



December 2012 Report

Presented at the January 8, 2013 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2012	32,889	5,229	20,121	58,239	776,209
2011	37,215	4,469	19,940	61,624	769,083
2010	38,488	3,488	18,628	60,604	803,496
2009	36,941	3,734	19,158	59,833	794,652
2008	36,222	3,606	18,675	58,792	755,761
(2011-2012 +/-)					(+ .93%)

Self-Service checkouts:

	ITG#1	ITG#2	ITG#3	Total	% of Total
2012 (December)	11,343	9,613	3,855	24,811	42.6%
2011 (December)	11,614	10,506	3,935	26,055	42.2%

Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2012(December)	50	12	3	1	66
2011(December)	69	16	3	1	89
2010 (December)	62	12	0	0	74
2009 (December)	73	15	0	0	88

LINK holds in December:

	Loaned to LINK libraries	Borrowed from LINK libraries
2012	17,183	17,016
2011	17,518	17,859
2010	17,893	19,289
2009	17,809	18,618
2008	14,579	14,227

Miscellaneous: (December)

	ILL	Visits	Study rooms use
2012	39	26,135	479.75 hrs / 307 bookings
2011	21	30,535	614.25 hrs/ 401 bookings
2010	65	26,906	515.5 hours / 322 bookings

Walk-in laptop WI-FI access sessions:

2012: 619
2011: 761
2010: 767

Fax Use:

68 users / 172 pages
52 users / 141 pages

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
12/1/2012	<u>Lego Block Party</u> : Demonstrator, Sally	40
12/3/2012	<u>Bicultural & Bilingual Indian-English Storytime</u> : Demonstrator, Svetha	20
12/3/2012	<u>Teen Advisory Committee</u> : Demonstrator, Rebecca (with Dickson)	3
12/4/2012	<u>Tales and Tunes Storytime</u> : Demonstrator, Amanda	54
12/4/2012	<u>Tween Knitting</u> : Demonstrator, Amanda	4
12/4/2012	<u>Techno Minutes</u> : Demonstrator, Rebecca L	1
12/4/2012	<u>YMCA After School Outreach</u> : Demonstrator, Alex Hinrichs	49
12/4/2012	<u>YMCA After School Outreach</u> : Demonstrator, Alex Hinrichs	26
12/4/2012	<u>YMCA After School Outreach</u> : Demonstrator, Alex Hinrichs	11
12/5/2012	<u>Drop-In All Ages Storytime</u> : Demonstrator, Svetha	39
12/5/2012	<u>Books & Brownies: The Predicteds</u> : Demonstrator, Rebecca <div style="display: flex; align-items: center; justify-content: center; margin-top: 10px;">  </div>	6
12/6/2012	<u>Brownie Troop Visit</u> : Demonstrator, Svetha	24
12/6/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	34
12/7/2012	<u>Wisconsin Early Autism Project Visit</u> : Demonstrator, Svetha	8
12/7/2012	<u>Bilingual Spanish-English Storytime</u> : Demonstrator, Katy Shannon	22
12/8/2012	<u>Techno Minutes</u> : Demonstrator, Rebecca L	1
12/8/2012	<u>Tween Gift Making</u> : Demonstrator, Amanda	22
12/10/2012	<u>Bicultural & Bilingual Indian-English Storytime</u> : Demonstrator, Svetha <div style="display: flex; align-items: center; justify-content: center; margin-top: 10px;">  </div>	22
12/11/2012	<u>Tales and Tunes Storytime</u> : Demonstrator, Amanda	76

12/11/2012	<u>Tween Knitting Circle</u> : Demonstrator, Amanda	4
12/12/2012	<u>Drop-In All Ages Storytime</u> : Demonstrator, Svetha	52
12/12/2012	<u>End of the World program</u> : Demonstrator, Rebecca	15
12/13/2012	<u>Kids Cookie Swap</u> : Demonstrator, Svetha 	16
12/13/2012	<u>Techno Minutes</u> : Demonstrator, Rebecca L	2
12/13/2012	<u>Baby Storytime</u> : Demonstrator, Svetha	20
12/14/2012	<u>Bilingual Spanish-English Storytime</u> : Demonstrator, Katy Shannon	20
12/15/2012	<u>Krafty Kids - Jewelry, Magnets, & Snowmen!</u> : Demonstrator, Kathy	65
12/17/2012	<u>Bicultural and Bilingual Indian-English Storytime</u> : Demonstrator, Svetha	20
12/18/2012	<u>Tales and Tunes Storytime</u> : Demonstrator, Amanda	67
12/19/2012	<u>All Ages Storytime</u> : Demonstrator, Svetha	31
12/21/2012	<u>Techno Minutes</u> : Demonstrator, Rebecca Light	3
12/28/2012	<u>Kids New Year's Eve Party</u> : Demonstrator, Svetha 	68
Number of Programs / Total Attendance		
	Children's	26 / 827
	Teens	3 / 24
	Adults	4 / 7
	Grand Total	33 / 858


3. LIBRARY EXHIBITS

Exhibit Case	Art Railing
Performing Arts Center – Lainey Wade	Oil Paintings – Susan Trudell

4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES

Date	Staff	Title
12/4/2012	Amanda, Jim	Meeting with Potential Practicum Student : Jim and I met with Katherine Elchert, a second-year student at SLIS who is interested in doing a practicum split between Adult Services and Youth Services.
12/6/2012	Amanda	SLIS Curriculum Committee Meeting : This was the monthly meeting of the SLIS (School of Library and Information Studies) Curriculum Committee.
12/6/2012	Pamela	WLA Board Meeting : Biggest item on the agenda is the Executive Director vacancy, beginning December 21st. WiLS Board would like us to consider a part-time position, instead of hiring at a full-time. More analysis is needed.
12/7/2012	Pamela	WLA Leadership Day : Problem solving, conference planning, review of the leadership manual and job descriptions.
12/10/2012	Pamela and Patrick	Friends of the Library Board Meeting : Reviewed the status on: End of the Year Appeal letter, response to the request for Corporate Sponsors, membership, book sales and communication to members. We're in good shape financially. Membership is at 216. Treasurer presented checks for the programming in 2013 and to the Beyond the Page Campaign. Next meeting we'll be setting goals for fundraising, including donor recognition.
12/11/2012	Rebecca L	Alt+Library Webinar : This webinar, presented by two librarians from the Sacramento Public Library, provided programming ideas for the 20s/30s audience. Their group, "Alt+Library," has sponsored all sorts of very popular events, such as book groups, speed dating, retro crafts, punk rock aerobics, raw food demos, an adult prom, spelling bee, etc. The webinar provided a wealth of great ideas, as well as helpful tips to reach the targeted audience through marketing and outreach.
12/13/2012	Pamela	WAPL Conference Committee Mtg : The committee met to tour the conference site, discuss programs, keynote, financials and the theme.

5. DIRECTOR'S REPORT

<p>City of Middleton launched a new website. Along with that change, the replaced the Gov.Delivery subscriptions was replaced with "Notify Me." All subscribers were contacted and encouraged to register with the new service.</p>	
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	<p>LA II Kathy Rausch published, yet another children's book!</p>
	<p>The Story time Room is now serving dual purpose, as a Comfort Room for staff and for the public (upon request).</p>
<p>As we say good-bye to 2012, December's tasks include getting acquainted with new processes and new vendors, e.g., employee health insurance, building insurance and worker's compensation insurance.</p>	
 <p>Notes and comments from patrons.</p>	<p>"Thanks for keeping us in books all year!" ~ S.K. and W.</p> <p>From the Daybook: Elderly woman told staff at the Main Level Helpdesk that she appreciated our library so much--that our "staff was so helpful and the epitome of what a good library should be." Also that she appreciated "having a place to go where she could interact with people of all ages and not just old people like herself."</p>
<p>It is worth noting that one of the services the library provides is English – Spanish translations. Between 10/11/12 and 12/18/12, Rebecca Van Dan provided assistance on 13 separate occasions on a variety of topics to patrons of all ages.</p>	

Library Highlights of 2012:

1. Replaced 3 failed air compressors
2. Installed Automated Materials Handling System - RFID
3. Renovated the circulation staff room
4. Replaced floor tiles in the front entry and added a granite ledge in the front entry
5. Updated the exhibit case with new backdrop
6. Updated public PCs with new monitors
7. Installed new phone system
8. Updated our security gates
9. Instituted a print vending system
10. Held our first Library county-wide Trivia Event
11. Met our goal for the Beyond the Page Campaign
12. Added new children's collections: Trains and Princesses
13. Added a children's Playaways collection
14. Added LCD Microscopes for in-house circulation
15. Began offering Bi-cultural and Bilingual Indian-English story times
16. Designed outreach afterschool program at YMCA locations
17. Introduced circulating gaming consoles
18. Overdrive titles were made available for Kindle readers
19. Added adult video games and software collection
20. Created a Pop Culture Collection
21. Added Adult Gaming and Software
22. Added a circulating SonyReader collection
23. Added two display units for Serendipity collection
24. Installed end cap displays (slatwall panels)for Adult Fiction, YA fiction and Children's fiction& nonfiction
25. Offered year-round Techno Minutes
26. Extended the Friends donor opportunity through corporate sponsorship of programs
27. Expanded shelving for ongoing Friends book sales
28. Participated in the WI Statewide Media Buying Pool to expand Overdrive titles
29. Replaced Gov.Delivery with Notify Me
30. Transitioned to city payroll system

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology

2012 saw many changes and upgrades for the library.

A new IP based phone system was installed, allowing staff to easily relay calls, view caller ID, use software integration with PC workstations, and use clear HD handsets.

A vending card system was set up for the public Internet stations to pay for printouts. Patrons can purchase a \$1 card to re-use and re-fill, or simply use cash/coin at a central print station. The system enforces the new 10 cent per page, no free pages policy. A dedicated color printer was also set up for patron use.

Our automated item sorter equipment was installed, and programmed. After some tweaking and troubleshooting, the unit sorts all incoming items using RFID.

The public stations were upgraded with a new software image. Applications include: the latest versions of FireFox, Internet Explorer, Opera and Chrome browsers, Adobe Reader X, Office 2010, Open Office, imaging utilities, and other menu and system enhancements. The stations in the lab also were given 19 inch monitors.

New managed switches and router were installed in our network closet for all devices on our network. Additional WI-FI access points were placed around the library for patrons who bring in their own devices.

Dickson Kwatampora, our new Information Technology Intern was welcomed onboard. We are working on research and development of a new website solution for 2013. We will also be integrating our network to use the high-speed MUFN connection, and focus on providing upgrades and updates to patron access PCs in the new year.

Rebecca Van Dan, Head of Young Adult Services

In December, our display options for the Teen section were expanded with a new slatwall display and clear acrylic holders at the desk for program flyers and binders.

Displays this month included: Humorous Audiobooks, High Action, Mash-Up (Adult books for Teens), and Happy Holidays.

We both started and finished weeding of the Teen audiobooks this month and started DVD weeding. (Many thanks to Kathy and Sally for helping with the huge withdrawal piles!) We updated the binders of Teen award winning books, created a survey of teen program ideas that teens can vote for at the Help Desk, and created a few more bibliographies on Bookletters that can be accessed on the teen website. Dickson has been working hard on a new teen website and presented it to our Teen Advisory Committee this month with rave reviews.

Our email notification system through the City changed this month from gov delivery to "Notify Me", and we spent time watching the training video and learning how to navigate this new system. We did a lot of extra publicity in November and December for our "End of the World" party, including a postcard mailing to teens. This caught the attention of a Channel 27 reporter, who requested a television interview with just a day's notice. With the short timeframe, she was unable to confirm in time with the station manager, but we have rescheduled to talk about the Multicultural Potluck with two exchange students on Jan. 12. The "End of the World" party did go very smoothly, with participants staying late to talk with new friends. Kathy's Krafty Kids for December also went very smoothly, with great attendance.

We have had some shifting schedules and new volunteers start this month, confirmed with performers regarding spring programs, put together the spring program fliers, and tried out a few craft ideas to make sure they would work for the Tech Touch Up program in March. We also sent a list of recommendations of teen books that adults would enjoy to a UW-SLIS professor for one of her classes, responded to librarian requests for more information on our teen book clubs and Minute to Win it program, had a fairly busy month in terms of Spanish translating, and are discussing coordinating an intergenerational technology program with Adult services in March.

2012 has brought a staggering number of changes and innovations: from new email delivery, payroll and telephone systems to new databases, new website design software, online Friends checkbooks, learning how to add downloadable music to public

computers and navigating book trailers at the schools, this has definitely been a year for learning the nuances of new and rapidly changing computer systems. In 2012 we added gaming consoles that are available for checkout and 3D glasses for purchase, both on the recommendation of our Teen Advisory Committee. We added a binder of the Teen video games we have available and did extensive weeding to make space for newer items.

Staffing has also undergone quite a few changes this year. In addition to our new Head of Circulation, changes in Youth Services included dividing a LA II position between two people and an additional sub position, which has been a great relief in terms of desk scheduling issues. Supervisory duties were also rotated this year, and training of practicum students, teen volunteers, and Help Desk subs took a fair amount of time. Koha improved in many respects this year, but slow response time and other glitches caused much staff frustration. We were happy to see a number of new program publicity options open up this year and thrilled that television stations 15 and 27 saw our teen publicity and found the programs intriguing enough to request interviews. We are looking forward to a busy and productive 2013!

Sarah Hartman, Head of Technical Services

The flow of incoming materials slowed down slightly near the end of the month due to no orders being placed in December. We were plenty busy receiving, linking, and processing what did come in, but we also had a little more time to devote to weeding projects and collection maintenance, which was a good way to end the year. In addition, with input from the Reference Team, Patrick and I selected and ordered several new devices (iPad Mini, Google Nexus 7, Kindle Paperwhite, Nook SimpleTouch with Glowlight, and Windows Surface tablet). These devices will be made available to staff for training purposes. I also tested the LINKcat Android app's new Ice Cream Sandwich update, which I'm pleased to report works well and is now available to our patrons. Those with newer Android devices haven't had a working LINKcat app since August.

Looking back on 2012, the Technical Services department experienced many changes and our staff took advantage of opportunities to improve our efficiency and offer new services to patrons. Several of us achieved CPR certification, served on SCLS

committees, and performed testing in the Koha sandbox prior to upgrades. Everyone was pleased to see all of our hard work on RFID pay off with the installation of the automated materials handling system and security gates. We implemented a program for lending Sony Readers to the public for use with OverDrive and worked with other departments to start new collections (pop culture, new graphic novels, thematic picture books, and gaming consoles) and renovate an existing collection (literature paperbacks). We increased efficiency by no longer handwriting barcodes in books, eliminating date due slips and stamps for books, and labeling AV materials with an accession date.

I would like to finish by highlighting three events from the past year : 1) Jason Boak completed certification in ALA's Library Support Staff Certification program; 2) Carol Utter retired as TS-Page I after nearly 17 years of dedicated service to the library; and 3) Kathy Hutchison was hired as our new TS-Page I. All Technical Services staff did outstanding jobs in 2012, and we're looking forward to all that awaits us in 2013.

Svetha Hetzler, Head of Children's Services

We offered our December Drop-In Storytimes this month. Unfortunately, I canceled our last Baby Storytime and Bilingual Spanish-English Storytime due to the snow storm. In addition, to our weekday morning storytimes, we offered two Saturday afternoon events. Sally Wood offered a Library Lego Party and Kathy Rausch held a Krafty Kids event. I offered an afternoon Kids Cooke Swap earlier in the month. A Kids New Year's Eve Party is planned for a winter holiday break event. Our patrons really appreciate that we offer programs in December and I'm glad we are able to balance staffing needs with patron demand.

I visited the Wisconsin Early Autism Project at the Friendship Tree Preschool this month. It was a great opportunity to meet with members of our community that aren't always able to visit the library on their own. I'm hoping to make our visits a regular outreach event.

I'm continuing to work as the chair for the SABA committee. We have received some exciting submissions for 2012 and I'm looking forward to meeting with the committee in 2013 to discuss our material.

Holiday book management is a big effort for all of us this time of year! We've been quite busy making room for the winter holidays while fall holiday materials are returned. The circulation staff has been very helpful in alerting us to gaps and some issues that come up when checking out materials from storage. We were able to address these issues by making some batch edit modifications. I'm happy that we've been able to provide plenty of materials to our patrons for their holiday needs.

Sally Wood put together a "Blizzard in a Box" at this month's DIY Station. Kids were invited to create snowflakes which she used to decorate the library. Sarah Goebel put together a winter book display which tied in nicely with the DIY station and the bulletin board. Sarah and Sally continue to do a great job in coordinating efforts.

I was able to get to some weeding projects with our dvd collection, book & cd kits, easy readers, and picture books. Kathy, Sally, and Sarah have been very helpful in the weeding process.

We offered many new and exciting events and collections in 2012 including: an intergenerational MLK event, regular Saturday programming, biweekly bicultural and bilingual storytimes, outreach visits to a new site (WEAP), and a new collection of thematic Princess and Transportation picture books. I'm thankful to work with such a dedicated and talented Youth Services team. We all inspire and motivate each other, a fun and rewarding year!

Amanda Struckmeyer, Head of Youth Services

This month, I hosted a new music-based storytime called Tales and Tunes. I learned about the Tales and Tunes model at the ALSC Institute in September, and I was thrilled to have a chance to try it out. We offered this storytime on three Tuesday mornings, and our substitute, Tanya, came in to help (we definitely needed an extra pair of hands for passing out instruments and general "crowd control"!). Children enjoyed singing, dancing, and making music together, and we received a lot of positive feedback from families.

Our Read It and Eat book club for 'tweens continues to grow. This program draws girls and boys, giving participants an opportunity to discuss a book, share supper, and enjoy an activity related to the book. This month's book was *The Magician's Elephant* by Kate DiCamillo. As an extension activity, book club participants learned to do the Disappearing Coin magic trick. Each child created and took home materials necessary to perform the trick; they were excited to share their new magic skills with friends and family!

Alex Hinrichs visited all of the YMCA Afterschool sites in Middleton again this month. She is doing an excellent job providing outreach services!

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 attended the monthly meeting of the Curriculum Committee at the School of Library and Information Studies at UW-Madison.

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*.

2012 has brought changes, in the form of progress, for the Youth Services department. As a programmer, having freedom and flexibility to try a variety of ideas has allowed me to develop new programs and serve patrons in diverse ways. We have had substantial staffing changes in Youth Services, both in our Library Assistant structure and in the number of substitutes we employ. These have been undeniably positive for everyone involved. I am grateful for the chance to maintain professional involvement on the state and national levels. This is particularly gratifying when I am able to put an idea from a national conference in to action at our library. Personally, I consider Koha to be our

biggest challenge. We have seen some development, but it still moves slowly and can be unreliable, resulting in wasted staff time as we use the catalog for collection management and other projects.

Jim Ramsey, Head of Adult Services

The month of December brought a lull in our adult programming schedule, which gave us some much-needed time to work on other projects and develop the collection. With the Literature paperback project complete, I moved on to weeding and consolidating the non-genre paperback fiction collection. Many of these books were in very poor condition, so I'm beginning to weed the entire collection and replace copies where necessary. Eventually, the collection will fit on 4 spinning racks (as opposed to the current 5) which will allow room us to bring the Classic Paperback collection up from the lower level. The goal of this project is to give the fiction paperbacks collection a much-needed facelift and increase the visibility of the Classic Paperback collection.

The new slat-wall displays on the end caps of the fiction shelves have been a great success and have already received positive comments from patrons. The idea for these displays, at least for the time being, is to focus on literary fiction (similar in many ways to the original intent of the Literature Paperbacks collection). I am in the process of creating several bookmarks to highlight literary prize winners and I hope to have them ready in the coming months.

The Beyond the Page Oversight committee (of which I am the vice-chair) met this month to decide which grant proposals to fund with money from the Beyond the Page Endowment. Luckily, the total requested funds were less than the amount available, so we were able to award funds to all applicants. In February, our library will partner with the Sun Prairie Public Library to host a program entitled *Daughters of Africa* that will be partially funded by monies from the endowment. The committee plans to call for a second round of grant proposals in mid-2013 to allocate the remaining funds.

The end of 2012 marks exactly one year since I took over the position of Head of Adult Services. It almost goes without saying that I learned an enormous amount this year about the library and how we provide service to our community. In particular, patrons of our library appreciate our robust and diverse program offerings, and I like to think I've been able to keep pace with the programming offerings of previous years.

Technology instruction—both inside and outside the traditional class setting—has been a huge part of what we do here in Adult Services. From Rebecca Light's Techno-minutes sessions to large, classroom-style presentations, technology instruction continues to be a strong part of our mission. Ebook and ereader instruction has been huge this year, and is likely to grow in the coming years. I'm proud of the fact that we have produced dozens of informational flyers, brochures, and other handouts to guide patrons through the process of downloading ebooks. Of course, most of the instruction in downloading library ebooks occurs on the reference desk. We are extremely lucky to have a competent and tech-savvy reference desk staff to patiently guide patrons through this process.

Looking ahead to January, we have a very busy schedule which includes several technology instruction sessions and other, traditional library programs. My first year has been an extremely productive and rewarding one, and I look forward to many more!

Brendan Faherty, Head of Circulation Services

December is always a time to reflect on the past year, and 2012 was a very good one for the Circulation Desk. The biggest change was the addition of Sheldon, our automated material sorter, and the drastic changes in workflow that accompanied the full conversion to RFID materials handling. Circulation staff met the myriad challenges head on and the implementation of all the new

technology has been a terrific success. We have been able to process returns more accurately and get those high-demand materials requested by our patrons out on the shelves much more quickly, all while improving staff efficiency. The resourcefulness of the Circulation Supervisors, in particular, during the transition period of not only moving to a new materials handling system, but also during the transition to a new Head of Circulation Services (myself), is commendable. Staffing changes abounded as well in 2012.

Longtime Head of Circulation Services Elizabeth Bauer left in the late spring, and was replaced in September by yours truly. The new materials sorter also allowed the Circulation department to reduce the number of Page I's we have on staff, dropping from 24 to 16 positions. Several staff members have moved up, either from Page I to Page II, or Page II to Library Assistant I, providing an opportunity to build the staff's knowledge base and reducing new job orientation time.

Getting in to some specific circulation numbers, Middleton had another great year. Our overall Circulation rose roughly 2%, to nearly 800,000 items. Over 334,000 items were checked out on our three Self-Check machines, accounting for approximately 43% of our overall circulation. While that percentage is solid, I would like to see it more in the 60-70% range, and will continue working on ways to increase Self-Check use and convenience.

A couple other telling numbers: Over 70% of the items checked out by Middleton patrons came from our own collection, which speaks both to the breadth and depth of our collections and also the wonderful job all of our Collection Selectors do in purchasing materials our patrons want and are interested in. Middleton also spent another year as the top lender in the South Central Library System. We processed and sent over 200,000 items out in red boxes, nearly twice as many as any other library.

It has been a great year for the Circulation department, and we all look forward to continuing our excellence in service to our patrons in 2013.

7. AGENDA ITEMS

2013 Contract for Extension of Service with Dane County Library Service (action item):

Request to approve as presented.

Request to revise the 2013 closing dates (action item):

Adding the day after Thanksgiving and New Year's Eve Day would bring us in-line with the designated holidays for city services, as described in the City Ordinances, Chapter 27.