



July 2013 Report

Presented at the August 13, 2013 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2013	41,098	5,757	28,318	75,173	460,562
2012	39,786	5,618	28,971	74,375	463,054
(2012-13 +/-)				(+1.07%)	(-0.54%)

Self-Service checkouts:



	ITG	ITG#2	ITG#3	Total	%of total
2013	15,750	13,689	6,245	35,684	47.5%
2012	14,186	12,683	6,056	32,925	44.2 %


Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2013	104	51	1	1	161
2012	90	29	3	0	122

LINK holds:

	Loaned to	Borrowed from	Fax: # of users / # of Pages
2013	19,338	19,802	70 / 223p.
2012	18,571	18,523	64 / 169 p.
(2012-13 +/-)	(+4.1 %)	(+6.9%)	

Miscellaneous:	ILL	Visits	Study Rooms Use	WIFI walk-in Use
2013	65	36,386	636 hours / 488 Bookings	714
2012	64	35,879	596 hours / 412 bookings	784

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES		
Date	Program	Attendance
7/1/2013	<u>Travel to India Storytime</u> : Demonstrator, Svetha	18
7/1/2013	<u>Make Your Garden Grow</u> : Demonstrator, The Stagedoor Singers	34
7/2/2013	<u>Tales and Tunes Storytime</u> : Demonstrator, Amanda	48
7/2/2013	<u>Twisted Tuesday</u> : Demonstrator, Svetha (Jamie Gepner) 	23
7/3/2013	<u>Dungeons and Dragons: Game Master Workshops</u> : Demonstrator, Kurt Ellison	6
7/3/2013	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha (Megan observed)	48
7/3/2013	<u>Mixed-age storytime - cats</u> : Demonstrator, Svetha & Megan	32
7/3/2013	<u>Gaming Night for Teens</u> : Demonstrator, Rebecca 	10
7/5/2013	<u>Bilingual Spanish-English Storytime</u> : Demonstrator, Svetha	18
7/6/2013	<u>Humane Society Helpers</u> : Demonstrator, Amanda	5
7/8/2013	<u>Travel to India Storytime</u> : Demonstrator, Svetha	24
7/8/2013	<u>Make-It Monday: Tie Dye Afternoon Session</u> : Demonstrator, Amanda	74
7/8/2013	<u>Make-It Monday: Tie-Dye Evening Session</u> : Demonstrator, Amanda	8
7/9/2013	<u>Tales and Tunes Storytime</u> : Demonstrator, Amanda	55
7/9/2013	<u>Dungeons and Dragons</u> : Demonstrator, Kurt Ellison	16
7/10/2013	<u>Mixed-Age Storytime - Dogs</u> : Demonstrator, Svetha & Megan	36
7/10/2013	<u>Tiny Tots Storytime</u> : Demonstrator, Svetha	36
7/10/2013	<u>Author Florencia Mallon</u> : Demonstrator, Author and UW History Professor Florencia Mallon	30
7/11/2013	<u>Baby Storytime</u> : Demonstrator, Svetha	19

7/11/2013	Preschool Storytime - Dogs : Demonstrator, Svetha	16
7/11/2013	Animal Lovers' Book Club : Demonstrator, Amanda	4
7/12/2013	Bilingual Storytime : Demonstrator, Katy Shannon	34
7/12/2013	1920s Speakeasy : Demonstrator, Rebecca (with Megan M., practicum student) 	14
7/12/2013	Techno Minutes : Demonstrator, Rebecca L	2
7/12/2013	David Landau Concert : Demonstrator, David Landau	105
7/13/2013	Scrapbook Saturday : Demonstrator, Svetha	7
7/15/2013	Travel to India Storytime : Demonstrator, Svetha	28
7/15/2013	Make-It Monday: Bubble Makers Afternoon Session :  Demonstrator, Amanda	51
7/15/2013	Make-It Monday: Bubble Makers Evening Session : Demonstrator, Amanda	16
7/15/2013	Writing Contest for Teens : Demonstrator, Rebecca V.	16
7/16/2013	Tales and Tunes Storytime : Demonstrator, Amanda	43
7/16/2013	Twisted Tuesday : Demonstrator, Svetha (Jamie Gepner)	17
7/16/2013	Techno Minutes : Demonstrator, Rebecca L	2
7/17/2013	Dungeons and Dragons : Demonstrator, Kurt Ellison	16
7/17/2013	Mixed Age Storytime - Bugs : Demonstrator, Svetha & Megan	47
7/17/2013	Tiny Tots Storytime : Demonstrator, Svetha (Megan observed)	36
7/17/2013	Beginner Reader Book Club : Demonstrator, Svetha	9
7/18/2013	Baby Storytime : Demonstrator, Svetha	21
7/18/2013	Preschool Storytime - Bugs : Demonstrator, Svetha	17
7/18/2013	Teen Techno Minutes : Demonstrator, Sam & Billy (teen volunteers), RL supervisor	3

7/18/2013	Movie Fest & Ice Cream Social : Demonstrator, Rebecca V.	14
7/19/2013	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	31
7/20/2013	Chess Club : Demonstrator, Brad Phillips	10
7/20/2013	Angry Birds Live! : Demonstrator, Rebecca	8
7/22/2013	Dinosaur Lady - What About Those Dinosaurs : Demonstrator, Carolyn Richards - the Dinosaur Lady	44
7/23/2013	Tales and Tunes Storytime : Demonstrator, Amanda	32
7/23/2013	<p style="text-align: center;">Super Awesome Yo-Yo Day Afternoon Session :</p>  <p style="text-align: center;">Demonstrator, Mark Hayward</p>	94
7/23/2013	Super Awesome Yo-Yo Day Evening Session : Demonstrator, Mark Hayward	84
7/24/2013	Tiny Tots Storytime : Demonstrator, Svetha (Megan observed)	48
7/24/2013	Mixed-Age Storytime - Bedtime : Demonstrator, Svetha & Megan	41
7/24/2013	Creative Writing Group : Demonstrator, Kathy Steffen	9
7/25/2013	Baby Storytime : Demonstrator, Svetha	11
7/25/2013	Preschool Storytime - Bedtime : Demonstrator, Svetha	18
7/25/2013	Adult Book Discussion : Demonstrator, Jenny Carr	13
7/25/2013	Animal Lovers' Book Club : Demonstrator, Amanda	6
7/25/2013	Teen Techno Minutes : Demonstrator, Sam, RL (supervisor)	2
7/25/2013	Pizza Taste Test for Teens : Demonstrator, Rebecca V. (with 3 volunteers)	17
7/26/2013	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	29
7/26/2013	Techno Minutes : Demonstrator, RL	2
7/26/2013	<p>Stagedoor Singers : Demonstrator, Stagedoor Singers</p> 	70
7/27/2013	Krafty Kids - At The Zoo : Demonstrator, Kathy R.	50

7/29/2013	Travel to India Storytime : Demonstrator, Svetha (Megan Observed)	22
7/29/2013	Kashmira Sheth Author Visit : Demonstrator, Kashmira Sheth	23
7/29/2013	Drawing Contest for teens : Demonstrator, Rebecca V.	65
7/29/2013	Photography Contest for Teens : Demonstrator, Rebecca V.	62
7/30/2013	Snakes Alive : Demonstrator, Tom Kessenich 	200
7/30/2013	Dungeons and Dragons : Demonstrator, Kurt Ellison	16
7/30/2013	Tales and Tunes Storytime : Demonstrator, Amanda	45
7/31/2013	Tiny Tots Storytime : Demonstrator, Svetha (Megan observed)	35
7/31/2013	Mixed-Age Storytime - Favorites : Demonstrator, Svetha & Megan	54
7/31/2013	One World One Drum Circle : Demonstrator, Elmore Lawson 	54
Number of Programs / Total Attendance		
	Children's	55 / 1984
	Teens	8 / 206
	Adults	8 / 63
	Grand Total	71 / 2253

3. LIBRARY EXHIBITS

**Exhibit Case:
Middleton Historical
Society**



**Art Railing:
Azul Sphaera
*Pen & Ink, Watercolor***

**Sports books:
*in honor of James
Helmuth***



4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION		
Date	Staff	Title
7/9/2013	Pamela	<u>Douglas County Library - Colorado</u> : Librarian from Douglas County Library in Colorado surveying libraries on the eBook budget.
7/10/2013	Sarah H.	<u>SCLS Collection Maintenance Subcommittee Meeting</u> : Street date policy proposal review and approval; review of portions of the linking manual to include RDA terminology, updated examples, and exceptions rules; update on low-use collection codes and shelving locations; Crystal Reports feedback; authority control development updates.
7/11/2013	Amanda Struckmeyer	<u>WLA YSS Board Meeting</u> : The Wisconsin Library Association Youth Services Section Board met online to discuss a variety of topics, including our upcoming preconference at the WLA conference, which will be focused on early literacy.
7/11/2013	Jim	<u>Response to Questionnaire for Student Interested in Librarianship</u> : A young woman named Kerist Fiske contacted me and asked if I could answer some questions about being a librarian. She emailed me the questionnaire and I emailed my responses back.
7/11/2013	Pamela	<u>Dane County Librarians' Meeting</u> : County-wide Read proposals, sharing info on banned patrons, BtP, donor recognition options, Quilt Expo, Humanities calendar, Trading cards (DCL), strategic planning for the future.
7/17/2013	Jason Boak	<u>PACC Meetings</u> :
7/18/2013	Pamela	<u>SCLS All Directors Meeting</u> : Budget for 2014 is reasonable.
7/18/2013	Amanda Struckmeyer	<u>Meeting with Megan Meyer at City of Middleton Recreation Department</u> : We discussed possible partnership opportunities, and we are looking at holding some library programs at the Hubbard Art Center. Ms. Meyer is putting together a booklet with all of the Recreation Department's offerings for the 2013-2014 school year; this booklet will be sent home with MCPASD students. We are invited to submit a page for the booklet.
7/26/2013	Rebecca V.	<u>Know More with Jean & Shawn: ALA webinar</u> : Recap of ALA highlights: exhibits, programs attended (makerspaces, attracting non-users), getting involved in ALA, tips for making best use of time.
7/26/2013	Pamela	<u>Pantheon Group - Interview</u> : Pantheon contacted me about electronic resources, ILS and other Discovery products, as well as any next generation products. He also asked about budget constraints and how the economy was affecting libraries.
7/29/2013	Jenny Carr	<u>ILL Subcommittee Meeting</u>
7/31/2013	Brendan	<u>ILS Reports User Group</u> : Roundtable discussion of the various reports provided by SCLS through the ILS Support webpage, and how they can be helpful to libraries. We also discussed Crystal Reports and the few reports that can be currently be created from that software, as well as some tips for processing said reports. Finally, we went over some tips/tricks for manipulating data within Excel, which is used to work with the reports from Crystal Reports

5. DIRECTOR'S REPORT

Here are some highlights from July 2013:

Circulation and Use

July 2013 circulation figures reflect an increase of +1.07% compared to July 2012 (75,173 this year versus 69,388 last year). Year-to-date circulation is down by -.54%, a fraction of a percent, from 463,054 (2012) to 460,562 (2013). Self-checkout hit an all-time high of 47.5% of the total checkouts in July of 2013. A big round of applause goes to our patrons who are using this convenient service and to our circulation staff for their instruction. The updated software has made the process easier for everyone.

The number of items loaned to other LINK libraries increased by a +4.1% margin, from 18,571 in 2012 to 19,338 in 2013. Likewise, the number of items borrowed from other LINK libraries showed a positive margin, at +6.9%, from 18,523 in 2012 compared to this year's 16,749 activity of 19,802.

Use of electronic sources has experienced the most growth for any of our collections.



Middleton's Overdrive use up by 100%!

Statewide Media Buying Pool eBook Middleton circulation	Jan – Jun 2011	Jan – Jun 2012	Jan – Jun 2013
Overdrive use	1,525	5,501	11,095

WiFi walk-in laptop use was down by -10% in July of 2013, for a total of 714 sessions, compared to 2012's total of 784 sessions. Public fax use was up from last year, from 64 users in 2012 users to 70 users in 2013.

Study room use this past month rose sharply compared to July of last year. In 2013, we accommodated 488 reservations for 636 hours of use; in 2012, there were 412 bookings with 596 hours of use.

The number of library visitors in July of 2013 was 36,386, a slight increase at a rate of +1.4% compared to last year's total of 35,879.

Facility & Grounds

Maintenance of Madison shampooed the meeting room chairs and washed exterior windows. The pole for the One Way sign, near the postal box, was replaced. Patrons continue to compliment us on the flower beds.

Programming

Programming and events continues to be a big part of our services. In 2013, we offered a total of 71 events and counted 2,252 attendees. The majority is targeted for children under the age of 12 – an important period of time when the brain is still developing. Please note that this is an increase over last year's figures of 66 events and 1,960 attendees.

Administration

The City's Finance Department initiated a new credit card policy. Making this transition with all of our vendors has taken a great deal of my time this past month. We issued new cards to key staff members. It appears that the time and effort is worth it, as I now have access to more timely charges on the cards.

We hosted SCLS' All Directors' Meeting. We voted on budget formulas and there was discussion regarding system-wide planning.

Staffing

Performance Conversations for members of the management team were completed. In turn, supervisors scheduled sessions with their employees, including subs and seasonal workers. The Performance Conversations are an integral part of staff communication at Middleton. Professional goal setting, problem-solving, and worker-supervisor feedback is a win-win endeavor.

We look forward to the August All Staff In-service on Friday, August 16th.

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



The server that will host our integrated website and public facing databases has been set up. All the requisites are in place; scheduled backups, update scripts, and the core CMS installed. The framework for our new webpage is still being polished, and modules are being tested for it.

The software on the lobby monitor was updated (it was created in-house). It shows staff created slides for library events and information from a shared network drive. It has a new hours banner, as well as a bottom line scroller showing events for the day, and directs patrons to the room location.

Rebecca Van Dan, Head of Young Adult Services



July flew by in a hurricane of programs, from a speakeasy and movie fest to fencing and the pizza taste test. Registration for the Teen Summer Reading Program has been brisk, with 275 teens registered so far. The Photography Contest seemed to be a nice addition to the Writing Contest and Drawing Contest, and we had some great submissions in every category this year, with some very thoughtful comments from our teen judges on the judging guidelines sheets. We are currently writing the Foreword to the Contest book and will announce the winners at the Finale Picnic.

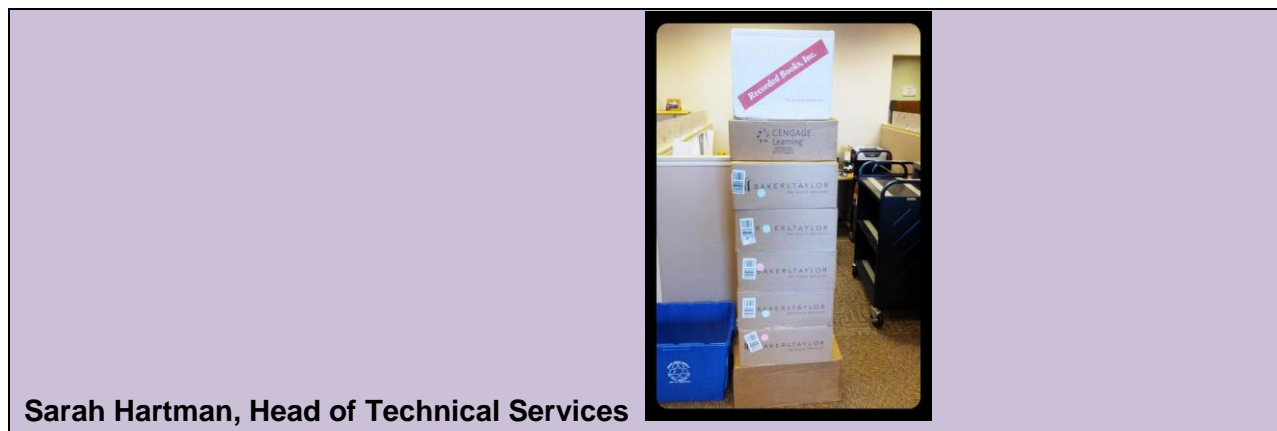
This month we worked on fall brochures with Svetha and Amanda to create one brochure that contains all of our programs, and a separate teen brochure to deliver to the middle and high schools. We booked meeting rooms and marked the event calendars for all of our fall programs, looked into pricing for laminating posters and creating our own Read posters, and worked on sheets for judging, pizza tasting, program quizzes, etc. We also worked with Svetha and Amanda to brainstorm ideas for our joint Harry Potter program in October, and began to collect program materials and updating the teen website. Our visit from Maggie Stiefvater for the fall will have to be rescheduled for next year, unfortunately, but we have contacted two authors who are happy to do skype visits for the fall.

We met with Kathy this month for her performance review and worked with Kathy and Svetha to revise the LAII-YS position description. Volunteer coordination required more attention this month, in terms of coordinating writing judges, volunteer help for the Pizza Taste-test, the 1920s

Speakeasy, and the Ice Cream Social. Kathy was of great assistance finding some extra adult volunteers to help, and a few enthusiastic teen volunteers who had suggested the Speakeasy were a great help in creating a few extra trivia quizzes and setting the stage. For weekly volunteers, a reminder was sent to let us know about changes for the fall schedule, and we are working to shift volunteer slots to accommodate changing schedules. We also met with Brendan this month to discuss changes to the Volunteer Interest sheet and changes in procedure for new volunteers.

In terms of outreach, we spoke with the Senior Center about coordinating a winter program, and emailed school librarians about continuing the Lunch Bunch book group that was started in the spring. We also spoke with the principal and librarian at Kromrey about participating in their open houses in August and September to promote library card registration.

Displays: 1920s books, Revenge books, Teen Authors, Get Real: realistic books for teens.



This month we continued to work on our extensive project to reassign adult music CDs to new genres, replace broken cases and damaged barcodes, and label cases with artist and/or title as necessary. I am happy to report that we're nearing completion. We will continue to work on this project as checked out CDs are returned, but we made phenomenal progress this month. Much thanks goes to Page II-Sub Walker and Page I-TS Kathy H. for their hard work on this project.

The 4.16 Koha upgrade took place on July 24. The day of, SCLS staff sent out an emergency call for testing (another library had just reported a bug with this upgrade), but we could not replicate the bug and so far the upgrade hasn't caused any problems of which we are aware.

We have implemented a new workflow to make sure we are not releasing any materials into circulation before the street date, which is considered unfair and poor practice. While I do not believe this has been a big problem for us in the past, SCLS has formalized a policy regarding the issue and I felt it best to have something in place before the policy is approved.

I spent some time exploring the new Mango Premiere beta, which is a future addition to the Mango Languages database to which we subscribe. The new module utilizes film to teach language, and I think it would be very popular. I was impressed with the beta and am looking forward to the final product.

Performance conversations have been completed with all Technical Services staff. We have a great, productive, friendly team, and I am proud to work with everyone here.

Svetha Hetzler, Head of Children's Services



We continued our "Dig Into Reading" Summer Reading Program this month and the entire YS team stayed busy at the treasure chest registering patrons and rewarding them when reaching their goals.

I worked closely with my practicum student, Megan Marvel developing storytime programming, planning, and presenting skills. All month, we presented a mixed-age storytime together in preparation for her 3 week solo session in August. Megan and I worked with Sarah Hartman to reorganize the picture books in the parenting collection. The books in this collection deal with sensitive issues and we re-cataloged these items to reflect subjects on the spine. We also created a booklist utilizing Bookletters and this list can be accessed on our website. I'm very happy that we were able to start and complete this project over the summer.

I also added some popular thematic subjects to our regular picture book collection. The new subjects included are: Bully, Bedtime, Dinosaur, New Sibling, and School. Mother Goose, Potty, Princess, and Transportation were already in place.

Our summer events went well and we had a wide variety to offer – craft programs, book clubs, concerts, and gaming. This month's most popular performer was David Landau.

I conducted performance conversations with Sarah Goebel and Sally Wood. Both Sarah and Sally provide great support to colleagues and patrons. I'm really pleased with the quality and quantity of their work. Rebecca Van Dan and I also met to make a few adjustments to the LA-II-YS job description and duties to accurately reflect the LA-II-YS positions.

Rebecca Van Dan, Amanda Struckmeyer, and I met this month to have some time to communicate with each other our ideas, goals, and suggestions for the department. We are looking forward to meeting more regularly. We also put together our September/October brochure to include all programs for children, 'tweens, and teens.

Sarah Goebel put together an "anti-boredom" display, featuring books and materials on hobbies, sports, music, and other recreational activities. Sally's DIY corner included activities related to ice-cream – a fun extension to our Sassy Cow Creamery event earlier this summer.

Amanda Struckmeyer, Head of Youth Services



Our Summer Reading Program continued to progress, with many young readers reaching their summer reading goals and participating in our events. In response to several requests for community service opportunities for ‘tweens, we hosted a Humane Society Helpers program. Participants created fleece blankets to donate to the Humane Society. This program provided an opportunity for young library patrons to contribute to the community with a small time investment. Our Animal Lovers’ Book Club met twice for lively discussions of ‘tween animal-centered novels, and Dungeons and Dragons continued with open “Play It!” sessions. Our Make-It Mondays continued to be popular; we had many requests to offer these makerspace/STEAM (Science, Technology, Engineering, Art, and Math) programs in the future.

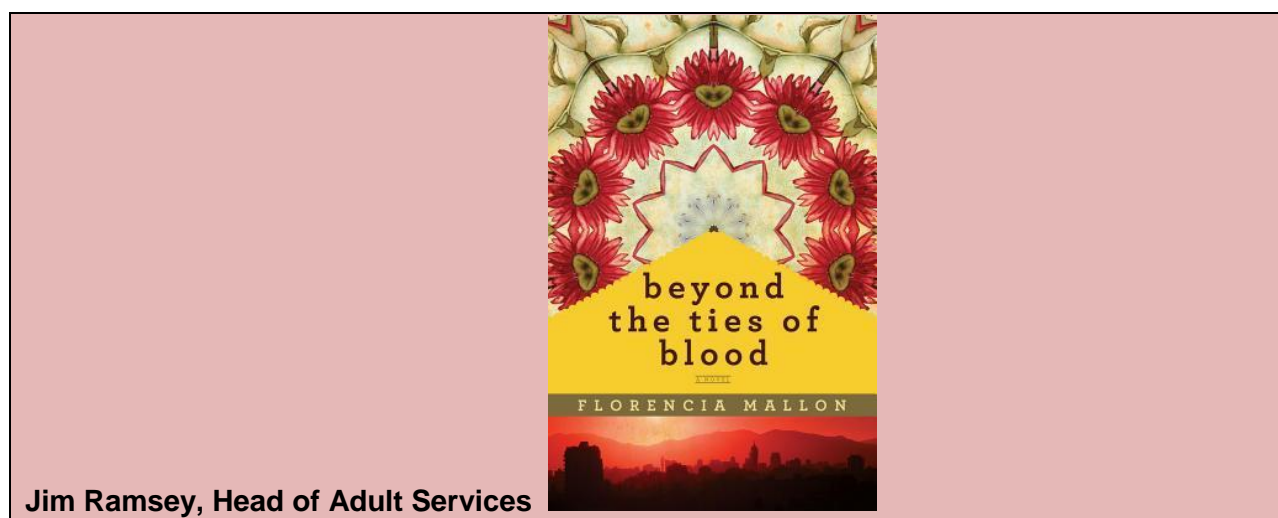
In July, my collection development focused on paperback juvenile fiction. Because our paperbacks circulate heavily in the summer, this is a perfect time to identify books in need of replacement.

We hired a new substitute who will be working in Reference and Youth Services. While it’s hard to say good-bye to our substitutes, we wish Katherine Elchert well as she moves to Rice Lake to begin her career as Head of Youth Services.

I met with Megan Meyer at the City of Middleton’s Recreation Department to discuss potential partnerships. These include cross-promotion of events and sharing programming space. I look

forward to developing this partnership further!

I wrote and submitted my biweekly newspaper column, *Booking It*, for the Middleton Times-Tribune, and continued to act as newspaper liaison. As a member of the WLA Youth Services Section preconference planning committee, I generated publicity for the event and worked on logistics. On the national level this month, I continued my work as a member of the ALSC Advocacy and Legislation Committee. In addition, I reviewed two books for *School Library Journal*.



In terms of programming, the month of July is typically a quiet one for the Adult Services department, and this year was no exception. On July 10th we held a very successful author event with UW-Madison history professor Florencia Mallon in which she discussed and read from her novel, *Beyond the Ties of Blood*. This event was originally scheduled for February of this year but had to be postponed due to inclement weather, which turned out to be a blessing in disguise: By holding the event in July, we were able to tie in the author visit with Jenny's monthly book group. Having the book group read Florencia's novel for their June discussion definitely increased interest and boosted attendance. We are trying another book group and author visit tie-in this month when Madison author Susanna Daniel will visit the library to discuss her new book, *Sea Creatures*. Jenny's book group read *Stiltsville*, Daniel's prize-winning debut novel, for their July discussion, so we hope that this will increase interest and attendance as it did with Professor Mallon's event.

This month we began facing-out books on book easels in the adult fiction section, a change we hope will make the section more browseable and drive circulation. This required the purchase of over 200 plastic book easels, but we feel that the investment will pay dividends in terms of increased book discovery by patrons. Facing-out books at the end of each row of shelving has also forced us to be more aggressive in our weeding of books that are in poor condition and/or have low use. Eliminating/replacing worn and out-of-date copies with fresh, attractive editions will make the collection more aesthetically please and will ultimately increase circulation. Based on anecdotal evidence (e.g., the number of empty easels that need to be refilled each day) it appears that the books placed on display are circulating very well.

Promotion of our online resources continues to be a high priority for the adult services department. As I've written in previous reports, the South Central Library System began earlier this year to provide monthly reports of database usage which allow us to closely track remote and in-library use of our online resources. I'm happy to report that our efforts at promotion and instruction seem to be paying off in a substantial increase in use for our online, subscription databases. The case of Consumer Reports, one of our most popular online resources, illustrates this trend: In the first six months of 2012, Middleton patrons accessed Consumer Reports 499 times in the library and remotely; during the same period in 2013, our patrons accessed the database 1,082 times, an increase of 117 percent! Other resources have shown similar, albeit less dramatic, increases and we hope to continue this trend through advertising, social media promotion, and education.

Finally, we have been training a new reference substitute Page II this month. Kate Wilmot, a first year student at UW-Madison's School of Library and Information Studies, joined our reference team at the end of June. Kate finished her reference desk training at the end of this month and will be training on the main level youth services desk in August. She is one of two new substitute Page II employees that we are hiring in cooperation with Amanda Struckmeyer in the Youth Services department. We hope that by hiring and training more substitute workers we can more easily fill gaps in the desk schedules and free permanent staff for other tasks. All of our substitutes are highly-motivated and patron-oriented; in fact, all are either current UW-SLIS

students or recent graduates. Having multiple substitutes allows flexibility in scheduling and staffing while still maintaining a high level of service to patrons.

Brendan Faherty, Head of Circulation



July found the Circulation department in full summer swing—high volumes of holds and returns, and lots and lots of checkouts! Our circulation for July is always one of the highest months of the year and 2013 was no different. In addition, we continue to see increased use of our three self-check machines. Our percentage of total circulation via Self-Check is consistently hovering around 60%, which is quite an increase over our usual 40-44% of a year ago. In fact, on Saturday, July 20th, we set a new single-day record of 68.5% Self-Check usage, a phenomenal number! [These Self-Check statistics are based solely on in-library Checkouts and do not take into consideration renewals that are done online or remotely. Those renewals do still count toward our overall circulation totals each month.] The entire Circulation staff deserves credit for the overall increase in Self-Check usage—everyone goes out of their way to assist patrons and walk them through the new software. I feel lucky to have such dedicated and inspired co-workers.

After saying goodbye to Jean Javenkoski at the end of June, we were pleased to promote Maria Ochoa Podell to the position of Library Assistant I. Maria has already demonstrated the ability to work and instruct both patrons and staff in various technological aspects of Koha and the Self-Check machines that made her a terrific choice for the position. I am currently evaluating

applications to fill Maria's vacant Page II position and Barbara Henderson is doing the same with several upcoming Page I vacancies (due to high school graduation/returns to college/etc). We hope to fill those vacancies by mid-August and make a seamless staff transition before school starts in the fall. With that, we are saying goodbye to two of our Page I's who are going off to college—Lucas Schneider and Casey Hutchison. We wish them luck in their future endeavors!

The Koha ILS received a significant upgrade the week of July 22nd (the actual upgrade took place the evening of the 24th). The major component of this upgrade was authority control work, rendering the online catalog much more searchable. While the authority work does not have a direct impact on the circulation module, we are still able to use the catalog more efficiently in our regular tasks. I am eagerly anticipating the next upgrade (scheduled for some time later this fall), which will revamp the Fines/Fees tab in the patron record, and clean up a lot of the financial transaction issues that have plagued Koha from the beginning.

Finally, I attended the SCLS ILS User Group-Reports roundtable on July 31. Though not exactly an earth-shattering discussion, it was a welcome opportunity to meet with librarians from around the system and discuss how we use the wide range of reports available to us through SCLS. We also talked about the newer Crystal Reports interface and worked on developing a process for requesting new types of reports in the future. If nothing else, these User Groups are an excellent chance to learn how other libraries go about their daily tasks and what workflows are most effective.

7. AGENDA OVERVIEW

Review of the proposed changes to the Reference Services Policy

See Appendix A for a redlined version.

2013 Library Capital Outlay Projects Boiler Replacement Project – (possible action item)

Mark Goad consulted with the state inspector regarding the boiler replacement project. I'll have his recommendation and documents available at the meeting.

2014 Library Capital Outlay Projects – (possible action item)

Update restrooms \$13,000 (add auto-flushes to toilets, auto-water faucets, auto-towel and auto-soap dispensers; paint toilet dividers; replace lighting; and replace countertops & urinals)

Building feasibility study \$24,000 – request to include the option of a branch location.

2014 Library Operating Budget - (action item)

Proposed budget documents will be provided at the meeting, including an estimated subscription to Tutor.com. Approval of proposed “Decision Items”.

City parking lot east of the Library – enforced time limit. (possible action item)

Patron complaint that the time limit of the study rooms (those without PCs) is three hours, yet our parking lot time limit is 2 hours. The City's initiative to enforce the time limit (issuing parking tickets) has raised awareness of this inconsistency. Consideration to request that the City Council extend the time limit to 4 hours, which would match the parking lot time limit for the Senior Citizens' Center.

Library Board subcommittee – marketing and promotion

President Kubiak will create a subcommittee of the library board for the purpose of community awareness, marketing and promotion.

Middleton Public Library Reference Services Policy

- I Goal Statement and Philosophy of Service
- II The Reference Collection
- III Guidelines and Responsibilities
- IV In-Person Reference Service
- V Telephone Reference Service
- VI Electronic Reference Service
- VII Mail (Postal) Reference Service
- VIII Special Approach Reference Question
- IX Other Public Service Responsibilities

I Goal Statement and Philosophy of Service

- (A) The primary goal of reference service is to ensure the optimum access to information resources through interaction with library users as follows:
 1. Provision of personal assistance by library staff
 2. Provision of formal and informal instruction in the use of library resources
 3. Provision of access to a wide range of information through print, electronic, and online resources, and the use of interlibrary loan and document delivery networks.
- (B) The library patron is the most important person in the library. Service provided to patrons is not an interruption of work but is rather the purpose of it.

II The Reference Collection

- (A) Reference materials are purchased in order to provide assistance with general, rather than specialized, information needs.
- (B) Specific criteria for the selection of reference materials are set forth in section IV (F) of the library's Collection Development Policy. Special emphasis in this area is placed on the timeliness of the materials. The library regularly purchases revisions of standard materials.
- (C) Any item catalogued for the reference collection ("R") does not circulate. There are no exceptions. The library will purchase circulating copies of certain popular and affordable reference titles.
- (D) The library offers free access to the Internet from a number of public work stations. The Internet offers access to ideas, information, and commentary from around the world that can be personally, professionally, and culturally enriching. However, not all resources on the Internet are accurate, complete, or up-to-date. Library staff assumes responsibility only for the information provided on its home page. We do not monitor, have no control over, and do not accept responsibility for material from other sources on the Internet.

III Guidelines and Responsibilities

- (A) A reference service user is a library patron of any age or circumstance who chooses to make contact with a library staff member at the reference desk.
- (B) All inquiries will be handled courteously.
- (C) Staff members will not make value judgments as to the importance of any question. Questions deemed inappropriate for the reference desk will be referred to the appropriate sources.
- (D) Reference questions will be responded to in the order received. In the cases of conflicts or time restraints, priority service will be given to in-person requests. Telephone requests will be noted, and calls will be returned as promptly as possible.
- (E) All answers given by staff shall be verified by legitimate documentation and the sources used shall be noted to patrons.
- (F) Staff are expected to do as much as possible with the available resources and within a reasonable time frame to answer patron requests. Possible limitations are discussed in section VII.
- (G) If it is not possible to answer the request to the patron's satisfaction with the library's materials, the following actions may be taken:
 - 1. Use interlibrary loan service
 - 2. Make phone calls to local sources of information.
 - 3. Refer patrons to other resources outside the library.
- (H) Confidentiality is to be maintained. Patrons and their questions will not be discussed beyond a professional context.
- (I) Questions concerning library policy should be answered by referring to written policy statements. If this does not satisfy the patron, he or she should be referred to the Library Director.

IV In-Person Reference Service

- (A) Staff at the reference desk will maintain an alert and visibly approachable attitude.
 - 1. Any work done at the desk should not become a barrier to public service.
 - 2. Staff should not appear too busy to be interrupted.
- (B) An atmosphere that is conducive to an efficient reference interview should be maintained.
 - 1. Privacy should be provided as best it can in order to encourage the patron to state specific information needs.
 - 2. A low speaking voice is generally appropriate. If necessary, a reference interview may be moved to a more private area.

- (C) Active assistance should be provided
 1. Staff should follow-through with service to the patron.
 2. Basic instruction in the use of resources should be provided as needed.
 3. Whenever possible, patrons should be accompanied to the source of information rather than directed to it, or, in the case of computer searches, they should be shown how the information was retrieved.
- (D) Reference staff may help promote individual reading and independent learning interests by introducing materials that meet and develop topics suggested by patrons.

V Telephone Reference Service

- (A) Service is usually limited to supplying the kind of information that is readily available, does not require extensive searching, and may be accurately imparted over the telephone.
- (B) Ready reference service will be provided for questions that can be answered over the telephone within ~~one minute~~ reasonable amount of time while the patron waits.
- (C) Callback service will be provided the same day for questions that require more than a reasonable amount of time than one minute to answer.

VI Electronic Reference Service

- (A) Staff will utilize the Internet and other electronic information sources in the same way that print sources are used to answer questions and find information. The staff will both instruct patrons in the use of the Internet and other electronic resources as well as refer to these sources as part of a complete reference search strategy. As with print sources, it is not possible for the staff to offer extensive searches or lengthy instruction. The library offers free classes on a scheduled basis.
- (B) Reference questions may be emailed to the library. As with telephone requests, responses will be emailed back within the workday, if possible. ~~Email requests are limited to information of a ready reference nature. More complex questions may need to be negotiated in person at the library, but staff will offer initial suggestions to begin a search.~~
- ~~(C) Through its affiliation with the South Central Library System, the Middleton Public Library is a member of AskAway, a 24/7 reference service. AskAway is a member of the 24/7 Reference Consortium, which includes academic and public libraries located throughout the United States and Canada.~~

VII Mail (Postal) Reference Service

- (A) Mail reference service is generally not within the scope of the library's reference service program. Mail inquiries will not be accepted from anyone living within the South Central Library System service area.

- (B) Staff will attempt to answer mail inquiries received from outside the South Central Library System with available local resources. Preference will be given to requests for information specific to Middleton. Generic requests, i.e., questions that can be answered with the resources available at most public libraries, or requests that involve extensive searching will not be honored.
 1. Genealogical requests will be referred to the State Historical Society Library.
 2. Unusual requests will be referred to the Library Director.
- (C) Requests that require the photocopying of more than ten pages must be accompanied by payment. The cost is ten cents per page.

VIII Special Approach Reference Questions

- (A) Evaluations and ratings
 1. Assistance is provided to patrons in locating the appropriate sources of information and, if necessary, directions on how to use them.
 2. For telephone requests, staff may read a summary evaluation of a specific product, citing the source of the information. Staff may give brand names and model numbers of products and may quote car prices.
 3. Personal opinions are not appropriate in this area.
- (B) Values of art works, coins, stamps, and other collectibles.
 1. Undocumented appraisals of the values of such items are not given.
 2. Staff will refer patrons to standard antique and collectible price guides, when appropriate.
- (C) Critical analyses
 1. Personal critical analysis, interpretations, or judgments of the merit of literary works are to be supplemented with published critiques whenever possible.
 2. All personal evaluations should be identified as such.
- (D) Medical, legal, statistical, and technical information
 1. Material of any type related to these fields (including tables, charts, equations, laws, regulatory or tax information, legal and medical definitions) are not to be interpreted by staff.
 2. In the case of telephone requests, information may be read over the phone, including the citation of the source, but patrons must interpret the information. Patrons should be advised to read the material for themselves.
 3. Staff should feel free to state that they do not have the specialized knowledge to interpret material for conclusive answers.
- (E) Compilations and literature searches: Staff does not prepare extensive compilations, bibliographies, lists, and the like for patrons, nor are exhaustive literature searches undertaken.
- (F) Translations: Staff ~~does not will~~ supply oral translations for patrons for reference-related topics, as time and schedules allow.

- (G) Tax forms
 1. The library makes available reproducible tax forms provided by the federal Internal Revenue Service and the state Department of Revenue ~~as well as copies of commonly requested forms in bulk.~~
 2. The library staff is not qualified to offer assistance in tax form preparation or to interpret tax laws. Appropriate referrals to other agencies may be suggested.

IX **Other Responsibilities of Reference Staff**

- (A) Staff at the reference desk oversees the use of the library's public computers, printers and scanners on the lower level.
- (B) Staff will assist patrons in using the photocopier, public fax and microfilm reader/printer.
- (C) Non-staff telephone use
 1. A phone is available for patron use in the vestibule of the library, but staff may give permission to patrons to use a library telephone if the situation warrants it.
 2. Except in emergency situations, telephone requests for paging and/or searching for people will generally not be honored.
- (D) Quiet area/Study rooms
 1. Staff may request that fewer people work together in one area if the situation warrants it or suggest that they use one of the library's study rooms.
 2. Individuals or groups of up to five may sign up to use the library's study rooms.
- (E) Proctoring
 1. The reference staff may serve as proctors for students in accredited extended degree programs.
 2. Students must schedule exams in advance.
- (F) Circulation functions: Reference staff will generally refer such questions to the circulation desk.

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