



January 2013 Report

Presented at the February 12, 2013 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2013	40,183	4,094	21,005	65,282	65,282
2012	39,294	4,123	21,930	65,347	65,347
2011	38,937	3,487	19,872	62,296	62,296
(2012-2013 +/-)					(-0.1%)

Self-Service checkouts:

	3M	ITG#1	ITG #2	ITG #3	Total	%of Circ
2013 (January)		13,005	11,088	4,230	28,323	43.4%
2012 (January)		12,180	11,294	4,711	28,185	43.1%
2011 (January)		7,887	11,734	3,340	22,961	36.8%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2013	78	20	3	0	101
2012	105	22	3	0	130
2011	105	18	0	0	123

	Loaned to other LINK libraries	Borrowed From other LINK libraries
2013	22,670	20,290
2012	19,272	18,749
2011	19,372	19,777
(2012-2013 +/-)	(+17.6%)	(+8.2%)

Miscellaneous:	ILL (non-LINK)	Visits	Study rooms use
2013	115	29,696	541.75 Hours - 376 Bookings
2012	130	28,294	571.5 hours / 407 bookings
2011	86	28,636	605.75 hours / 410 bookings
(2012-2013 +/-)		(+4.9%)	

Fax Usage:


2013	77 sessions and 236 pages sent
2012	50 sessions and 172 pages sent
2011	68 sessions and 219 pages sent

eBook Circulation:	2013	2012	2011
Overdrive	1,688	267	49

Public Computer Usage: *Number of Computers Logged: 46*

	2013	2012	2011
Number of Days Open:	29	30	29
Total Sessions:	8,199	10,691	10,882
Total Hours Used:	2,806	4,184	4,532
Total Printed Sides:	10,350 (+179 colored)	14,092 (+277 colored)	25,474 (+ 97 colored)
Walk-in laptop WI-FI access	584	743	707

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
1/3/2013	Dungeons and Dragons for Teens : Demonstrator, Michael Rickman	2
1/5/2013	Lego Block Party : Demonstrator, Sally - supervisor	32
1/7/2013	Teen Advisory Committee (Potato Chip Taste Test) : Demonstrator, Rebecca	4
1/9/2013	Ebooks for your Kindle! : Demonstrator, Jim	23
1/10/2013	Dungeons & Dragons for Teens : Demonstrator, Michael Rickman	5
1/10/2013	Techno Minutes : Demonstrator, Rebecca L	2
1/10/2013	Cub Scout Troop Visit : Demonstrator, Svetha	20
1/12/2013	Read-A-Movie: The Secret Garden : Demonstrator, Amanda	21
1/15/2013	Mini Robot Workshop : Demonstrator, Amanda 	57
1/15/2013	YMCA After School Outreach : Demonstrator, Alex Hinrichs	45
1/15/2013	YMCA After School Outreach : Demonstrator, Alex Hinrichs	35
1/15/2013	YMCA After School Outreach : Demonstrator, Alex Hinrichs	14
1/16/2013	Button Party : Demonstrator, Svetha	37
1/16/2013	Creative Writing Group : Demonstrator, Kathy Steffen	10
1/17/2013	Dungeons & Dragons for Teens : Demonstrator, Michael Rickman	4
1/17/2013	Ebooks and audio books for your tablet! : Demonstrator, Jim	14
1/17/2013	Adult Book Discussion : Demonstrator, Jenny Carr	12
1/18/2013	Techno Minutes : Demonstrator, Rebecca L	2
1/19/2013	Chess Club : Demonstrator, Brad Phillips and Mike Nietman	18
1/19/2013	Play Literacy Goes to the Vet : Demonstrator, Svetha	20

1/21/2013	Travel through India Storytime : Demonstrator, Svetha	15
1/21/2013	Drum Power : Demonstrator, Drum Power - Yorel Lashley 	125
1/21/2013	Read It and Eat Book Club : Demonstrator, Amanda	20
1/21/2013	Madison Breakfast Rotary : Demonstrator, Pamela	20
1/22/2013	Adult Book Discussion : Demonstrator, Jenny Carr	8
1/22/2013	Toddler Storytime: Hats : Demonstrator, Amanda	15
1/22/2013	Big Kids Storytime: Hats : Demonstrator, Amanda	21
1/23/2013	Books & Brownies: Wonder : Demonstrator, Rebecca	8
1/23/2013	Tiny Tots Storytime : Demonstrator, Svetha	42
1/23/2013	All Ages Storytime - Winter : Demonstrator, Svetha	46
1/24/2013	Espanol por la tarde ...Spanish in the afternoon : Demonstrator, Katy Shannon	18
1/24/2013	Baby Storytime : Demonstrator, Svetha	26
1/24/2013	All Ages Storytime - Winter : Demonstrator, Svetha	34
1/24/2013	Dungeons & Dragons : Demonstrator, Michael Rickman	4
1/25/2013	Bilingual Spanish-English Storytime : Demonstrator, Katy	26
1/26/2013	Techno Minutes : Demonstrator, Rebecca L	2
1/26/2013	 Multicultural Potluck : Demonstrator, Rebecca V.	21
1/28/2013	Travel Through India Storytime : Demonstrator, Svetha	19
1/28/2013	Movie Matinee - Brave : Demonstrator, Svetha	52
1/29/2013	Toddler Storytime: Bedtime : Demonstrator, Amanda	23
1/29/2013	Big Kids Storytime: Bedtime : Demonstrator, Amanda	21

1/30/2013	Tiny Tots Storytime : Demonstrator, Svetha	13
1/30/2013	All Ages Storytime - Cats : Demonstrator, Svetha	25
1/31/2013	Baby Storytime : Demonstrator, Svetha	21
1/31/2013	All Ages Storytime - Cats : Demonstrator, Svetha	27
1/31/2013	Dungeons & Dragons for teens : Demonstrator, Michael Rickman	4
1/31/2013	The Long Awaited Hobbit Party : Demonstrator, Rebecca V.	5
	Number of Programs / Total Attendance	
	Children's	28 / 763
	Teens	9 / 57
	Adults	10 / 218
	Grand Total	47 / 1038

3. LIBRARY EXHIBITS

Front Entry Exhibit Case		Middleton Preschool
--------------------------	--	---------------------

4. STAFF MEETINGS/DEVELOPMENT SESSION/TOURS/PUBLIC PRESENTATIONS

Date	Staff	Title
1/3/2013	Pamela	Get Moving Middleton : Chamber's Annual Meeting, Blue Horizon Chiropractic and Wisconsin's Lt. Governor Rebecca Kleefisch.
1/10/2013	Amanda	Badgerlink SRP Webinar : This webinar focused on resources available through Badgerlink that relate to this year's Summer Reading Program.
1/16/2013	Pamela	Scale Up: 10 ways.... : How to increase your professional impact without increasing your workload.
1/22/2013	Pamela	Library Action Team Meeting : Campaign update, partnership with programming to the elderly, fundraising ideas, collaborative programming calendar, backpacks, outreach, MCF newsletter.
1/23/2013	Jason	PACC Meeting : Discussion/Action Items for this meeting included: 1. On the "Log in to Your Account" page in LINKcat it states, "Don't have a password yet? If you don't have a password yet, stop by the circulation desk the next time you're in the library. 2. Committee agreed to turn back on the availability facet in the catalog now that it has been fixed. 3. There is a new PAC feature available to us called "New Titles". 4. "Change my password" tab. 5. Committee asked to consider adding a Title Browse search to the PAC.

1/23/2013	Amanda	<u>American Library Association Midwinter Conference</u> : At the American Library Association's Midwinter Conference, I attended committee meetings and collected information about upcoming publications for youth, makerspace resources, and more.
1/30/2013	Amanda	<u>CCBC Shorts Webinar</u> : Cooperative Children's Book Center staff presented a webinar highlighting books from the 2013 ALA Youth Media Awards.
1/31/2013	Amanda	<u>Webinar: The One Organizing Strategy that Will Triple Your Efficiency at Home and Work</u> : Organizing and efficiency tips and techniques

5. DIRECTOR'S COMMENTS

Highlights of January 2013:

We started 2013 on a good note. January's library activity levels were comparable to last year's with total circulation figures at 65,282 (a -.1% difference compared to January 2012); the library visits tally was 29,696 (up by 4.9% from last year); and loans to and borrowed from other LINK libraries at 22,670 and 20,290, respectively (up by 17% and 8.2% compared to last January). It's great to see patrons waiting for the doors to open in the morning and others lingering until the final light is turned off at night. In the hours between opening and closing, one can walk through any area of the library and observe how the resources and facility are being used by residents of Middleton and beyond.

In January of 2013, we offered 47 programs to patrons of all ages with 1,038 attendees, including two multi-generational events to honor Martin Luther King, Jr. The Multicultural Potluck was highlighted on Channel 27 TV, featuring an interview with Head of Young Adult Services Rebecca Van Dan.

In January, we closed the Library to offer an all staff in-service. The day included a field trip to the South Central Library System Delivery station, a goal setting session, a presentation from the Middleton Police Department on Shooter Preparedness and a session on First Aid for Mental Health in Libraries. Staff received a copy of the new Employee Handbook. Feedback from this day of training was very positive.

Facility:

The 2012 capital outlay funds to update furnace air controllers were carried over into 2013, due to the vendor's inability to complete the project within the year. The reason for the delay was a personal tragedy involving the death of a family member and partner in the business. Mark Goad has scheduled the work to begin in the first quarter of 2013.

The life of the book spinner for the Career & Education collection expired. In searching for a new fixture, we determined that it would be a good time to relocate the Go Green collection, so two new carousels were purchased from Demco and are already being used.

Administration:

This year, Wisconsin's Department of Public Instruction provided access to the annual report online form a bit quicker than in the past. There was a slow down with some of the statistical information from South Central, so entering some of that information had to wait until February.

The results on the member library vote whether to stay with the current Koha paths were released to the directors. Of the 39 voting libraries, 14 voted "No." Since then, no updates have occurred, though several are in the sandbox.

2013 marks the third and final year of my term as the Wisconsin Association of Public Libraries (WAPL) liaison to the Wisconsin Library Association Board (WLA). I was named to the WAPL Conference Planning Committee, as the Registration Chair for the May 2-4 annual conference at Grand Geneva Resort in Lake Geneva, so we've been busy during the past weeks planning this useful and productive event for Wisconsin librarians.

Patrick continues to serve at the Friends of the Library liaison on behalf of the Library. I attend most meetings as well. The Board's effort to gain corporate support of specific library programs was very successful this winter.

I continue to serve on the Beyond the Page Library Action Team. Though Middleton Public Library has collected the require amount to qualify for grants, the group as a whole is still fundraising for the National Endowment of Humanities Matching Grant. What we've learned is that people in Dane County really do support their libraries. We continue to pilot and experiment with new services with Madison Community Foundation as a partner, including Humanities backpacks, Outreach to Underserved Populations, and programming to Senior Living. All of these amazing humanities services are making connections with residents and their local libraries.

Wisconsin's Department of Public Instruction State Superintendent Tony Evers called for an analysis of Wisconsin public library systems in 2013. As part of that plan, System & Resource Library Administrators' Association of Wisconsin (SRLAAW) and Wisconsin Library Services (WiLS) sought input from public library directors though an online survey to help identify specific services. Areas of concern to be addressed were as follows: Awareness; Funding; Library Law; Resource Sharing; Technology Infrastructure; and Service Implications of Technology.

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology

Our public Internet Access PCs software image is continuously being upgraded with the latest security patches, namely this month's JAVA update. Our Opera browser has been upgraded to version 12.12, along with Firefox version 18 and the latest Google Chrome browser. Both study room PCs and all 8 of our patron-use laptops also have the new software image, which allows them an easy path for future upgrades.

Rebecca Van Dan, Head of Young Adult Services

In January, we tallied our teen programming survey results and with 38 surveys returned, we found that a movie fest gathered the most votes, followed by a pizza taste test and tie-dye. Martial arts and belly dancing had the least votes. Three teens wrote in Gomeroke (karaoke to a live band, last year's finale) and three others asked for a Video Game Night.

This month we also contacted an Indian dance troupe on campus to see if they would be interested in performing at our mehndi program (a TAC suggestion), trained two new teen volunteers, and planned out some craft ideas and icebreaker activities for the Multicultural Potluck and Hobbit programs this month. A lot of extra effort went into publicity in January, with an appearance on “Wake Up Wisconsin” (WKOW, Channel 27) with a student to promote our Multicultural Potluck program. We also sent teen program fliers to two private schools this month (St. Ambrose and Waldorf School) and contacted AFS, Rotary, and ELL teachers to make them aware of the Potluck and send a special invitation to the foreign exchange students. We followed up with quite a few exchange students regarding the television interview, but a Rotary mid-year reunion the same weekend made finding exchange students quite a challenge. We also notified teachers about the upcoming February program “Daughters of Africa”, which is open to all ages, and added this publicity to the teen website.

Some staff had issues with the new Paychex system this month and we worked to resolve the issues. We also worked with Circulation to resolve a misunderstanding about fines with a Spanish-speaking patron. We wrote two letters of recommendation for a former volunteer and practicum student and started booking meeting rooms and the events calendar for summer reading events as well as contacting a few performers about availability. We contacted an artist about alternative program flier art, created a Friends booksale coupon that we shared with Children’s & Adult Services for possible use as a summer reading prize, and did an informal survey regarding teen grand prizes. We looked into slatwall acrylic holders for possible use at the Help Desk, added a checkout for the calculator at the desk, and tried to catch up on ordering from the small mountain of journals that seemed to grow wildly on my desk.

Displays: Science Fiction, Books MLK would be proud of, We Cannot Walk Alone.

Svetha Hetzler, Head of Children’s Services

I started off the new year with a substantial book order in anticipation for high demand items. The order included multiple copies of recent award winners and honor books as well as upcoming holidays and celebrations including Valentine’s Day, Dr. Seuss’s Birthday, St. Patrick’s Day and Easter.

We also began our winter storytime session. Despite the crazy weather, our morning storytimes continue to be a big draw. We also hosted our second intergenerational MLK event, continued our Saturday afternoon and weekday afternoon events, including a very fun “Button Party”! I also had the opportunity to host an enthusiastic and appreciative group of cub scouts on a library tour. As always, “Sheldon” and “Smaug” were very popular!

I followed up with some presenters as possibilities for our Summer Friday Afternoon Concert Series and we are almost set for our Friday line up. I also finalized our Spring Events, including a few special events during Middleton’s spring break in March. Fliers and information on our website will be available and ready in February.

Sarah Goebel continues her work with developing and maintaining the Parenting Collection. She completed a weeding project and has identified and ordered recently published, high demand items for the collection. Sarah also created and maintained a “winter” themed book display.

Sally Wood continues to present activities at the DIY station. This month’s theme at the DIY Station was “Fairy Tales”. Sally coordinated activities with a book display featuring traditional and fractured tales. She also hosted a well-attended Saturday afternoon Lego club.

Both Sarah and Sally work together to profile journals, create eye-catching posters, check in newly processed materials, work with items in “mending” and donations, and of course provide excellent service at the Main Level Help Desk.

One of the highlights this month was our all staff In-Service. The gathering was a nice mix of practical and theoretical exercises.

As always, a busy, productive, and rewarding month!

Sarah Hartman, Head of Technical Services

At the beginning of the month, Jim, Brendan, and I went through our Automatically Yours list, a standing order through vendor Baker & Taylor that automatically sends us new books by chosen authors. We removed some authors, added others, and adjusted quantities. These adjustments will make sure our money is being spent wisely and patron needs are being met.

We started placing orders for new materials again this month, after taking a break in December, so by mid-January Technical Services was very busy acquiring, cataloging, and processing new books and audiovisual materials. In addition to handling a large amount of new materials, we made some changes to our existing Classics and Inspirational paperback collections to make them easier for patrons to find. Instead of 'Paperback Fiction,' LINKcat will now display the collections as 'Classics' and 'Inspirational Fiction,' which is much more descriptive and patron-friendly.

My SCLS CMC meeting was canceled due to there being only one item on the agenda, which we discussed and settled via email. Jason Boak participated in an independent study program offered by the Department of Homeland Security called "Active Shooter: What You Can Do." This was a more in-depth course than was presented by the Middleton Police Department at our January All-Staff Inservice, and Jason provided us the materials from this course so that all can benefit.

Amanda Struckmeyer, Head of Youth Services

This month, I hosted a very popular Mini Robot workshop, in which participants had an opportunity to experiment with magnetic force, hardware, and movement. Because of the community's very positive response to this program, I am in the process of planning a multi-session "Build It!" series of programs for this summer.

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 *Inside Out and Back Again* by Thanhha Lai. I selected this book because we met on MLK Day, and the book tells the story of a young

Vietnamese girl whose family flees to Alabama during the Vietnam War.

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

A spring practicum student, Katherine Elchert, began her experience at the Middleton Public Library. She will be splitting her time between Reference and Youth 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 submitted three blog posts to the WLA Youth Services Section blog. The topics are experimental programming, music in storytimes, and robot building workshops. These will be posted throughout the year by the blog administrator.

On the national level this month, I continued my work as a member of the ALSC Advocacy and Legislation Committee. I attended the American Library Association Midwinter Conference in Seattle, Washington. I'm always proud to represent the Middleton Public Library in professional organizations. In addition, I reviewed two books for *School Library Journal*.

Jim Ramsey, Head of Adult Services

January was all set to be a big month for adult programming. We had planned an adult program on getting organized as well as four technology classes (two ebooks instructionals and two Excel classes). Unfortunately, circumstances beyond our control led to the postponement of both the organizing program (snow storm) and the Excel classes (I came down with a case of the stomach flu). Luckily, we were able to contact all of the participants and reschedule all three of these events for February. The two classes on downloading ebooks (one dedicated to the Amazon Kindle and the other covering tablet devices) went off almost without a hitch and were a great success. Even before the rescheduling of the three events, February was set to be a busy month, so suffice to say it will be one of the busiest months so far, programming-

wise! Our Adult Winter Reading Program also kicked off this month, and we're on track to match the number of participants in last year's program.

This month we also made progress on several collection maintenance projects. We moved the Classic Paperbacks collection from the lower-level to the main level, where it will hopefully receive more attention from patrons. I also completed a weeding and revitalization of the mass market fiction paperbacks collection, which was desperately in need of some sprucing-up. In both mass market fiction and Classics, older, worn copies were discarded and newer items were purchased as replacements. With Sarah Hartman's help, we also made changes to the collection codes for Classic Paperbacks and Inspirational Paperbacks (religious fiction) which will make it much easier for patrons to locate them in the library. Finally, we purchased two new spinning display units for the lower level. One will house a portion of the Career and Education collection (mainly test prep books and resume guides) while the other will be home the Go Green collection. The latter collection, which includes books and other media on environmental subjects, had languished in another part of the lower level for some time. Our hope is that by moving it to a more prominent location (next to the stairs on the lower level) and adding new titles we can revitalize this collection and increase its circulation.

Jenny resumed her book discussions this month, after a break in December, and they continue to be very successful. Additionally, Rebecca Light and I have been developing another potential book group aimed at patrons in their 20s and 30s which would meet once every other month outside of the library. We are still in the planning stages, but we hope to have more to report in the coming months.

At the reference desk, we've witnessed a dramatic post-holiday increase in the number of patrons needing instruction in using ereaders and tablets and downloading ebooks. During the final months of 2012, I spent a lot of time developing step-by-step handouts and other instructional materials which have helped us increase our instructional efficiency at the reference desk. Beginning in February, we are set to introduce Zinio, a new digital magazine service available to patrons, which will require a lot of one-on-one instruction in the first several

months. I've spent a lot of time developing instructional materials and testing the service so that staff will be prepared when we introduce it to our patrons.

Brendan Faherty, Head of Circulation Services

As we start a new year in the Circulation Department, we are always looking at ways to improve services to our patrons. What can we do to make the check-out experience more efficient? How can we connect patrons with the technology available to make their transactions as smooth as possible? As usual, the answers to these types of questions all come back to the circulation staff. Despite all the technological advances, many patrons still prefer having that face-to-face interaction with an actual staff member. That desire certainly speaks highly of our staff and their ability to interact with the public positively and effectively. But it can also provide the opportunity to educate patrons—teaching them to be more self-sufficient as libraries become more and more automated. (For those patrons who still prefer human contact, rest assured, we will always have people staffing the Circulation Desk.)

The biggest change to start the New Year is with our weekend scheduling. In an effort to align our weekend desk rotation more closely with that of the library's other two service desks, I developed a 5-week rotation without needing to hire additional staff. Sara Simpson has been promoted to a Library Assistant II/Circulation Supervisor position, and serves as the Supervisor on the new 5th weekend of the rotation. Page II Subs, who frequently cover shifts at the other two desks, are filling in the additional hours at the circulation desk now as well. Many of the Page II Subs were very enthusiastic about helping out at Circulation, and we have more than enough backups to cover, should the need arise. We have now been through a full rotation, and all the new subs have done a terrific job so far. Thank you to Tanya Bolchen, Alex Hinrichs, Allison Girres, and Erinn Batykefer for learning and taking on these additional responsibilities.

The other major issue we deal with at this time of year is the weather. Whether working with the public to make sure items are returned in a timely manner, or renewed if necessary, or moving coverage around if bad weather prevents staff from making it in to the library, January is typically a month of 'juggling' priorities. Through it all, Circulation staff works tirelessly to get

Holds on the shelf and get Middleton items sorted and shelved for browsing as soon as possible. I am grateful for the incredible flexibility of the staff, from the Page I's to the Circ Supervisors, as everyone is willing to perform a variety of tasks to ensure a positive patron experience.

7. AGENDA

Review and approval of the Annual Report to Wisconsin's Department of Public Instruction.