

## November 2012 Report

Presented at the December 11, 2012 Library Board Meeting

### 1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
<b>2012</b>	<b>36,419</b>	<b>3,907</b>	<b>21,701</b>	<b>62,027</b>	<b>717,970</b>
<b>2011</b>	36,220	4,589	21,843	62,652	707,459
<b>2010</b>	37,955	3,645	21,651	63,251	742,892
<b>2009</b>	36,861	3,849	22,117	62,827	734,832
<b>2008</b>	35,605	3,505	21,962	61,314	696,966
<b>2007</b>	34,450	3,363	20,721	58,534	665,092
<b>2006</b>	32,970	3,381	17,936	54,287	620,703
(2011-12 +/-)					(+1.49%)

#### Self-Service checkouts:

	3M	ITG	ITG#2	ITG #3	Total	% of total
<b>2012</b>		<b>11,818</b>	<b>10,026</b>	<b>4,094</b>	<b>25,938</b>	<b>41.8%</b>
<b>2011 (November)</b>		11,562	10,712	4,285	27,559	43.9%
<b>2010 (November)</b>	4,986	6,091	10,406	1,642	26,126	42%
<b>2009 (November)</b>	6,491	6,951	7,245		20,687	33%

#### Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
<b>2012</b>	<b>80</b>	<b>21</b>	<b>1</b>	<b>0</b>	<b>102</b>
<b>2011</b>	100	18	1	0	119
<b>2010</b>	95	22	4	0	121
<b>2009</b>	85	24	1	0	110

#### LINK holds:

	Loaned to Other LINK Libraries	Borrowed from Other LINK Libraries
<b>2012</b>	<b>16,389</b>	<b>18,017</b>
<b>2011</b>	16,910	17,167
<b>2010</b>	18,376	18,932
<b>2009</b>	16,902	18,143
<b>2008</b>	15,225	16,749

Miscellaneous:	ILL	Visits	Study rooms use	Fax Use
<b>2012</b>	<b>90</b>	<b>31,598</b>	<b>575 hrs. – 395 users</b>	<b>78 users / 219 pages</b>
<b>2011</b>	65	30,448	664.5 hrs. – 438 users	55 users / 133 pages
<b>2010</b>	63	30,504	615.5 Hrs - 406 users	68 users / 149 pages

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
11/1/2012	<b>Baby Storytime</b> : Demonstrator, Svetha	32
11/1/2012	<b>All ages storytime - family</b> : Demonstrator, Svetha	52
11/1/2012	<b>Genealogy 101</b> : Demonstrator, Jerry Paulson	43
11/2/2012	<b>All Ages Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon	21
11/2/2012	<b>Techno Minutes</b> : Demonstrator, Rebecca L	2
11/3/2012	<b>Play Literacy Goes Grocery Shopping</b> : Demonstrator, Svetha	7
11/5/2012	<b>Bicultural &amp; Bilingual Indian-English Storytime</b> : Demonstrator, Svetha 	25
11/5/2012	<b>Teen Advisory Committee</b> : Demonstrator, Rebecca	3
11/5/2012	<b>Getting to Know Medicare</b> : Demonstrator, Jesse Grutz of Grutz Insurance	13
11/6/2012	<b>'Tween Knitting</b> : Demonstrator, Amanda	2
11/6/2012	<b>Big Kids Storytime: Favorites</b> : Demonstrator, Amanda	21
11/6/2012	<b>Toddler Storytime: Favorites</b> : Demonstrator, Amanda	43
11/6/2012	<b>YMCA After School Outreach</b> : Demonstrator, Alex Hinrichs	17
11/6/2012	<b>YMCA After School Outreach</b> : Demonstrator, Alex Hinrichs	30
11/6/2012	<b>YMCA After School Outreach</b> : Demonstrator, Alex Hinrichs	15
11/7/2012	<b>Books &amp; Brownies: Everybody Sees the Ants</b> : Demonstrator, Rebecca 	5

11/7/2012	<b>Service Learning Project - MHS</b> : Demonstrator, Pamela, Rebecca L. and Rebecca V.D.	10
11/7/2012	<b>Tiny Tots Storytime</b> : Demonstrator, Svetha	54
11/7/2012	<b>All Ages Storytime - Transportation</b> : Demonstrator, Svetha	11
11/7/2012	<b>ILS Committee Meeting</b> : Demonstrator, ILS Committee	10
11/7/2012	<b>Kids Book Club</b> : Demonstrator, Svetha	4
11/8/2012	<b>Baby Storytime</b> : Demonstrator, Svetha	48
11/8/2012	<b>All Ages Storytime - Transportation</b> : Demonstrator, Svetha	62
11/8/2012	<b>Techno Minutes</b> : Demonstrator, Rebecca L	2
11/8/2012	<b>Getting to Know Medicare</b> : Demonstrator, Jesse Grutz, Grutz Insurance	16
11/8/2012	<b>Genealogy 101, part II</b> : Demonstrator, Jerry Paulson	36
11/10/2012	<b>Author Visit: Stacy DeKeyser</b> : Demonstrator, Stacy DeKeyser 	20
11/12/2012	<b>Bicultural &amp; Bilingual Indian-English Storytime</b> : Demonstrator, Svetha	16
11/12/2012	<b>Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon	37
11/12/2012	<b>Read It and Eat Book Club</b> : Demonstrator, Amanda	21
11/13/2012	<b>Tween Knitting Circle</b> : Demonstrator, Amanda	5
11/13/2012	<b>Toddler Storytime: Thanksgiving/Food</b> : Demonstrator, Amanda	54
11/13/2012	<b>Big Kids Storytime: Food/Thanksgiving</b> : Demonstrator, Amanda	11
11/14/2012	<b>Author Dan Woll</b> : Demonstrator, Dan Woll	16
11/14/2012	<b>Tiny Tots Storytime</b> : Demonstrator, Svetha	40
11/14/2012	<b>All Ages Storytime - Thanksgiving/Food</b> : Demonstrator, Svetha	36
11/15/2012	<b>Baby Storytime</b> : Demonstrator, Svetha	36
11/15/2012	<b>All Ages Storytime - Thanksgiving/Food</b> : Demonstrator, Svetha	32
11/15/2012	<b>Cookie Swap for Teens</b> : Demonstrator, Rebecca	9

11/15/2012	 <p><b>Adult Book Discussion</b> : Demonstrator, Jenny Carr</p>	12
11/16/2012	 <p><b>Science Discovery</b> : Demonstrator, Fractal, LLC</p>	84
11/16/2012	<b>Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon	45
11/17/2012	<b>Techno Minutes</b> : Demonstrator, Rebecca L	1
11/17/2012	<b>Angry Birds Live for teens</b> : Demonstrator, Rebecca V.	3
11/20/2012	<b>Tween Knitting Circle</b> : Demonstrator, Amanda	7
11/20/2012	<b>Techno Minutes</b> : Demonstrator, Rebecca L	1
11/24/2012	<b>Chess Club</b> : Demonstrator, Brad Phillips	12
11/27/2012	<b>Tween Knitting Circle</b> : Demonstrator, Amanda	5
11/27/2012	<b>Adult Book Discussion</b> : Demonstrator, Jenny Carr	5
11/28/2012	<b>Creative Writing Group</b> : Demonstrator, Kathy Steffen	13
11/29/2012	<b>Self-Check/RFID User Group</b> : Demonstrator, Bilbiotheca, Heidi Oliveresen	20
<b>Number of Programs / Total Attendance</b>		
	Children's	32 / 905
	Teens	5 / 30
	Adults	14 / 190
<b>Grand Total</b>		<b>51 / 1125</b>

### 3. LIBRARY EXHIBITS

<p>Front Entry Display Case</p>		<p>Middleton Outreach Ministry</p>
<p>Art Railings</p>		<p>Susan Trudell</p>

### 4. STAFF DEVELOPMENT

Date	Staff	Title
11/7/2012	Amanda	<p><b><u>Charlotte Zolotow Author Lecture</u></b> : The Cooperative Children's Book Center sponsors an annual lecture by a renowned author. This year's speaker was Rita Williams-Garcia, author of several books for young adults and 'tweens, including One Crazy Summer, which won a Newbery honor in 2011.</p>
11/7/2012	Amanda	<p><b><u>SLIS Curriculum Committee Meeting</u></b> : This was my first meeting with the SLIS Curriculum Committee. We discussed current topics, including partnering with other departments and potential courses to offer.</p>
11/7/2012	Rebecca V.	<p><b><u>City of Middleton's 50th Anniversary planning</u></b> : Continued discussion of city-wide art project. Decided we will go with 2 projects depending on what we find out: fences and utility boxes. (will check with TDS &amp; MGE for approval) Discussed zoning issues and what height would be acceptable for fences in terms of traffic visibility. City has extra ash wood, suggested that Girl Scouts or Boy Scouts could make fences to earn badges, but will check with a local company about donations as well. Community Fund could offset cost of fences/prizes. Suggestion to have both amateur and professional artist categories.</p>
11/8/2012	Pamela	<p><b><u>Dane County Librarians' Meeting</u></b> : County Budget, Trivia, report from the Governance evaluation committee, Koha, The Very Ready Reading Program (Demco), eBooks.</p>
11/8/2012	Pamela	<p><b><u>SCLS Foundation Event</u></b> : Annual update from the Foundation board.</p>

11/9/2012	Amanda, Rebecca V.	<b><u>SCLS Summer 2013 Workshop and Performer Showcase</u></b> : This all-day workshop focused on programming ideas for summer 2013. The afternoon included a performer showcase, during which several performers gave brief samples of their work. Many youth services staff from throughout SCLS attended.
11/14/2012	Svetha	<b><u>SLIS Visti</u></b> : Part of a panel speaking to Children's Literature class about being on an awards committee. I spoke specifically about being part of a new book award committee. This class has been working on a Caldecott project all semester.
11/14/2012	Pamela	<b><u>SCLS Annual Visit</u></b> : Consultant Mark Ibach was this year's representative. We updated the contact information and he recorded the answers to about 12 questions regarding our needs and wants, goals and activities.
11/15/2012	Amanda	<b><u>Webinar: The Fine Art of Children's Book Illustration</u></b> : This webinar was part of ALSC's celebration of the 75th anniversary of the Caldecott Medal. Topics included picture book illustration techniques, composition, and history, in reference to Caldecott Medal and Honor books.
11/21/2012	Pamela	<b><u>City Parking Plan - Consultant</u></b> : City of Middleton hired Walker Parking Consultants to provide a long view parking proposal to solve downtown parking issues. Philip Baron met with me to hear how library activities affect the overall parking needs.
11/27/2012	Rebecca V.	<b><u>City of Middleton's 50th Anniversary planning</u></b> : Planning for 50th anniversary. Plans for community art project have been scrapped--City council members felt fences were an inappropriate theme, Arts Committee is focused on raising \$ for City's roundabout and did not want more projects. Mike will talk to Club Tavern about doing a special anniversary event, Historical Society will have a Craft Fair and judge Essay Contest.
11/28/2012	Pamela	<b><u>City Council - Public Hearing of the 2013 Budget</u></b> : Proposed 2013 budgets were adopted. Only one citizen spoke.
11/29/2012	Jim	<b><u>Beyond the Page Library Action Team Meeting</u></b> : Discussed current state of BtP fundraising, ideas for fundraising in 2013, and possible multi-library collaborations.

## 5. DIRECTOR'S COMMENTS

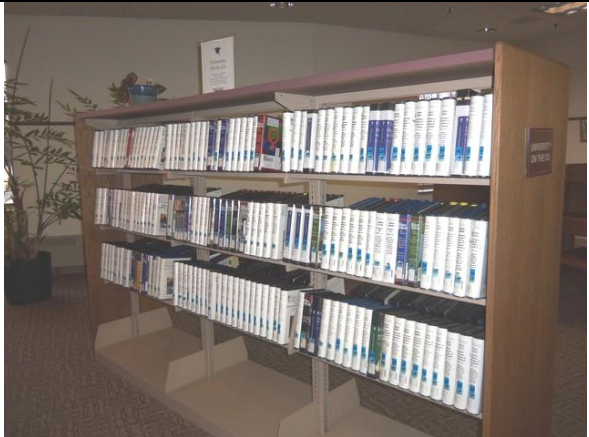
I continue to be amazed with the Library's staff who implement new programs; handle robust circulation activity; and select, order, process and present current and helpful materials that the public finds interesting and useful. I am also pleased by the community of users who visit and appreciate the library facilities for the purpose of studying, conferencing and networking.

Every day, a dozen or so patrons are waiting for the doors to open. Every day, in my walk through, I observe readers, researchers, tutors and lifelong learners in all public space areas.

Despite our shrinking reference collection we know that the need for library service desks remains a priority. Our reference and helpdesk staffs are kept busy with questions and requests for guidance and instruction on a wide array of topics.

Though the library has automated the majority of our circulation services, through RFID and self checkout, our staff continues to register new patrons, problem-solve record issues and field customer service related questions.

Our circulation statistics for November of 2012 are up by 1.49% over November of 2011. Compared to six years ago, our circulation has increased by over 15%. Clearly, our circulating collections (magazines, books, audios, devices, equipment, kits and films) are useful to our library patrons.

<p>Holiday Card from Patron:</p> <p>“To the Wonderful Middleton Library Staff: Warmest wishes for a happy holiday season. Thank you for all the many, many, many books and DVDs you’ve ordered and pulled for me! I really appreciate it.”</p> <p>~Angie~</p>	
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In November, South Central Library System held an All Directors’ Meeting. The main topic for the day was to review the task force’s recommendation to replace the current Governance structure of voting and ballots and replace it “Consensus Building” decision-making. The model was tested at the meeting, but the group was unable come to agreement, so it was tabled until their December meeting.

Last month, we (Middleton Public Library's Board) discussed the ILS Committee's Koha 2012 Evaluation. As requested by the Library Board, I surveyed the staff members: LA II, LA III and members of the Management Team. Of the 15 voting members, 12 voted "No" and 3 voted "Yes." The Management Team agreed unanimously to vote "No."

Each member library has one vote, but the votes will be weighted according to the 2012 vote share of 1001. This will be a simple majority vote.

There is then one question as follows. You will choose Yes or No.

Are you [your library] satisfied enough with the Koha ILS to stay on the path we, as a system, are on for the next year (2013)? You have two choices in the form of paths. Choose one of the following:

Path 1: Yes \_\_\_\_\_

A "yes" vote means:

- SCLS will continue to control the development budget and plan with input from member libraries.
- New features and improvements will continue to be developed and tested.
- SCLS will work with other consortia (e.g. WALDO, Pioneer Nebraska Library Consortium and the Colorado Library Consortium) to develop Koha, which will provide additional features at no cost or by sharing the cost.
- SCLS will continue to work with ILS member libraries to identify projects that meet the needs of SCLS libraries and their patrons.

Path 2: No \_\_\_\_\_

A "no" vote means:

- SCLS staff and ILS member libraries will explore alternatives to the current ILS and develop a new RFP, with the goal of reaching a decision before the August 2013 deadline. This process will include vendor demos, evaluation and testing of features.
- No more new SCLS development will be done on the Koha ILS, but SCLS projects already in progress with PTFS LibLime would continue until completion.
- The Koha ILS will be static for most of 2013 in terms of SCLS development. There may be upgrades to the Koha ILS in 2013 that include bug fixes and new development from other LibLime customers, but SCLS staff may not be able to implement them.
- SCLS staff and ILS member libraries will certainly look at other ILS vendors, but will also look at the option of continuing with Koha, but contracting with a different programming and support vendor.

## 6. LIBRARIANS' REPORTS





**Patrick Williams, Head of Information Technology**

We've added a few more access point radios for the public to connect to, for wi-fi Internet access. These are for walk-in devices that patrons bring in; laptops, tablets, smartphones, and any wi-fi enabled device. The additional points are located in the upper and lower level, as well as the Archer Meeting Room and the Mack Reading Room. Patrons can connect to any of these points based on location name listed and/or signal strength.



**Rebecca Van Dan, Head of Young Adult Services**

In November we had a few more teen programs than normal and tried to do an extra publicity push for a few December programs. We sent out around 200 postcards for the "End of the World" teen party and Teen Advisory meetings for Dec-Feb. Acting on a TAC suggestion, we contacted Spartan Youth Service, a teen group looking for extra volunteer hours to ask for extra help in publicizing our TAC group. We also contacted a local martial arts group who had

offered to do a free anti-bullying program and scheduled a program with them for the spring.

A service learning group from the high school visited this month, and with Pamela and Rebecca L., we trained the group on sorting donations, talked about other volunteer opportunities for teens, and asked for their program and publicity measures suggestions. Other meetings this month included attending a Summer Reading workshop with Amanda in Monona, where we heard a number of interesting performers to think about for summer reading planning; two meetings for Middleton's 50<sup>th</sup> anniversary planning, and a meeting with Dickson to discuss changes and layout for the Teen website.

This month I added a few new bibliographies to Bookletters and posted them on our teen website. I also tried out the new Zinio magazine database we are considering for purchase and worked to understand the new payroll software, both to make sure Kathy could use it correctly and to approve her shifts online for the City. I sent out publicity for upcoming programs and finished weeding the Teen music CDs. Based on a TAC suggestion, I added a Teen Suggestion Box in the teen area. I also updated a Teen Program Survey to gather feedback about how teens like the programs we offer, how they have heard about our programs, and suggestions for advertising. Returned surveys gave us extremely high marks for programs offered and all responders had seen the program fliers either at the school or the library. I will continue to offer surveys at upcoming programs to gather more feedback.

Displays: Japan Crazy, What would the book character you're reading about post as their facebook status?, Mash-up (adult books for teens)

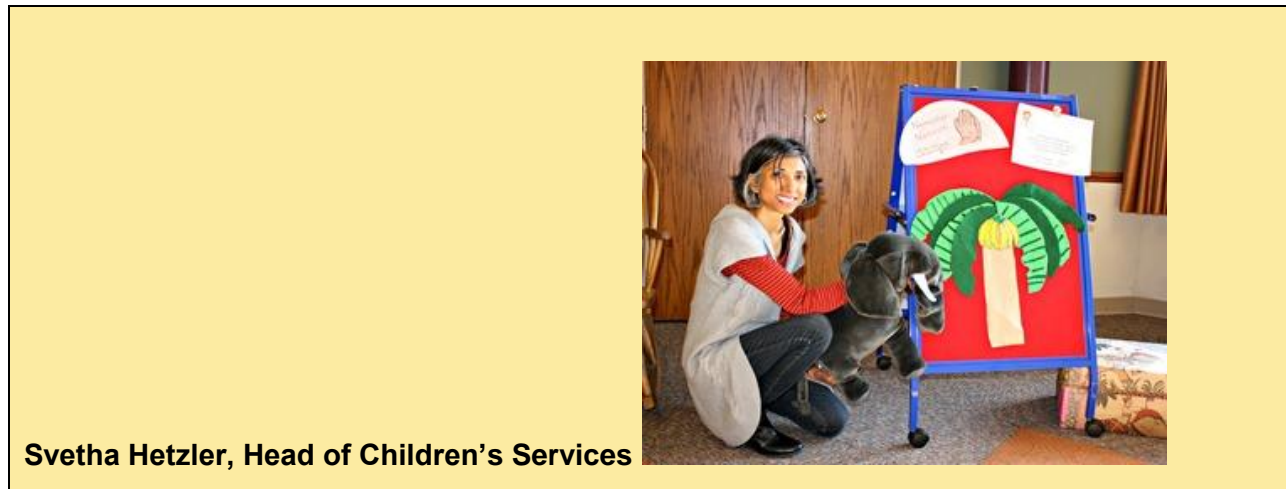


**Sarah Hartman, Head of Technical Services**

My department continues to be very busy handling new materials. We also continued work on the Literature collection conversion project, and I am happy to report that we're very close to finishing. TS Page II Vijaya Raman continues to help Jim with his massive adult fiction weeding project, as well as some smaller weeding projects for me, and she deserves kudos for her hard work in this area.

My collection maintenance project this month was the adult graphic novels and graphic nonfiction. Due to patron demand and space availability, we have begun to separate our new graphic novels for adults and place them in the new adult materials area of the library near the entrance. With such a healthy collection, it had been difficult for browsers to determine what was new, so hopefully this will help patrons find new reads as well as bring additional attention to our graphic novels. I am also weeding the main collection, as the shelves are packed.

Normally I would have attended an SCLS Collection Maintenance Subcommittee meeting this month, but it was canceled due to lack of agenda items. The previous meeting was also canceled due to lack of agenda items.



**Svetha Hetzler, Head of Children's Services**

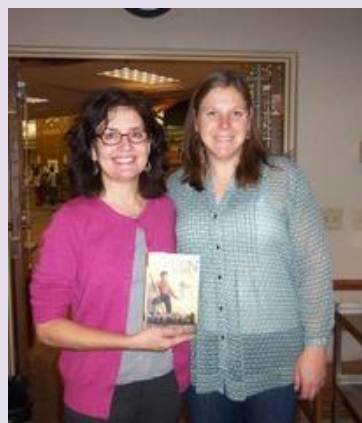
November 2012 Report

Svetha Hetzler, Head of Children's Services

We wrapped up our fall storytimes this month and continued to see strong support and attendance. In addition, we continued to offer Saturday programs. I held a Play Literacy program in the beginning of the month and Brad Phillips offered Chess Club at the end of the month. I also held an afterschool book club featuring the works of author Doreen Cronin.

I was invited by Professor Allison Kaplan to speak to her SLIS students this month. Her Children's Literature class has been working on a Caldecott award project and she asked me to speak about the SABA award. Unlike the Caldecott, which has been long established, the SABA (South Asian Book Award) is brand new. It was interesting to discuss with students some of the challenges and opportunities that exist with a newly recognized category.

The "Kids Vote" display was a big attraction at our DIY Station. *Word Girl* won at the Middleton Public Library and at most other libraries around the state. Wisconsin Public Television will be airing The *Word Girl* series as a result of the election. The rest of the month's activities featured "Thankful for the Library" activities. Sarah Goebel created a display of books to go with the DIY station. Sarah and Sally have been doing a great job in coordinating efforts to come up with eye-catching and creative displays and activities.



**Amanda Struckmeyer, Head of Youth Services**

This month, we've enjoyed excellent programming through networking with community institutions. As part of the Wisconsin Book Festival, we hosted author Stacy DeKeyser, who has written several well-received books for tween and teen readers. Ms. DeKeyser gave a presentation about her writing process and the story behind her newest book, *The Brixen Witch*, which we own in our juvenile fiction collection. Many audience members asked questions and stayed after the presentation to chat and have books signed. We also hosted Fractal, LLC this month. Fractal is a fairly new organization in Madison that focuses on STEM (Science, Technology, Engineering and Math) activities for youth. We had an overwhelming response to Fractal's Science Discovery program, and we hope to work with them again for future programs.

Alexandra Hinrichs began her monthly visits to the YMCA Afterschool sites this month. Her visits are funded by Beyond the Page. We're thrilled to have the chance to provide library outreach for children who attend the YMCA's program in the afternoon, when many of our programs take place.

I was recently appointed to the Curriculum Committee at the School of Library and Information Studies at UW-Madison. This month, I attended my first Curriculum

Committee meeting. Along with Rebecca V., I attended a workshop about summer programming for 2013 in Monona, where we had the chance to try hands-on projects and meet with performers.

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, and I reviewed two books for *School Library Journal*.



**Jim Ramsey, Head of Adult Services**

November was another busy month for the Adult Services department leading up to the programming lull that is the month of December. Among our programs this month, we had a very successful and well-attended two-part genealogy workshop taught by a professional genealogist; two sessions of an informational program on Medicare; and a visit by a Wisconsin author. I also spent a lot of time this month preparing for programs and classes in the first few months of 2013. As of right now, January through March is all set in terms of programs.

We made major progress towards our conversion of the old Literature paperback collection this month thanks to help from Sarah Hartman and Technical Services department. Books from the former collection continue to trickle in, but the vast majority of them have been converted to the general collection. The corollary to the this project—the installation of slat wall display shelving on the end-caps of the adult fiction shelves—was finally completed on the last day of the month! As mentioned in previous reports, the removal of the aged Literature spinners and the installation of new shelving will allow for more flexibility with displays and a much more attractive space in which to showcase them. We're very excited for the possibilities this creates to highlight different portions of our collection.

I also had a chance to fill in some gaps in our local history collection when Melissa Hildebrandt from the MCPASD contacted me earlier this month. Melissa is preparing her library's local history collection ahead of the City of Middleton's 50 year anniversary, and she is willing to donate several items we don't already own, including several volumes of Middleton HS yearbooks that we are missing from our collection!

Jenny's book discussions wrapped up for 2012 and will resume in January, 2013. Interest and attendance continues to be high. Most of the credit for this of course goes to Jenny for her selection of current, interesting, and thought-provoking titles for the discussions. Rebecca Light continues to build the Pop Culture collection, which just this month received a new display space on the main level, near the Serendipity collection.

I continue to be active in the Beyond the Page campaign, planning fund raising events for 2013 and reviewing grant applications from Dane County libraries as part of my role as vice chair of the oversight committee. In December, we will be reviewing these applications and deciding how to allocate available funds for 2013.

**Brendan Faherty, Head of Circulation Services**



November at the Circulation Desk saw the continuance of a trend I have noticed over the past couple of years—namely, instead of a traditional drop-off in circulation heading in to the holiday season, we have seen a steady maintenance of circulation throughout the fall, and, in some cases, even a slight increase. I think this speaks to the current economic climate certainly, as people are buying less books, DVDs, music, etc. But it also speaks to the wonderful variety of collections, both physical and digital, that our library has to offer. By being able to provide a wide array of options for our patrons—and combining those options with an efficient model for circulating them—we will hopefully continue to see growth in our circulation numbers and general library usage.

That being said, there is always an exception to the rule. This year, it was Black Friday. Our total circulation for that day (and Fridays are traditionally one of our busiest days, percentage-wise) was 1,630 items, our lowest single-day checkouts/hour average since January 20<sup>th</sup>, 2012. I, for one, was surprised by the limited number of patrons in the building throughout the day.

SCLS had a major upgrade near the end of October which implemented a new indexing software called Solr. Based on feedback from both staff and patrons, it is working well. More features are in the works, including an eCommerce module, authority control work, and enhanced report development. Barbara Henderson, who is a member of the Circulation Services Subcommittee, has been working with the group to update the Koha Circulation Manual section by section, and that project is moving along as well.



We have added some shelving on the upper level, and have received numerous positive comments from patrons about the convenience of all our browsing collections so close to the entrance. Everyone loves the Serendipity Collections (both Adult and Teen), and the increased display space for each has really helped show off what we have available.

Finally, I attended the Self-Check/RFID Usergroup meeting on Thursday, Nov 29 at the SCLS headquarters. Bibliotheca (formerly ITG) presented some of their newest software and hardware options for Self-checkout kiosks and RFID-related technology. Definitely some interesting stuff for Middleton to consider down the road, I think.

## **7. AGENDA**

The December meeting was canceled by President Hammes. Next meeting will be January 8, 2013 at 6:30 PM, in the Archer Rooms.