



March 2013 Report

Presented at the April 9, 2013 Library Board Meeting

1. STATISTICS

| Circulation: | Adult | YA | Juv. | Total | Year to Date |
|---------------|---------------|--------------|---------------|---------------|----------------|
| 2013 | 40,675 | 4,064 | 23,280 | 68,019 | 192,851 |
| 2012 | 39,451 | 4,154 | 23,654 | 67,259 | 196,867 |
| 2011 | 40,669 | 3,971 | 23,529 | 68,479 | 188,575 |
| 2010 | 43,205 | 4,763 | 22,889 | 70,857 | 198,801 |
| (2012-13 +/-) | | | | | (-2.04%) |

Self-Service checkouts:

| | ITG | ITG#2 | ITG#3 | Total | %of total |
|---------------------|---------------|---------------|--------------|---------------|--------------|
| 2013 (March) | 13,372 | 11,791 | 4,934 | 30,097 | 44.4% |
| 2012 (March) | 13,251 | 11,265 | 4,600 | 29,116 | 43.2% |
| 2011 (March) | 8,412 | 13,329 | 4,015 | 25,762 | 38% |
| 2010 (March) | 7,334 | 9,564 | | 24,196 | 34% |

| Library cards issued: | Adult | Juv. | Sr. | Org. | Total |
|-----------------------|-----------|-----------|----------|----------|-----------|
| 2013 | 66 | 23 | 1 | 1 | 91 |
| 2012 | 71 | 19 | 5 | 0 | 95 |
| 2011 | 76 | 25 | 1 | 0 | 102 |
| 2010 | 99 | 22 | 2 | 0 | 123 |

Shared with other SCLS libraries:

| | Loaned to other LINK libraries | Borrowed from other LINK libraries |
|-------------|--------------------------------|------------------------------------|
| 2013 | 22,505 | 19,816 |
| 2012 | 19,870 | 18,496 |
| 2011 | 19,630 | 20,114 |
| 2010 | 21,071 | 21,651 |

| Miscellaneous: | ILL | Visits | Study rooms use |
|----------------|-----------|---------------|---------------------------------|
| 2013 | 52 | 31,033 | 582 hours / 366 bookings |
| 2012 | 53 | 34,726 | 557.25 hours / 385 bookings |
| 2011 | 104 | 32,431 | 669.5 hours / 455 bookings |
| 2010 | 103 | 32,946 | 608 hours / 429 bookings |


Walk-in laptop/device WI-FI use: March of 2013: 1,132

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

| Date | Program | Attendance |
|-----------|--|------------|
| 3/1/2013 | 'Tween Dungeons and Dragons : Demonstrator, Kurt Ellison | 7 |
| 3/1/2013 | Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon | 18 |
| 3/4/2013 | Travel to India Storytime : Demonstrator, Svetha | 26 |
| 3/4/2013 | Excel: Beyond the Basics : Demonstrator, Jim | 11 |
| 3/5/2013 | Toddler Storytime: Snow : Demonstrator, Amanda | 8 |
| 3/5/2013 | Big Kids Storytime: Snow : Demonstrator, Amanda | 5 |
| 3/5/2013 | 'Tween Knitting Circle : Demonstrator, Amanda | 6 |
| 3/6/2013 | Tiny Tots Storytime : Demonstrator, Svetha | 34 |
| 3/6/2013 | All Ages Storytime - Gorilla and friends : Demonstrator, Svetha | 50 |
| 3/6/2013 | Introduction to Facebook : Demonstrator, Walker | 22 |
| 3/6/2013 | Bean Party : Demonstrator, Svetha  | 54 |
| 3/7/2013 | Baby Storytime : Demonstrator, Svetha | 40 |
| 3/7/2013 | All Ages Storytime - Gorilla & Friends : Demonstrator, Svetha | 42 |
| 3/7/2013 | Techno Minutes : Demonstrator, Rebecca L | 1 |
| 3/7/2013 | 'Tween Dungeons and Dragons : Demonstrator, Kurt Ellison | 5 |
| 3/7/2013 | Spanish in the Afternoon : Demonstrator, Katy Shannon | 26 |
| 3/8/2013 | Bilingual Spanish English Storytime : Demonstrator, Katy Shannon | 19 |
| 3/11/2013 | Travel to India Storytime : Demonstrator, Svetha | 25 |
| 3/11/2013 | School Outreach Visit : Demonstrator, Amanda | 65 |
| 3/11/2013 | Teen Advisory Committee : Demonstrator, Rebecca | 3 |
| 3/12/2013 | 'Tween Knitting Circle : Demonstrator, Amanda | 8 |
| 3/12/2013 | Toddler Storytime: Cars : Demonstrator, Amanda | 52 |
| 3/12/2013 | Big Kids Storytime: Cars : Demonstrator, Amanda | 22 |
| 3/12/2013 | Lunch Bunch at Kromrey : Demonstrator, Rebecca V. and Nanci Marshall | 5 |

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|-----------|--|----|
| 3/13/2013 | <u>Tiny Tots Storytime</u> : Demonstrator, Svetha | 44 |
| 3/13/2013 | <u>All Ages Storytime - Favorites</u> : Demonstrator, Svetha | 42 |
| 3/13/2013 | <u>Photo Editing for Everyone</u> : Demonstrator, Walker | 23 |
| 3/14/2013 | <u>All Ages Storytime - Favorites</u> : Demonstrator, Svetha | 56 |
| 3/14/2013 | <u>Baby Storytime</u> : Demonstrator, Svetha | 30 |
| 3/14/2013 | <u>'Tween Geomelts</u> : Demonstrator, Amanda | 6 |
| 3/14/2013 | <u>Tech Touch-up for Teens</u> : Demonstrator, Rebecca | 3 |
| 3/14/2013 | <u>'Tween Dungeons and Dragons</u> : Demonstrator, Kurt Ellison | 7 |
| 3/15/2013 | <u>Bilingual Spanish-English Storytime</u> : Demonstrator, Katy Shannon | 21 |
| 3/15/2013 | <u>Techno Minutes</u> : Demonstrator, Rebecca L | 2 |
| 3/16/2013 | <u>LEGO Block Party</u> : Demonstrator, Sarah Goebel | 60 |
| 3/16/2013 | <u>Chess Club</u> : Demonstrator, Brad | 4 |
| 3/18/2013 | <u>Read It and Eat Book Club</u> : Demonstrator, Amanda | 20 |
| 3/19/2013 | <u>'Tween Knitting Circle</u> : Demonstrator, Amanda | 8 |
| 3/20/2013 | <u>Books & Brownies: Fault in our Stars</u> : Demonstrator, Rebecca | 7 |
| 3/21/2013 | <u>'Tween Dungeons and Dragons</u> : Demonstrator, Kurt Ellison | 7 |
| 3/21/2013 | <u>Ron McCrea Author Visit</u> : Demonstrator, Ron McCrea, Kristin Gilpatrick from WHS Press | 47 |
| 3/21/2013 | <u>Adult Book Discussion</u> : Demonstrator, Jenny Carr | 13 |
| 3/22/2013 | <u>Getting to Know Medicare</u> : Demonstrator, Jesse Grutz  | 38 |
| 3/23/2013 | <u>Techno Minutes</u> : Demonstrator, Rebecca L | 2 |
| 3/23/2013 | <u>PAWS to Read</u> : Demonstrator, PAWS to Read Teams | 16 |
| 3/25/2013 | <u>Meet Lilly!</u> : Demonstrator, Svetha/Lilly (aka Tanya)  | 56 |

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| 3/26/2013 | <p><u>Tween Feltie Workshop</u> : Demonstrator, Amanda, Katherine, Tanya, Amanda Youngs</p>  | 47 |
| 3/27/2013 | <p><u>Adult Book Discussion</u> : Demonstrator, Jenny Carr</p> | 12 |
| 3/27/2013 | <p><u>Ms. Frizzle and Her Magic School Bus</u> : Demonstrator, Tammy Grady</p>   | 135 |
| 3/27/2013 | <p><u>"Because It's Small" (film screening)</u> : Demonstrator, filmmaker Marc Kornblatt</p> | 42 |
| 3/28/2013 | <p><u>Spring Break Feature Film: Wimpy Kid- Dog Days</u> : Demonstrator, Amanda</p> | 13 |

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|--|--|------------------|
| 3/30/2013 | <p>Egg Carton "Eggstravaganza" : Demonstrator, Svetha and Maura (volunteer)</p>  | 32 |
| Number of Programs / Total Attendance | | |
| Children's | | 37 / 1116 |
| Teens | | 4 / 18 |
| Adults | | 11 / 213 |
| Grand Total | | 52 / 1347 |

3. LIBRARY EXHIBITS

| | |
|---|--|
| Exhibit Case: | Dolls |
|  |  |
| Art Railing: | Artist: Nancy McGregor |



| 4. STAFF DEVELOPMENT | | |
|----------------------|--|--|
| Date | Staff | Title |
| 3/1/2013 | Jim | <u>Overdrive, The Next Generation Training</u> : A 90-minute overview of the recent changes to the Overdrive site and mobile apps. Presented by Jean Anderson from SCLS. |
| 3/4/2013 | Amanda, Svetha, Katie A. (all 3 co-presenters) | <u>LinkCat for Teachers</u> : We visited Westside Christian school (K-8) to talk with teachers about using LinkCat, placing multiple holds, and getting institutional cards. Today, we met with seven teachers. |
| 3/5/2013 | Pamela | <u>WAPL Conference Planning</u> : Met with Larry Nix from the Wisconsin Historical Society to review an historical library photo slideshow to be on display at the conference. |
| 3/7/2013 | Amanda | <u>SLIS Curriculum Committee Meeting</u> : Monthly meeting of the UW-Madison SLIS Curriculum Committee. |
| 3/7/2013 | Pamela | <u>Get Moving Middleton</u> : ChemDry, MAC Works, Middleton Arts Commission (Plans for Round About Public Art piece on Parmenter) |
| 3/8/2013 | Pamela | <u>Beyond the Page - Culver's Fundraiser Planning</u> : Met with Marj Kozich to create a strategy to approach Culver's to host a Library Night at all 13 locations in Dane County. |
| 3/8/2013 | Amanda | <u>WLA YSS Board Meeting</u> : The WLA Youth Services Section (YSS) Board met online to talk about the upcoming WAPL conference and begin planning for the WLA conference in the fall. |
| 3/11/2013 | Pamela | <u>Friends of Pheasant Branch Conservancy - Education Committee</u> : Reviewed the Strategic Plan - Kids for the Earth and outreach to senior populations. |
| 3/11/2013 | Pamela and Patrick | <u>Friends of the Library Board Meeting</u> : Reports and Business: Revenue from book sales are down. Mike will ask the sorters to consider raising their prices on sales. The board will hold an Interest Meeting on April 15th at 7 PM for anyone interested in getting involved as a board member or on the fundraising committee. The board declined sponsoring a MHS scholarship for this year. Social committee will likely not host a big event in 2013. Set the Annual Meeting for May 13th at 7 PM. |
| 3/12/2013 | Amanda, Svetha | <u>Fresh Practices for Youth Services Librarians Webinar</u> : Sharon Grover from Janesville, Marge Loch-Wouters from LaCrosse, and Shawn Brommer from SCLS shared tips, ideas, and insights about library |

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|-----------|--|---|
| | | programming. |
| 3/13/2013 | Sarah H. | <u>SCLS Collection Maintenance Subcommittee Meeting</u> : We discussed refreshing committee membership, adding new BISAC collection codes for teen books, deleting low-use codes, and updating the linking manual to reflect changing formats/packaging. |
| 3/14/2013 | Pamela | <u>Dane County Librarians' Meeting</u> : Presentation by MVP on SRLAW's consideration to consolidate library systems in WI. |
| 3/14/2013 | Pamela | <u>Cluster 8 (DCL - West)</u> : First meeting for this newly assigned cluster. We'll be setting priorities at the All Directors' meeting - as a Cluster group, so everyone is encouraged to complete the forms ahead of time. |
| 3/14/2013 | Pamela | <u>WAPL Conference Committee Mtg</u> : Committee met to discuss the venue, food, technology, registration, publicity, speakers, slideshow, conference buttons, booklet preparation and room assignments. |
| 3/14/2013 | Rebecca Light, Jim Ramsey | <u>Teen Techno Minutes Tutor Info Session</u> : Jim and I met with Sam Smith, an 8th grader who is interested in being our first Teen Techno Minutes tutor. We discussed some basics related to doing Techno Minutes, gave him an info/ tips sheet, and met in Study Room A to look at one of our computers. |
| 3/14/2013 | Jason Boak | <u>Truly, Madly, Deeply: Getting to Know and Love Nonfiction Webinar</u> : Adult non-fiction readers advisory expert Sarah Statz Cords presented handy tips for ways of thinking about NF RA and guided attendees to many helpful tools for providing good NF RA. |
| 3/15/2013 | Pamela, Jason, Rebecca Light | <u>Database Demo: AtoZdatabases</u> : Demo of all the features of AtoZdatabases. This database allows staff and our patrons to search millions of business and resident listings in the United States. |
| 3/18/2013 | Amanda, Katie A., Svetha (all co-presenters) | <u>LinkCat for Teachers</u> : We visited Elm Lawn Elementary School to talk with teachers about using LinkCat, placing multiple holds, and getting institutional cards. Our presentation was part of their monthly staff meeting. |
| 3/20/2013 | Svetha | <u>CCBC Shorts</u> : STEM (Science, Technology, Engineering, and Mathematics) in children's books. |
| 3/20/2013 | Jason | <u>PAC Subcommittee</u> : Follow up discussed from last meeting: With the last Koha upgrade many more series links are displaying for series titles in the catalog. The availability facet is now turned on and displays in the PAC as "Available in Library." |
| 3/27/2013 | Katie A, Barbara | <u>Circulation Users Group</u> : Met with librarians from around SCLS to discuss issues, procedures, policies, and best practices for all things related to circulation. Heidi Oliverson also highlighted some areas of the SCLS support page for us to be aware of and showed some of the development that is happening with Koha. |
| 3/29/2013 | Amanda | <u>WLA YSS Preconference Planning Meeting</u> : WLA's YSS preconference planning team met online to plan for the fall. |
| | | |

5. DIRECTOR'S REPORT

Highlights of March 2013:

Middleton's March 2013 total circulation was 68,019 items, an increase of +1.1% compared to last year's March total of 67,259 items. Our accumulative circulation for 2013 was 192,851 physical items, which puts Middleton in the number two ranking spot for circulation activity in the South Central Library System. The library's visitor tally was 31,033 visitors (down by 11% from last year's 34,726 patrons). Middleton's resource sharing counts of Loans To and Borrowed From other LINK libraries categories were at 22,050 and 19,816, respectively (up by 13.2% and up by 7.1% compared to last March's figures).

Facility:

Temperatures dipped into the 60's in the circulation staff workroom the week of March 19th and Mark was able to temporarily resolve the issue. The upgrade to the furnace air control system (the library's 2012 capital outlay project) did not occur in March, as planned. Mark Goad is considering a new vendor for the project.

Furniture and Equipment:

From time to time, donors ask to see a library wish list. Determining the use of the newly created fund *Katie's Kids* was a good incentive to draft such a list for the youth services department. A bench for the area near the main level helpdesk/tween display was at the top of the list and was purchased using the Katie's Kids Fund.



Sarah Hartman, Brendan Faherty and I met with a representative from a local furniture vendor to obtain quotes for a new shelving unit to display adult music and audiobooks, as well as a slat

wall panel for fliers and bookmarks at the YS Service Desk.

We invested in a high quality digital camera for staff use to take the place of using Rebecca Light's personal camera. This will prove to be an invaluable marketing and promotional tool.

Staffing:

Rebecca Light and I met with City of Middleton's Finance Director John Lehman to learn about the proposed SmartCard program. The finance department's goal is to implement this new system in late spring/early summer.

Programs:

A letter of intent was submitted to Beyond the Page for a Round II grant to fund "The Tell Tale Heart" by Edgar Allen Poe, performed as a radio drama. This program would be presented by Heartline Theatricals, LLC. at Middleton, Sun Prairie, Monona and possibly Madison's Sequoya Branch Public Libraries in the fall of 2013. Plans are to make this the first of a six-part series devoted to American masters called "Live at the Library."



6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



Hardware upgrades were done to our servers that host our website, database, and our new Drupal server. They will also host virtual desktop sessions for patrons and staff in the future.

@midlibrary.org email services are being tested; to give us more flexibility and control with staff email accounts.

Work continues on website upgrades and OS/software overhauls on our public access PCs, mainly on the 'behind the scenes' aspects involving PC security.

Rebecca Van Dan, Head of Young Adult Services



This month we sent out letters to teachers and are starting to coordinate school visits to publicize Summer Reading events. We added the teen SRP events to the new teen website and practiced using the new website software. (with much help from Dickson!) The SRP fliers were received back from South Central, and we've begun to choose new teen books and book video trailers to highlight in the upcoming school visits.

We tried out more new poster-making websites to create more interesting teen event fliers and created a few new booklists in Bookletters that we added to the teen website. Kathy made some great displays this month, experimented with some new Humor series, and updated our teen volunteer list. We focused on ordering Playaways/audiobooks this month and are doing a daily search for hardcover fiction doubles, as space there seems to be getting tight again.

We had a few responses to the call for Teen Tech Tutoring, which were passed along to Rebecca Light and Jim Ramsey for training to teach other community members. I wrote two more letters of recommendation for former volunteers, and started gathering materials for a presentation at an upcoming career workshop for middle schoolers. I also met with Svetha and Amanda to discuss a wish list for Youth Services, where we came away excited by ideas like an e-reader book group. We also heard back from Twitter about our request to close a second account for the library—with the second account disabled, it should be less confusing to patrons. Other staff were given our new password, and we should be ready to tweet away!

Teen Displays: Parodies, Odd Careers & Job Tips, Mysteries, Award Winners

Sarah Hartman, Head of Technical Services



We had a very noticeable slowdown of new items coming in to Tech Services this month. In January of this year we added 1,760 new items, in February we added 1,959 new items, but in March we added only 1,534 new items. With a materials budget decreased from previous years, I don't expect our TS Pages to work as many hours as they have in the past, even with the special collection maintenance projects I have been assigning. It has been good, however, to have time for these projects. Also due to the slowdown, Jason has had time to learn how to catalog travel guides and maps, which is a great help.

I started the month by revising the step-by-step patron brochure we hand out with our circulating Sony Readers, due to the recent redesign of the OverDrive website. There were some significant changes made, and I had to retake many of the screenshots and rewrite nearly half of the instructions. I also worked on weeding projects for adult graphic novels, music CDs, and genre paperbacks. As the adult DVDs had recently been weeded as well, we started a special project relabeling DVDs with faded labels. New labels should make it much easier for patrons and staff to both browse and find specific items.

Svetha Hetzler, Head of Children's Services



I wrapped up our winter storytime session this month and offered special events during Spring Break. We held two character visits - on Monday, our patrons met Kevin Henkes' "Lilly" and on Wednesday, "Ms. Frizzle" from the "Magic School Bus" series visited the library. We concluded Spring Break week on Saturday with open-ended egg carton crafts. The Spring Break

programs were well attended and our patrons seemed to really appreciate the variety of programs that were offered.

Summer performers were confirmed this month. Amanda Struckmeyer and I put together our publicity for the summer. Our goal is to create a one-stop brochure for kids and families, 0-12 years old. We're hoping it'll be easier for our patrons to navigate and register for all the events of interest to them. I also began coordinating school visits with school librarians and reading specialists to promote this year's summer reading program. We hope to visit all the area schools in May. All three of our summer pages will be returning to the Middleton Public Library this summer. It'll be great to have them back.

Amanda Struckmeyer, Katie Adkins and I visited West Side Christian School and Elm Lawn to talk to teachers and administrators about Linkcat, library services, and institutional library cards.

I attended two webinars this month: "Fresh Practices for Youth Services Librarians" [and](#) "CCBC Shorts". I've also had the opportunity to edit and add items to our newly designed website.

Sarah Goebel and Sally Wood continue to support the department in many ways; providing reference and readers' advisory services at the help desk, profiling professional journals, creating eye-catching posters for upcoming programs, assisting with collection development and management tasks, creating book displays, and setting up activities at our "DIY" station. I appreciate their collaborative and independent work. This month's DIY table featured "Super Heroes" and the book displays highlighted "Bunny Books" and "Duck Books".

Amanda Struckmeyer, Head of Youth Services



Our spring programming has been going really well, and our spring break events were happily received by families in the community. We had such an enthusiastic response to our 'tween Felties workshop over spring break that I'm considering offering similar programs more often.

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, continued her experience at the Middleton Public Library. She is splitting her time between Reference and Youth Services and has been doing an outstanding job. Katherine will join our team of substitutes later this spring, after her practicum is finished.

In March, I focused my collection development efforts on selecting audiobooks in both CD and Playaway format, as well as weeding our paperback collection. Our audiobooks are very popular, and we're faced with a small amount of shelf space to house a high-demand format. This month, Svetha Hetzler, Katie Adkins and I visited two elementary schools in Middleton to share information with staff about the Middleton Public Library, such as the fact that we offer institutional cards, and some Koha searching tips for locating specific materials. Teachers have been very receptive, and we look forward to two additional visits in April.

I met with the WLA Youth Services board in an online meeting. As a director-at-large, I am assisting with program coordination for the association's two annual conferences. 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



With the snowstorms of January and February thankfully behind us, we had a very successful month of March in terms of adult programming here at the library. In addition to three technology classes, we held two very well-attended programs at the end of the month: An author visit with Ron McCrea, author of a new book on Frank Lloyd Wright's Taliesin; and a screening of a film by a local filmmaker about the Little Free Library Movement. Together,

almost 100 people attended these two events. Next month promises to be a busy month as well, with a musical performance, a workshop on budgeting, and an author visit all planned in the month of April.

We continued with the ongoing collection maintenance and weeding projects that we've been working on in the past month. Katherine, one of our practicum students, is assisting with a weeding project in the 610s (Health and Medicine) to remove outdated materials. With most of our large collection maintenance projects behind us, we continue to take on small weeding projects as needed. Next up, I plan to weed the Inspirational Fiction section to make room for newer titles. Sarah in Technical Services is also beginning a major initiative to re-label and reorganize much of the adult CD and DVD collection, and two of our reference substitute pages will be assisting her with this project.

This month, I also firmed up all of our adult programming for the summer, including the publicity for the Adult Summer Reading Program. As our kick-off event for the reading program, we're bringing in Robin Shepard, an expert in Wisconsin beer and brewing, to give a lecture and lead a small beer tasting at the Free House, just down the street from the library. This is the first time we've attempted an event like this and we're very excited about it.

Rebecca L and I have also been busy planning for the first meeting of our new book discussion group, Let's Talk About Texts, a book discussion aimed at patrons in their 20s and 30s (all ages are welcome, though!). The inaugural meeting will be held on April 4th at the Craftsman Table and Tap on Century Ave. Rebecca and the staff at the Craftsman have put in a lot of hard work over the last two months to ensure the success of this event. Jenny will continue with her Tuesday morning book group, which continues to be very popular. This summer, Jenny and I have decided to tie in two author visits with two of the book club selections: Florencia Mallon's *Beyond the Ties of Blood* and Susanna Daniel's *Stiltsville*. With Jenny's book discussion group reading both of these titles ahead of the authors' visits to the library, we should be able to generate a lot of interest.

I've also been slowly but surely designing new computer classes and re-tooling older classes on Microsoft Office software that Sarah designed years ago. The two-part Excel classes that I

taught at the end of last month and beginning of this one were very successful. Currently, I'm working on a new class on Microsoft Word that covers the 2010 version of the software. And speaking of technology instruction, Jean Anderson of SCLS and Tana Elias of Madison Public Library have both asked me for permission to use the instructional materials I created for downloading eBooks from Overdrive. After consulting with Pamela, I agreed that it's a win-win situation: Middleton will get credit for creating the content and patrons at other libraries will benefit from our handouts.

Finally, on a personal note, my wife and I are expecting our first child, a girl, in the middle of April. Because of this, I will be on leave for about two-and-a-half weeks in late April/early May. Consequently, I've spent a lot of time over the last month preparing for my leave, making sure the reference desk is adequately staffed and arranging for other staff to assist with any programs that take place in my absence. Thanks to our great reference and adult services staff here at the library, I'm confident that everything will be in good hands while I'm gone.



Brendan Faherty, Head of Circulation Services

As we finish out March 2013 and move into April, the Circulation Department is looking forward to nicer weather, which certainly helps with scheduling and shift coverage. Along with the nicer weather, we are seeing our usage start to rise again, as patrons are able to get out and about more frequently.

Along with input from Circulation staff, I am working on creating a New Patron Brochure/Bookmark that staff can hand out to patrons getting cards for the first time (or anyone who is interested). We had discussed creating a 'Welcome Packet,' with a folder and several sheets outlining the various services offered by the Middleton Public Library, but that seemed like overkill to a certain extent. The goal is to create a document that is portable and informative—something patrons can keep handy. We plan to include information like library hours, general contact information, standard loan periods, renewal guidelines, some basic website tips, etc.

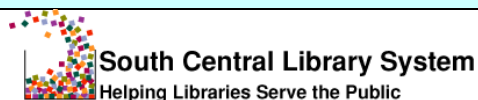
We have upgraded our lettering and signs on the Hold Shelf. The new signs are made of a stiffer plastic material and have red lettering, which has already proven to stand out more, both for staff and patrons. Thanks to Barbara Henderson for spearheading this project.

Linda Baertlein has started at the library as a Page I Shelver, and has quickly grown accustomed to the fast-paced environment here in Circulation. She is doing a terrific job so far and we are glad to have her as a member of the Circulation Team.

In a joint venture with Amanda and Svetha from the Children's Department, Katie Adkins and I are visiting local schools to inform teachers of the variety of services the public library can offer them. As far as circulation is concerned, we are focusing on institutional cards (which teachers may apply for to avoid using their personal library cards for school-related materials) and searching for and placing multiple holds on items in the library catalog. These sessions have been brief, but we have gotten positive feedback from some of the area teachers we have visited.

Finally, Barbara Henderson and Katie Adkins attended the Circulation ILS Users Group at the Kilbourn (Wisc. Dells) Public Library in Wednesday, Mar 27. The gathering provided an opportunity for Circulation staff from throughout the system to gather and share ideas, work through problems/issues, ask questions, and learn what other area libraries are doing related to circulation demands. It was a positive experience and I plan to attend the second Circ Users Group in the fall.

7. SOUTH CENTRAL LIBRARY SYSTEM



The SCLS All Directors meeting was held on March 21st. We discussed the declining state funding to Wisconsin's regional library systems. SCLS will need to make service adjustments in 2014 in order to balance their budget. Input from the individual libraries was collected by SCLS Director Marty Van Pelt, as well as Cluster feedback. Consolidation of regional library systems models have been drafted and discussed by SRLAW, but no definitive decisions have been made.

Dane County Library System

A subcommittee of Dane County Library Directors has been formed to work on a county-wide marketing plan. We will meet in April.

Friends:

The request for corporate sponsorships to fund various programs has gone very well. Friends of the Library Board book sales are down compared to last year. The Board brainstormed ways to make up the difference: 1) One fundraiser would help fill the gap. The Board will host an “Interest Meeting” on April 15th in hopes of finding library supporters to spearhead a fundraiser, and 2) Booksorters will also be asked to consider price increases.



8. AGENDA OVERVIEW

Board Consideration (Possible Action Item)

| Available Distribution: | Amount: | Purpose: |
|-------------------------|------------|---|
| Large Print Endowment | \$1,281.67 | Request to purchase more large print books |
| General Endowment | \$8,151.00 | Request for Maker programming: image and/or video editing project for the public. Costs would include, but is not limited to equipment, devices, software, advertising and presenter. |

Library Board Member Terms

| Name | 1 st appointment | 2 nd appointment | Other | Final month of service |
|-----------------------|---|-----------------------------------|---------------------------------------|-------------------------------------|
| Christopher Clay | July 2010 | | | June 2013 (Renewing) |
| Lisa Helmuth | July 2011 | | | June 2014 |
| Stephanie Hammes | July 2010 | | | June 2013 (Renewing) |
| Jill Kubiak | July 2011 | | | June 2014 |
| Rusty Shoemaker-Allen | July 2010 | | | June 2013 (Not renewing) |
| Joan Gillman | July 2009 | July 2012 | | June 2015 |
| Anne Irish | July 2011 | | | June 2014 |
| Gurdip Brar | April 2010 (serves as Council Liaison) | <i>April 2011, April 2012</i> | | April 2013 |
| Steve Soeteber | July 2000 (serves as School District Superintendent's designee) | July 2003 | July 2006, July 2009, July 2012 | June 2015 |