



October 2012 Report

Presented at the November 13, 2012 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juvenile	Total	Year to Date
2012	37,499	3,938	22,362	63,799	655,943
2011	36,758	3,940	22,469	63,167	644,815
2010	38,045	4,277	22,275	64,597	679,641
2009	38,998	4,229	21,891	65,119	671,997
2008	36,795	3,633	22,610	63,377	635,652
2007	35,694	3,340	21,804	60,838	608,406
2006	34,035	3,297	17,628	54,567	566,416
(2011/2012 +/-)					(+1.73%)

Self-Service checkouts:

	3M	ITG	ITG #2	ITG#3	Total	% of total
2012		11,200	11,292	4,350	26,842	42%
2011		11,418	10,644	4,496	26,558	42%
2010 (October)	5,102	5,956	10,724	1,382	23,164	35%
2009 (October)	6,470	7,013	8,448		21,931	33%
2008 (October)	5,865	7,252	4,078		17,195	27%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2012	68	27	4	1	100
2011	78	18	2	0	98
2010	87	12	2	0	101
2009	89	20	0	0	109
2008	120	45	7	0	172
2007	110	27	2	0	143
2006	87	27	2	0	116

System holds:



	Loaned to other LINK libraries	Borrowed from other LINK libraries
2012	17,886	17,452
2011	16,928	17,289
2010	18,451	19,123
2009	19,134	19,107
2008	16,860	17,050

Miscellaneous:	ILL	Visits	Study rooms use	Public Fax Use
2012	81	34,654	600.75 hours / 426 bookings	75 users / 175 pages
2011	50	30,579	579.5 hours / 413 bookings	68 users / 181 pages
2010	56	31,451	709 hours / 443 bookings	69 users / 172 pages
2009	61	30,671	346 hours / 363 bookings	46 users / 90 pages

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
10/1/2012	Bicultural & Bilingual Indian-English Storytime : Demonstrator, Svetha 	27
10/2/2012	Toddler Storytime: Dogs : Demonstrator, Amanda	35
10/2/2012	Big Kids Storytime: Dogs : Demonstrator, Amanda	13
10/2/2012	Tween Knitting Circle : Demonstrator, Amanda	5
10/3/2012	Tiny Tots : Demonstrator, Svetha	48
10/3/2012	All Ages Storytime - Bedtime : Demonstrator, Svetha	26
10/4/2012	Baby Storytime : Demonstrator, Svetha	34
10/4/2012	All Ages Storytime - Bedtime : Demonstrator, Svetha	54
10/4/2012	YMCA Afterschool Outreach : Demonstrator, Amanda 	40
10/5/2012	Techno Minutes : Demonstrator, Rebecca L	2
10/5/2012	Bilingual Spanish English Storytime : Demonstrator, Katy Shannon	26
10/6/2012	 PAWS to Read : Demonstrator, READ Teams	10
10/8/2012	Volunteer Appreciation Dinner : Demonstrator, Jim, Joe Sokolinsky playing classical guitar	27
10/8/2012	Bicultural & Bilingual Indian English Storytime : Demonstrator, Svetha	20

10/9/2012	<u>Toddler Storytime: Story Soup</u> : Demonstrator, Amanda	39
10/9/2012	<u>Big Kids Storytime: Story Soup</u> : Demonstrator, Amanda	17
10/9/2012	<u>Tween Knitting Circle</u> : Demonstrator, Amanda	6
10/10/2012	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	42
10/10/2012	<u>All Ages Storytime - Birthday</u> : Demonstrator, Svetha	33
10/10/2012	 <p><u>Rock It!</u> : Demonstrator, Amanda</p>	18
10/11/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	32
10/11/2012	<u>All Ages Storytime - Birthday</u> : Demonstrator, Svetha	44
10/11/2012	<u>Techno Minutes</u> : Demonstrator, Rebecca L	2
10/12/2012	<u>Bilingual Spanish English Storytime</u> : Demonstrator, Katy Shannon	31
10/13/2012	<u>Music Sharing for Teens</u> : Demonstrator, Rebecca	0
10/15/2012	<u>Bicultural & Bilingual Indian-English Storytime</u> : Demonstrator, Svetha	18
10/15/2012	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca	3
10/16/2012	<u>Big Kids Storytime - Pigs</u> : Demonstrator, Svetha	14
10/16/2012	<u>Toddler Storytime - Pigs</u> : Demonstrator, Svetha	27
10/17/2012	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	42
10/17/2012	<u>All Ages Storytime - Pigs</u> : Demonstrator, Svetha	26
10/17/2012	<u>Creative Writing Group</u> : Demonstrator, Kathy Steffen	9
10/17/2012	<u>Books & Brownies</u> : Demonstrator, Rebecca	6
10/18/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	44
10/18/2012	<u>All Ages Storytime - Pigs</u> : Demonstrator, Svetha	56

10/18/2012	 <p>Adult Book Discussion : Demonstrator, Jenny Carr</p>	18
10/18/2012	<p>Forward Theater Presents: The Love that Changed My Life : Demonstrator, Eight actors from Forward Theater Company</p> 	42
10/19/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	30
10/20/2012	Krafty Kids - Halloween : Demonstrator, Kathy R.	106
10/20/2012	<p>Dane County-wide Trivia Night : Demonstrator, JAR, PKW, RAL, SVH JB, BJF, Pam</p>  <p>Bosben + several volunteers</p>	79
10/22/2012	Bicultural & Bilingual Indian-English Storytime : Demonstrator, Svetha	22
10/23/2012	Monster Party : Demonstrator, Svetha	70
10/23/2012	Toddler Storytime: Halloween : Demonstrator, Amanda	36
10/23/2012	Big Kids Storytime: Halloween : Demonstrator, Amanda	10
10/23/2012	Tween Knitting Circle : Demonstrator, Amanda	3
10/23/2012	Techno Minutes : Demonstrator, Rebecca L	1
10/23/2012	Adult Book Discussion : Demonstrator, Jenny Carr	10

10/24/2012	Tiny Tots Storytime : Demonstrator, Svetha	48
10/24/2012	All Ages Storytime - Family : Demonstrator, Svetha	29
10/24/2012	American Girl Celebration : Demonstrator, Kathleen Ernst (author), Amanda	140
10/25/2012	Baby Storytime : Demonstrator, Amanda	28
10/25/2012	All Ages Storytime : Demonstrator, Amanda	40
10/25/2012	Mysterious Creatures of Wisconsin : Demonstrator, Paranormal investigator Chad Lewis	65
10/26/2012	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	36
10/27/2012	Chess Club : Demonstrator, Volunteer Brad Phillips, SG on staff	7
10/27/2012	LEGO block party - Halloween style : Demonstrator, Sarah Goebel	80
10/29/2012	Bicultural and Bilingual Indian-English Storytime : Demonstrator, Svetha	25
10/29/2012	Read It and Eat Book Club : Demonstrator, Amanda	24
10/30/2012	Toddler Storytime: Halloween : Demonstrator, Amanda	42
10/30/2012	Big Kids Storytime: Halloween : Demonstrator, Amanda	16
10/30/2012	Meriter Mother-Baby Hour Visit : Demonstrator, Svetha	20
10/30/2012	'Tween Knitting Circle : Demonstrator, Amanda	5
10/30/2012	Haunted Library Set Up : Demonstrator, Rebecca	28
10/31/2012	Haunted Library : Demonstrator, Rebecca 	121
10/31/2012	Tiny Tots Storytime : Demonstrator, Svetha	53
10/31/2012	All Ages Storytime - Halloween : Demonstrator, Svetha 	35
Number of Programs / Total Attendance		
	Children's	51 / 1732
	Teens	5 / 158
	Adults	10 / 255
	Grand Total	66 / 2145

3. LIBRARY EXHIBITS



Exhibit Case:

Bonefolders Guild
– Carey Weiler



Hubbard Avenue library windows:

Stain Glass by Don Spencer

Picture Rail

Photography by
Desere Mayo

4. DIRECTOR'S COMMENTS

Library Highlights for October 2012

Building & facility – Mark Goad has been replacing many of the light fixture ballasts, which is especially noticeable in the lower level computer area.

Personnel - The City of Middleton is converting to a new payroll system that links up with the general accounting system. In October, we prepared to take the first step to making the transition.

Staff Development – staff takes advantage of online webinars, conferences and workshops.



Jenny Carr, Brendan Faherty and I attended this year’s WLA Conference in La Crosse. Many of the sessions incorporated the theme from this year’s keynote speaker, who advocated for libraries to build social capitalism.

Programming – MID’s librarians continue to explore new ways to engage the community, e.g., Trivia Event, Forward Theater presentation, YMCA Mobile Outreach storytimes and Bicultural storytimes.

Highlighted Service this month: Bicultural Storytime:

From the Circulation Desk Daybook - “Visiting patron raved about the Indian & English storytime this morning. She was so pleased and said she wished libraries where she lived would offer the same things. She said that she homeschools her daughter and this is a great way for her to get in some language learning. I told her about Friday’s Spanish storytime too, so hopefully she will be back to check that one out!”

Patron email: *“I am new to the Middleton area. My husband and I moved here about a month ago....My parents are from Mumbai, and my husband is Caucasian. I want desperately for my daughter to know her Indian roots and to balance both cultures. I came to the library for the first time today to study..... I saw that you had Indian-English Bilingual storytime. You have NO IDEA how much this means to me. I am so, so happy about this- words can't express my gratitude to you for making this a reality. My daughter will attend every week- I will make sure of this. I hope to make some connections and build relationships with others who are balancing these two beautiful cultures.”*

Circulation:

Overall circulation of physical items is up by 1.73% over last year at this time.

Overdrive Use – Middleton Public Library

January	February	March	April	May	June	July	August	September	October	Total
838	818	1,061	905	927	954	960	1,140	1,137	1,221	9,961

5. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION

Date	Staff	Title
10/3/2012	Pamela	Finance Committee Budget Deliberations : Capital Improvement Projects
10/4/2012	Pamela	Finance Committee Budget Deliberations : Capital Improvement Project for 2013 and a first stab at the operating budget.
10/4/2012	Pamela, Amanda, Jim, Barbara, Svetha and Jason	Get Moving Middleton : This month's presentations included Tom Linfield from the Madison Community Foundation. He showcased the wonderful things they are doing for libraries and how libraries are thriving. A great plug for Beyond the Page campaign!
10/9/2012	Sarah H.	Webinar: Mental Health First Aid USA for Library Staff : Webinar description: "The in-person Mental Health First Aid course has been taught to library staff around the country, teaching how to recognize the signs and symptoms of mental illness, provide support, deescalate crisis, and if appropriate, refer individuals to services. This highly interactive program employs scenarios and activities to show how to respond in a variety of situations. In this webinar we will briefly outline the history, mission and pedagogy of the course, and then focus on the specific areas of anxiety disorders and psychosis. Library staff who participate in this webinar will learn some practical skills they can take back to their site or organization."
10/9/2012	Svetha Hetzler, Shawn Brommer, Rachel Weiss	SABA Committee : Telephone meeting to discuss this weekend's award ceremony at the Overture Center.
10/10/2012	Pamela	Finance Committee Budget Deliberations : Based on the discussions, the Finance Committee is not looking to cut departmental budgets. Instead, they are looking to find other means to meet the budget.
10/11/2012	Pamela	Finance Committee Budget Deliberations : The finance committee voted 3 to 1 to recommend to the common council a 15.97% increase in taxes.
10/11/2012	Rebecca V.	Meeting with SLIS students on Spanish collection : Talked about review sources for Spanish materials that are written in English, websites, how to create a balanced collection in terms of age group, gender, types of materials, Spanish authors vs. American authors, popular vs. classic, etc. with a limited budget. Where to find bestseller lists, lists of classics, etc.
10/13/2012	Svetha	SABA Award Ceremony : Presentation and recognition of the first SABA Award (South Asia Book Award). Presented awards to the 2 winning authors and 1 honor book author. JennySue Kosteck-Shaw for Same Same But Different, Padma Venkatraman for Island's End and Gloria Whelan for Small Acts of Amazing Courage.
10/16/2012	Katie A.	Messaging Options and Preferences Webinar : Webinar covered how to set up patron messaging fields in patron registration, as well as the messaging and hold history tabs in the patron record.
10/17/2012	Pamela	City Council - Budget Deliberations : Budget Deliberations
10/18/2012	Pamela	City Council - Budget Deliberations : 2013 Budget Deliberations - more searching for savings to try to meet the Mayor's request to bring the increase to 7%. This was found through a number of measures. Additional meeting dates, originally scheduled for November, were moved up to next week.

10/18/2012	Pamela, Patrick and Brendan	HR Online - instruction and set-up : We met with Lorie Burns to discuss and preview the conversion to the new payroll set up.
10/19/2012	Rebecca V.	Webinar: Know More with Jean & Shawn : Discussion of book award winners by librarians who had been on the committees that chose them. Information on how to get on the committees.
10/22/2012	Rebecca Van Dan	City's 50th Anniversary Planning Committee : Discussion of what we could do to celebrate Middleton's 50th anniversary, when exactly should we celebrate (April 9, 16, or in August with Good Neighbor Fest), and how we could tie in the Parmenter roundabout art fixture to the celebration as it should be installed in April and needs donations.
10/22/2012	Svetha	SABA (South Asia Book Award) Committe Meeting : Discussed 2012 submission received to date for 2013 SABA award. Began preliminary eliminations and discussed future meetings and work to be done before our final meeting in the spring.
10/23/2012	Pamela	WLA Board Meeting : Annual Business Meeting and Executive Board Meeting
10/23/2012	Pamela	WAPL Board Meeting : WAPL Board Meeting - annual meeting
10/24/2012	Pamela, Brendan and Jenny	WLA Annual Conference : Theme: Libraries for the Common Good. The common thread through many of the sessions was the idea of "social capitalism."
10/29/2012	Pamela	MHS - Service Learning : I met with Stacy Wood to set up a time to do a Service Learning project with students from the Middleton High School.

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



Our two new managed switches are now installed in our network closet and working great; handing over 70 various devices on our network. A new battery backup was also installed for them.

Preparations have been made to move our payroll/timesheet system over to the citywide system. Staff is in the training process on using the city's online timesheet utility. I re-coded our current timeclock software that our pages use to punch in & out; making for a more seamless transition for them.

The web browser running our “LINKcat only” express public stations has been reworked. The old one used an Internet Explorer shell, where the new one uses a modified Firefox one – handling javascripts better.



Rebecca Van Dan, Head of Young Adult Services

October was a very packed month with Haunted Library preparations, Banned Books Week, weeding, training, and program planning for winter and spring. We finished weeding the teen hardcovers and dvds this month as well as weeding and reorganizing the Spanish AV collection, and started weeding the teen music CDs. We made power point slides for lobby displays for fall and winter programs, contracted with a Dungeonmaster for January programs, emailed teachers about the Trivia Night that would raise money for Beyond the Page, and attended a planning session for Middleton’s 50th birthday celebration. We did training with Amanda Young, our new YS sub, to give her more practice with LinkCat, taught how our website and databases are organized, and what types of questions would be referred to other service desks. A few irregularities with LinkCat were reported to SCLS, especially in searching Spanish titles/characters.

Tom Kavanagh, who creates the “Little Free Libraries” contacted us about obtaining books in Spanish for a Little Free Library he is creating, and we gave him a few donations that couldn’t be used in our collection. We also had more Spanish speaking patrons in this month who required translation services and four SLIS students who requested interviews regarding a project that involved starting a small Spanish collection from scratch.

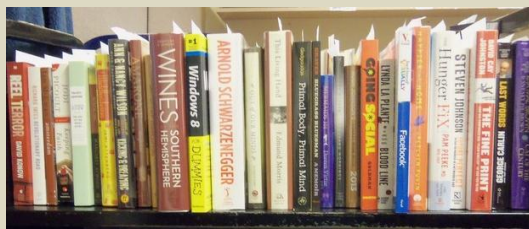
This month TAC requested to set up a DIY snowflake making station for children in December that they would use to decorate the library. We obtained director permission and coordinated the

volunteers with the Children's Dept. As program numbers for teens has dropped a bit this year, we looked into extra publicity measures and ordered postcards for our December event and Teen Advisory, as this seemed to work well for our Hunger Games event. We also posted winter events on craigslist and a few other event websites, and updated a Teen Program Survey to gather feedback.

Kathy ran a very successful Krafty Kids program this month and the Haunted Library Set Up had quite a few more volunteers than last year, with less dependence on the Key Club group from the high school that usually helps us set it up. TAC had fewer members this month, but the smaller group was great for getting our usually shy members to speak up with some excellent ideas. We also had two new regular teen volunteers start in October and we trained them on shelving. The Haunted Library went very smoothly this year—we had fewer people as we cut the event time in half and it did not follow the Children's Costume Parade, which usually brings a few hundred people down directly after the Parade finishes, but volunteers appreciated the shorter time frame, and parents and kids were very appreciative of the program.

Displays: Banned Books, Books to Movies, and Halloween Books (Choose wisely!)

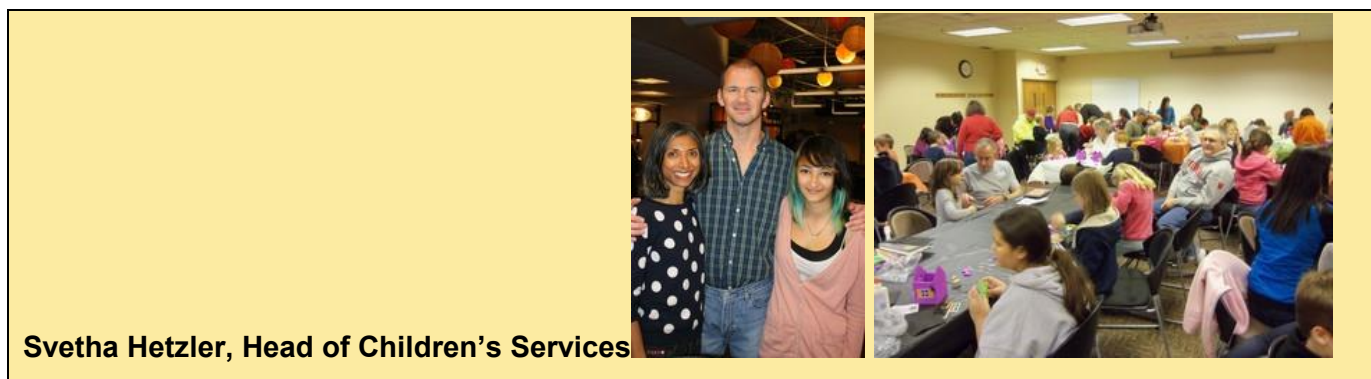
Sarah Hartman, Head of Technical Services



This month I had the opportunity to help out with the American Girl Celebration by preparing craft kits and assisting kids and their parents with the crafts. It was a lot of fun and a nice break from my regular duties. The new materials keep arriving at a steady pace and we've been getting replacement copies for many well-loved books in the former Literature collection, so Tech Services had a busy October. I was able to make some time, however, to do sandbox testing for the Koha upgrade that took place at the end of the month. This upgrade allows for immediate indexing of new additions to the catalog. It

used to take hours for an item we added to show up in a patron's search, but now patrons will be able to find our new items right away. I'm pleased that this feature is now working.

It has been awhile since the adult music CDs have been weeded, so this month I withdrew nearly 50 CDs that hadn't been checked out in the past year. The report I received from SCLS listed nearly 200 CDs that hadn't circulated in the past year, but some were lost, some I decided to keep due to local interest, and many were last copies in the system. Although I would have liked to make a little more room, it's great that our music collection is so well-used and has so many unique albums not owned by other libraries.



We continued our fall programs this month which included our morning storytimes. I am pleased to report attendance has been strong and steady and we continue to receive positive feedback for the variety we offer and the drop-in feature.

We continued our monthly Chess Club, held an afternoon Monster Party and Krafty Kids. I also made my quarterly visit to Meriter Hospital's Mother-Baby Hour. The partnership with Meriter continues to be a great way to inform the community about early literacy and library services to young families.

The first annual SABA (South Asia Book Award) Award Ceremony took place on Saturday, October 13 at the Overture Center. I presented the final remarks. It was very exciting and rewarding to be part of the event and I'm looking forward to my work as committee chair for the 2012-2013 year.

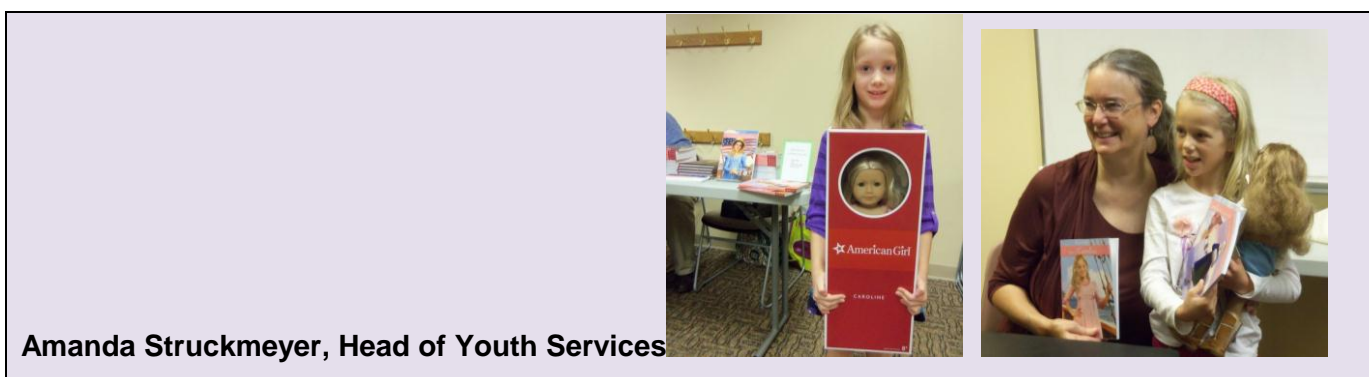
Sarah Goebel and Sally Wood began their job-sharing position as LA-II YS. I am so pleased to have both of them. The three of us met earlier this month to discuss job duties, shared duties, and individual

responsibilities. I'm happy to have access to all the communication methods we have to help Sarah and Sally coordinate their efforts.

Jennifer Das completed her Easy Reader collection development project. I was very pleased with her work and her commitment to the project. Jennifer expressed an interest in helping out with other Youth Services projects in the future.

Sally put together monster activities and a "Kids Vote" activity at the DIY station. The "Kids Vote" activity was brought to us by Wisconsin Public Television and PBS Kids. Our current book display features "Staff Favorites".

A busy, crisp, and fun October!



This month, I continued working on our outreach project with the YMCA. Alexandra Hinrichs, who is a YS substitute, was hired on a contract basis to carry out our outreach visits. She will conduct visits once each month during the school year at each of the three YMCA After-School sites in Middleton.

Our American Girl event was a huge success; 140 patrons attended. Author Kathleen Ernst, who wrote the books about Caroline (the newest American Girl character), is a Middleton resident. She kindly volunteered her time and talents to give a presentation about her writing process and historical research. We followed the author visit with crafts related to Caroline's story and a raffle. American Girl donated a Caroline doll, and we sold raffle tickets to benefit Beyond the Page. Our contribution to Beyond the Page from this event will be \$565. Many patrons expressed their thanks for holding a program on the afternoon of an early-release day.

We trained our new YS substitute, Amanda Youngs, who is a graduate student in Library and Information Studies at UW-Madison. She has already proven to be enthusiastic, responsible and resourceful!

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 was invited to join the UW-Madison School of Library and Information Studies Curriculum Committee, and I was elected to the Wisconsin Library Association's Youth Services Section board as a director-at-large. 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*.



October was one of the busiest months in recent memory for the Adult Services Department. At the beginning of the month, we held our annual Volunteer Appreciation Dinner to show our thanks to all of our wonderful volunteers. Many of our volunteers, including members of the Board and the Friends organization, were able to join us for appetizers and pizza. We also held our first-ever Trivia Night fund raiser to benefit the Beyond the Page campaign, which turned out to be a huge success! The event, which required many months of planning and preparation, was held at Food Concepts here in Middleton. Together with the Cross Plains Public Library, we raised almost nine hundred dollars towards the Beyond the Page endowment!

Additionally, Forward Theater Company, a professional theater company based in Madison, performed a series of monologues here at the library entitled "The Love that Changed My Life." This

performance, which also took place at four other Dane County libraries, was made possible by funds from the Beyond the Page endowment. The performance was a great way to demonstrate to patrons the kind of programs that the Beyond the Page endowment would support. Finally—and just in time for Halloween—we held a very successful program featuring a paranormal investigator who lectured on “Mysterious Creatures of Wisconsin.”

We are continuing numerous collection maintenance projects this month, including the transition of paperback titles in the “Literature” collection to the general collection. This project, which has been several months in the making, is proceeding slowly but surely. We hope to have all (or most) of the collection transitioned by the end of the year. We also hope to have new end-cap displays in place on the Adult Fiction shelves within the next month or so. These displays will replace the old “Literature” spinning racks and allow for greater flexibility and variety in both fiction and non-fiction displays which highlight portions of our collection.

We also added a new Page II (Reference Substitute) to our staff this month: Allison Girres, a current SLIS student who completed her practicum at the library this summer, will be joining our team and providing much-needed coverage for the reference desk. Allison and our two other reference substitutes—Walker and Sarah M.—are an important part of our reference team. Having substitute workers who can fill gaps in the schedule means more off-desk time for permanent staff to develop library programs, maintain the collection, order materials, and develop other library content. We couldn’t do it without them.



Brendan Faherty, Head of Circulation Services

October was busy month for the Circulation Desk here in Middleton. We circulated 63,799 items in October—the 2nd highest total in SCLS—which represents both an increase over last year’s October

circulation and an increase of over 9% from the previous month's numbers. Middleton was also the top lending library within SCLS for October 2012, sending out more than 17,000 items to other member libraries. We are routinely the top lender in the system, as shown below:

<u>Library</u>	<u>Items Loaned, Aug-Oct 2012</u>
Middleton	54,162
McMillan (W.Rapids)	40,351
Sun Prairie	38,472
Madison-Central	35,181
Verona	33,765
Madison-Sequoia	17,265

I am also working with the Circulation Supervisors to promote consistency among the Circulation staff in how we handle and process problem items (Lost or Damaged Materials, missing parts, etc). Both our patrons and other SCLS libraries should know what to expect as far as those procedures are concerned.

I attended the annual WLA Conference in La Crosse and came away with several new ideas and "bigger picture" concepts that I hope to be able to integrate into the Circulation area at some point. The conference was also a nice chance to reconnect with professional colleagues and share ideas and stories from the library world.

7. OTHER LIBRARY NEWS



Wisconsin Library Association Director Lisa Strand announced that she is resigning December 21st to take another position elsewhere. The WLA Board's personnel committee will name an interim director until the position is filled. Lisa has been with the association for 15 years. We appreciate her dedication and commitment.

8. AGENDA ITEMS

2013 Employee Compensation:

We'll review the City of Middleton's salary schedule and the change in health insurance.

Demo – Zinio

Head of Circulation Services Brendan Faherty will walk us through a demo of Zinio, a new database that provides downloadable and streaming magazines.