca Van Dan	<u>Teen Summer Recap</u> : Talked with other WI librarians about what teen programs worked well over the summer and what people have planned for the fall.

5. DIRECTOR'S REPORT



Alice, Bucky and Snow White made an appearance at the United Way Day of Caring.

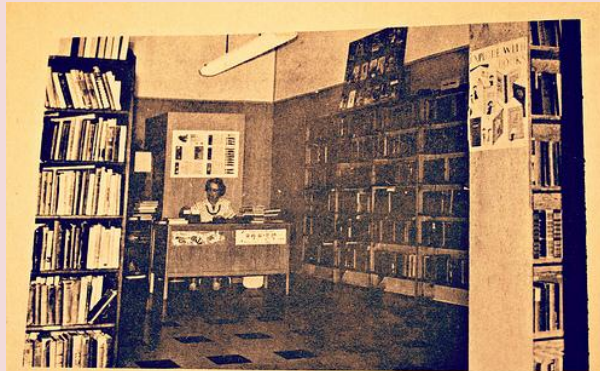
Circulation during August of 2012 was down slightly by approximately 1% compared to 2011, in all target audience age categories; however, year-to-date circulation is up by 2.71% compared to last year's figures. Daily visits averaged more than 1,000 per day (33,375 for the month). The average library program attracted more than 30 attendees during August of 2012.

It was a busy month, making provisions and adjustments in staffing schedules and staff changes. I was pleased to offer some orientation to our new Head of Circulation Services Brendan Faherty, who took time to familiarize himself with the workings of Middleton Public Library before his start date in September.

We finalized the plans to upgrade the Exhibit Case. We ordered new end caps (with slat wood) for several shelving ranges and a panel at the Circulation Desk, which will allow for expanded displays in the adult, teen and children's areas. We also found a portable shelving/display unit for our Serendipity collections that we believe will make for better browsing of the collection.

6. LIBRARIAN'S REPORTS

Patrick Williams, Head of Information Technology



IF YOU LIKE TO SPEND QUIET HOURS READING, VISIT THE MIDDLETON PUBLIC LIBRARY, 1829 FARMENTER STREET.

Patrick is our most tenured staff member, but even this was before his time.

This month we welcome Dickson Kwatampora, our new Information Technology Intern. Currently, Dickson will be primarily focusing on research and development of a new website solution; including server structure, design and staff interface.

We installed a new print card tower to give more options for patrons when paying for their printouts. Patrons can now simply use coin or bills to pay, or continue to use our print card system.

Barbara Henderson, Acting Head of Circulation Services



***Staff marched in the Middleton Good Neighbor Festival,
then happily marched to Barbara's house for post-parade refreshments.***

The Circulation Department wrapped up a very busy summer at the library, with the end of the summer reading program. The brief break between summer and fall programs allows our department to focus on staffing. Page I staff leaving the library for college classes is always bittersweet for the department. We have added three new Page I employees. We filled a Page II service desk opening with long time Page I, Jennifer Das. She will be a great addition to our service desk team.

Katie Adkins and Barbara Henderson are starting on-line course work to secure Library Support Staff Certifications. The department will benefit from the current information they are learning with their course work.

The supervisory team is looking at options for our second self-check station at the desk, which is not being utilized as much as the other two. There are a couple of good options for that station in terms of placement. The plan for those desk model self-check stations was to give us all the flexibility we would need to make the most of placement. As for patron use of self-check, we continue to educate and encourage users. The changes to the system screens we made in July are starting to show a benefit. More patrons are successful at checking and desensitizing their items.

Another change that was implemented is the work flow for “Hold Processing”. We are staggering the check in and shelving. We are reducing the number of patrons who look for items that are available, but not on the pickup shelves yet. It is a time saver for staff. The service desk has a staff presence at all times with this method as well. The feedback from staff has been positive. Staff continues to look at new ways to be efficient and benefit our patrons.

Rebecca Van Dan, Head of Young Adult Services



The Gomers + karaoke = Gomeroke, a big hit for the end of the Teen Summer Reading Program.

The Teen Summer Reading Program wrapped up in August with a final tally of 256 teens participating. The Gomers led our Teen SRP Finale with high energy Gomeroke (karaoke to a live band). We had some very brave and talented teens volunteer to sing to the group and at the event we drew the names of our five Grand Prize Winners. We also announced the winners of our Writing and Drawing Contests and offered a copy of all entries bound into a book for checkout.

Our practicum student, Caitlin Schaeffer, finished up this month and did most of the work contacting businesses for our Teen Job Fair. She also created a survey for both businesses and teens to rate the program—the program was very successful and the surveys had some wonderful quotes from teens, who greatly appreciated the opportunities provided. Caitlin and I also went through her weeding statistics project this month and weeded half of the teen

hardcover fiction titles. We met with her practicum teacher following the event to evaluate Caitlin's practicum experience.

With students returning back to school, we contacted our current teen volunteers to adjust scheduling for the fall and determine who would be continuing. Volunteers from the waiting list have been contacted to fill in for those whose fall schedule was too tight.

In August, we unfortunately had a challenge to one of our teen books. Between e-mails and a few meetings with the patron to determine the nature of the complaint, it became clear that the patron was uncomfortable with the issues and darkness of the novel as being too mature for teens. Before meeting with the patron, I contacted the CCBC for supplementary information on the book as well as rereading the book. Luckily, I was both familiar with the book and it had gathered extremely favorable reviews. I agreed with the patron that this book was by no means intended for younger or immature teens, but argued that the complexity and intellectual richness of the book would be perfect for a mature teen who liked darker novels like *The Poisonwood Bible* and wanted to explore religious or botanical issues. After a few weeks, the patron decided that as the book had clearly been published for and reviewed as a teen book, she felt this was an issue larger than the library and would write the publisher directly. (She was very appreciative of the time spent explaining our policies and procedures.)

Kathy and I are still meeting weekly to discuss any Koha oddities, departmental changes, performance, etc. This month, I also helped coordinate purchase of fabric for the service desk chairs and attended a "Teen Summer Recap" webinar to talk about teen programming with other area librarians. Any spare moment was spent creating questions for the Readathon's Sudden Death Trivia Contest or contacting teachers to ask them to pass along information about our fall programming.

Sarah Hartman, Head of Technical Services



Sarah and staff wished Carol Utter, a 16 year veteran of Technical Services, a joyful retirement.

This month Carol Utter worked her last day as Page I-Technical Services after over 16 years at the Middleton Public Library. We thank her for her many years of service and friendship. Jason Boak and I completed the hiring process and selected Kathy Huchison, currently Page I-Circulation, to fill the open position.

Our Reference practicum student Allison Girres completed her practicum this month, and as her official supervisor I met with her and her advisor Allison Kaplan to discuss how things went. Allison was a great addition to our team during her practicum, and I was pleased to be able to say that Jim offered Allison a job as a Page II-Reference Sub and she has accepted. Allison reported that her experience here was very positive and she would recommend us as a practicum site for other UW-Madison SLIS students.

I would like to conclude my August report by thanking Jenny Carr for all of the assistance she has provided to me and to the Technical Services Department over the course of the summer. She's been a great help in many ways, and I'm very glad to have her on our team.

Svetha Hetzler, Head of Children's Services



Svetha and staff built strong arm muscles scooping very frozen ice cream at the celebration for Summer Reading Program participants.

We wrapped up this year's Summer Reading Program. I was pleased with the registration and participation. Over 570 children 7 years old and younger registered, over 300 reached their ½ way goal and over 200 reached their final goal. Our three summer pages were a great help. They were enthusiastic and friendly and contributed to the success of the incentive program. All three pages expressed an interest in returning next summer.

I made my quarterly visit to Meriter Hospital for their weekly Mother-Baby hour. As always, it's a nice opportunity to promote the Middleton Public Library, early literacy, and public libraries in general.

Jennifer Das wrapped up the first part of her collection development project. The next phase will begin when books come in to be cataloged.

I created two booklists for Bookletters: "Back to School" and "Banned & Challenged Picture Books".

I ordered books for our new thematically cataloged picture books. To begin, we'll have two themes, "Princess" and "Transportation". Next month, the books will be in place on our reading

nook.

I was on vacation most of the month. I'm happy to be back and looking forward to the new season!

Amanda Struckmeyer, Head of Youth Services



Amanda helped staff organize a book giveaway at the United Way Day of Caring – 2 free books for every kid!

I continued ordering children's fiction, nonfiction, graphic novels, audiobooks, and software. This month, I continued a major collection development project in children's (+) nonfiction. Systematically going through every book in + nonfiction has allowed me to carefully evaluate our collection, withdraw books that are outdated, and replace them with more current titles. Weeding is a task that really highlights Koha's speed issues; each book needs to be scanned individually, and waiting up to 15 seconds for the catalog to call up a record means substantial time added to the project.

I updated our 'tween booklists and added two new lists: Books for Animal Lovers and Read On Wisconsin Books.

Our summer reading program ended this month, and we had many happy readers reach their goals for the season.

I began planning November and December 'tween programming. We will be hosting a 'tween

author (Stacy DeKeyser) as part of the Wisconsin Book Festival in November.

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.

On the national level this month, 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



Jim participated in mentorship activities at the United Way Day of Caring, which included crafts, sports, and fishing.

In past years, August has been a slow month for adult programming because of staff and patron vacations. This year, however, we managed to pack several successful adult programs into August, including three technology classes and a wonderful performance by the Xtring Quartet at the end of the month which was very well received. Notable among the technology classes were two hands-on ereader and tablet training session with staff from Madison's Best Buy store. Through these sessions, we've established a partnership with Best Buy that will hopefully lead to more hands-on training sessions with tablets and ereaders.

Rebecca L. and Jim from Adult Services (along with staff from other departments) volunteered at two outreach events this month: United Way's Day of Caring and the Middleton Good Neighbor Festival Parade. Events like these allow us to foster connections with patrons (and potential patrons) of all ages and to promote the role of the library in our community. At the

Good Neighbor Festival Parade we also promoted the Beyond the Page campaign by handing out bookmarks along the parade route.

Jim continues to be active with the Beyond the Page campaign. This month he was elected to a two-year term on the soon-to-be-formed Oversight Committee which will manage the endowment and award funds to libraries. Jim has also been active in planning the Trivia Night fundraiser for Beyond the Page that will take place on October 20th at Food Concepts in here in Middleton. He has also been working on organizing the Volunteer Appreciation Dinner which will take place on October 8th.

On the programming front, our fall schedule has been set for a couple months now, and includes author visits, technology training and a genealogy seminar. Jenny will be beginning her twice-monthly book discussions in September, including a discussion of this year's Go Big Read title, *Radioactive*, a book about the life of Marie Curie.

Finally, the Adult Summer Reading Program wrapped up at the end of this month. We had 150 people participate, which is a significant increase over last year (exact numbers were not available). This is great sign in that it shows that the word is getting out and patrons are coming to expect the library to offer adult reading programs.

7. OTHER LIBRARY RELATED NEWS

OITP releases backgrounder on “Libraries, Patrons, and E-books”

On June 22, 2012, the ALA Office for Information Technology Policy released the first of these documents, a [backgrounder](#) (pdf) that shares some highlights from the newest Pew Research Center report on [“Libraries, Patrons, and E-books.”](#) along with some possible messaging and local angles for leveraging this new research with local media and decision makers.

8. AGENDA ITEMS

Proposed Employee Handbook

We'll consider approving the handbook, as presented to the board.

SCLS 2013 Contract for ILS and Technology Services

We'll discuss the legal review comments, presented to the board for your consideration and approval.

Proposed revisions to the Exhibit Policy

Updates to the policy include a shift in who to contact for reservations and the option to add shelving.