



## August 2013 Report

Presented at the September 10, 2013 Library Board Meeting

### 1. STATISTICS

#### Circulation:

|               | Adult  | YA    | Juv.   | Total  | Year to Date |
|---------------|--------|-------|--------|--------|--------------|
| 2013          | 39,512 | 5,031 | 25,477 | 70,020 | 530,582      |
| 2012          | 39,867 | 5,376 | 25,450 | 70,693 | 533,753      |
| 2011          | 39,955 | 5,690 | 25,596 | 71,241 | 519,653      |
| (2012-13 +/-) |        |       |        |        | (-.59%)      |

#### Self-Service checkouts:

|      | ITG    | ITG#2  | ITG#3 | Total  | % of total circ |
|------|--------|--------|-------|--------|-----------------|
| 2013 | 14,331 | 12,806 | 5,459 | 32,596 | 46.6%           |
| 2012 | 13,631 | 12,383 | 4,958 | 30,972 | 43.8%           |
| 2011 | 12,493 | 12,632 | 5,065 | 30,190 | 42.3%           |

#### Library cards issued:

|      | Adult | Juv. | Sr. | Org. | Total |
|------|-------|------|-----|------|-------|
| 2013 | 126   | 6    | 3   |      | 135   |
| 2012 | 115   | 35   | 1   |      | 141   |
| 2011 | 118   | 50   | 2   |      | 170   |

#### LINK holds:

|      | Loaned to | Borrowed from |
|------|-----------|---------------|
| 2013 | 18,973    | 19,121        |
| 2012 | 19,124    | 18,157        |
| 2011 | 16,595    | 18,455        |

#### Miscellaneous:

|      | ILL | Visits | Study rooms use             | Fax         |         |
|------|-----|--------|-----------------------------|-------------|---------|
| 2013 | 58  | 33,468 | 568.75 Hours / 411 Bookings | 76 sessions | 185 pgs |
| 2012 | 83  | 33,735 | 510 hrs. / 364 bookings     | 78 sessions | 215 pgs |
| 2011 | 87  | 33,295 | 634 hrs. / 419 bookings     | 52 sessions | 152 pgs |

#### Walk-in laptop WI-FI access sessions:

|      |     |
|------|-----|
| 2013 | 664 |
| 2012 | 804 |
| 2011 | 958 |

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

| Date      | Program  | Attendance |
|-----------|--|------------|
| 8/1/2013  | <b>Baby Storytime</b> : Demonstrator, Svetha   | 16         |
| 8/1/2013  | <b>Preschool Storytime - Favorites</b> : Demonstrator, Svetha  | 19         |
| 8/1/2013  | <b>Teen Techno Minutes</b> : Demonstrator, Sam, RL (supervisor)  | 2          |
| 8/1/2013  | <b>Magician "Great" Scott Obermann</b> : Demonstrator, Scott Obermann  | 122        |
| 8/2/2013  | <b>Pheasant Branch Event</b> : Demonstrator, Amanda, Pamela  | 10         |
| 8/2/2013  | <b>Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon  | 21         |
| 8/2/2013  | <b>Techno Minutes</b> : Demonstrator, Rebecca L  | 2          |
| 8/2/2013  | <b>Juggling with Jason Hueneke</b> : Demonstrator, Jason Hueneke   | 60         |
| 8/3/2013  | <b>End of Teen SRP Picnic</b> : Demonstrator, Rebecca V.<br> | 38         |
| 8/5/2013  | <b>Microsoft Word for Job Seekers</b> : Demonstrator, Walker   | 8          |
| 8/6/2013  | <b>Techno Minutes</b> : Demonstrator, Rebecca  | 1          |
| 8/6/2013  | <b>Dungeons and Dragons</b> : Demonstrator, Kurt Ellison   | 16         |
| 8/6/2013  | <b>Kids Yoga</b> : Demonstrator, Jamie Gepner  | 25         |
| 8/7/2013  | <b>Summertime Storytime</b> : Demonstrator, Megan (Svetha observed)  | 45         |
| 8/8/2013  | <br><b>Animal Lovers' Book Club</b> : Demonstrator, Amanda | 6          |
| 8/8/2013  | <b>Techno Minutes</b> : Demonstrator, Sam, RL supervisor   | 2          |
| 8/8/2013  | <b>Author Susanna Daniel</b> : Demonstrator, Susanna Daniel, Sandi from A Room of One's Own bookstore  | 45         |
| 8/13/2013 | <b>Kids Yoga</b> : Demonstrator, Jamie Gepner  | 28         |

|           |  |                  |
|-----------|--|------------------|
| 8/13/2013 | <p><b><u>Meriter Hospital Mother-Baby Hour</u></b> : Demonstrator, Svetha</p>                            | 10               |
| 8/14/2013 | <b><u>Summertime Storytime</u></b> : Demonstrator, Megan and Katrina (Svetha Observed)   | 60               |
| 8/14/2013 | <b><u>Kromrey Open House school visit</u></b> : Demonstrator, Rebecca V., Sara S., Katie A.  | 300              |
| 8/14/2013 | <b><u>Sauk Trail Elementary School Information Day</u></b> : Demonstrator, Amanda, Svetha, Barbara   | 20               |
| 8/15/2013 | <b><u>I'm "Board"!</u></b> : Demonstrator, Svetha  | 0                |
| 8/17/2013 | <b><u>Techno Minutes</u></b> : Demonstrator, RL  | 1                |
| 8/20/2013 | <b><u>Techno Minutes</u></b> : Demonstrator, RL  | 1                |
| 8/20/2013 | <b><u>Kids Yoga</u></b> : Demonstrator, Jamie Gepner   | 22               |
| 8/21/2013 | <b><u>Summertime Storytime</u></b> : Demonstrator, Megan and Katrina (Svetha observed)   | 54               |
| 8/21/2013 | <b><u>Creative Writing Group</u></b> : Demonstrator, Kathy Steffen   | 12               |
| 8/22/2013 | <b><u>Free Digital Magazines with Zinio!</u></b> : Demonstrator, Jim   | 20               |
| 8/24/2013 | <p><b><u>Good Neighbor Festival</u></b> : Demonstrator, Rebecca Light, Jill Kubiak (Library Board)</p>  | 200              |
| 8/29/2013 | <b><u>Let's Talk About Texts - American Gods</u></b> : Demonstrator, RL, JAR   | 11               |
| 8/31/2013 | <b><u>DIY - Sports</u></b> (DIY) : Demonstrator, Sally   | 87               |
|           | <b>Number of Programs / Total Attendance</b>   |                  |
|           | Children's   | 18 / 621         |
|           | Teens  | 2 / 338          |
|           | Adults   | 13 / 310         |
|           | <b>Grand Total</b>   | <b>33 / 1269</b> |
|           | DIY/Passive Program Total  | 2 / 92           |

**3. LIBRARY EXHIBITS**

|   |                                      |
|---|--------------------------------------|
| <b>Exhibit Case</b>                     | <b>Art Rails</b>                     |
| Gourd Society - Wayne Otto, Teri Schmit | Azul Sphaera - Pen & Ink, Watercolor |

**4. STAFF DEVELOPMENT: MEETINGS & CONTINUING EDUCATION**

| Date      | Staff                | Title  |
|-----------|----------------------|--|
| 8/1/2013  | Pamela               | <a href="#">Get Moving Middleton</a> : Joe Parisi, MHK (Retirement Partners), Happy Hill, Qualia   |
| 8/5/2013  | Amanda, Walker       | <a href="#">SLIS Distance Program Career Panel</a> : A six-person panel made up of SLIS graduates spoke with the incoming distance education cohort about our career paths and advice.   |
| 8/8/2013  | Pamela               | <a href="#">Beyond the Page - LAT</a> : Campaign, Fundraising, programming, Fall Humanities Calendar.  |
| 8/14/2013 | Sarah H.             | <a href="#">Webinar -- Coming soon: OverDrive Media Console 3.0</a> : A brief overview, presented by OverDrive staff, of the new version of the OMC app, which will become available on 8/20 for Android 4.0 or newer and iOS 6 or newer.  |
| 8/14/2013 | Brendan              | <a href="#">ILS Committee Meeting</a> : Regular discussion of ILS-related issues. Reports from CSC, CMC, and PACC subcommittees. Discussed possible uses for 2014 LSTA Grant money.  |
| 8/16/2013 | Staff - 42 out of 60 | <a href="#">All Staff In-service</a> : Future of our Library - 2014 Short Term Goals, brainstorming new ways to reach out to the community, social media, and ways to create maker space activities. Instruction on how to use Bookletters (Staff recommends).   |
| 8/20/2013 | Pamela               | <a href="#">Finance, Personnel and Common Council</a> : Update to the Personnel Policy was discussed (ins. coverage for employees on unpaid leave); reallocation of the boiler funds to the HVAC - VAV replacement.  |
| 8/22/2013 | Pamela and Brendan   | <a href="#">CVMIC training</a> : Employment Practices Liability Training on the Americans with Disabilities Act.   |
| 8/23/2013 | Rebecca L. & Pamela  | <br><a href="#">United Way Day of Caring</a> : Youth Services collected age appropriate books to give away to students attending the event (kids participating in the afterschool program, many with an incarcerated parent).   |
| 8/26/2013 | Jenny Carr           | <a href="#">Affordable Care Act and How it Relates to Wisconsin Libraries (Webinar)</a> : Presented by DPI's Library Development group, with special guest Steve Johnson from Ebling Library. Brief overview of Affordable Care Act and how it will be implemented in Wisconsin. Provided websites to use for information. Explained dates of enrollment and how federal funding is being used to train navigators. Information/discussion on what libraries can do to help patrons. |

|           |                    |   |
|-----------|--------------------|---|
| 8/30/2013 | Amanda Struckmeyer | <b>ALSC Services to Special Populations and Their Caregivers Meeting</b> : This was the first meeting of the ALSC Services to Special Populations and Their Caregivers Committee. We discussed committee projects and steps to take to prepare for our in-person meeting at the ALA Midwinter Meeting, where we will be reviewing grant applications and selecting a recipient for the Light the Way grant. |
|           |                    |   |

**5. DIRECTOR'S REPORT**

**Facility:**

Public Works and A.L. Landscaping completed the sidewalk ramp and landscaping project to the parking lot. The ramp has a more agreeable slope than the one facing Hubbard Avenue and can better accommodate converging foot traffic due to the widening of the ramp.

The Council approved our request to apply some of the CIP funds earmarked for the HVAC boiler replacement project towards the HVAC controller project. Public works prepared the necessary documents to advertise for bids for the controller project. Deadline for bids is September 19<sup>th</sup>.

Request to apply the remaining funds towards the building feasibility study, public restroom updates and contingency funds were denied. The study and the updates were submitted as 2014 CIP requests.

**Services:**

Circulation statistics were slightly down in almost all areas during August of 2013, compared to the figures recorded in August of 2012. On the other hand, programming and outreach was unusually high thanks to the efforts of board and staff to reach out to the community in new and creative ways, including back-to-school visits, Good Neighborfest table, contributions to MOM Backpack Program and a geocaching program and a consorted effort to expand our social media presence.

The Citizen Satisfaction Survey results were released and the Library received some outstanding feedback from its users! The final tabulations were shared with you in an email and are available on the City's website.

**Media:**

BBC News reporter Franz Strasser from Washington made a visit to the Middleton Public Library to film and interview staff and patrons about how the library provides access to children's books featuring minorities. He is working on a follow-up story to the CCBC's report released this past spring about the lack of minority representation in today's children's picture books.



**Staffing:**

This month's half-day All Staff In-service was productive!

**We reviewed the GOALS FOR 2014**

ANALYZE THE CURRENT LIBRARY BUILDING STRUCTURE AND GATHER COMMUNITY INPUT TO CREATE A PLANNING DOCUMENT FOR FUTURE LIBRARY FACILITY/IES USE EXPANSION AND/OR BRANCH

REBUILD PRINT COLLECTION (REPLACE CLASSICS AND UPDATE NON-FICTION ADULT HARDCOVERS)

DESIGN REGULARLY SCHEDULED INTERGENERATIONAL PROGRAMS WITH A FOCUS ON INNOVATIVE EXPERIENCES & MAKER/CREATION EVENTS

CREATE A COMMUNITY AWARENESS PLAN TO INCLUDE PARTNERING, COLLABORATING AND CROSS-PROMOTING WITH OTHER DANE COUNTY LIBRARIES, OTHER EDUCATIONAL & CULTURAL ENTITIES, FRIENDS OF THE LIBRARY, VOLUNTEERS, AND OTHER CITY DEPARTMENTS

ADD ONLINE TUTORING FOR STUDENTS

BROADEN STAFF CONTINUING EDUCATION

EXPAND PUBLIC INSTRUCTION CLASSES RELATED TO DIGITAL CONTENT ACCESS AND ITS USE

Staff was asked.... "If you were to describe the Library with one word, what would it be?"

Here's what they had to say:



Middleton Public Library Staff was asked to name two personal interests & apply them to library efforts in new and creative ways:



## Brainstorming the Library's Future

### **Social Media: Goals and Notes**

Bring non-users to the library

Steer information seekers to our digital services (online databases)

Get the word out about our services, programs and events

Demonstrate that we ARE still relevant! (The internet hasn't made us obsolete.) and showcase library offerings as "something for everyone."

Library staff is encouraged to Like MID's Facebook page and invite their friends to Like it too.

### **Best Practices:**

Posts should include a variety of things – fun stuff, photos, events, scavenger hunts, outside web content, discussions and interesting new stories, as well as, event reminders.

Smaug should have a Twitter account

How about a Goodreads account linked to our Facebook account? Pinterest? Tumblr? Other?

### **MakerSpace or CreateSpace:**

#### **Ideas:**

3D printer

Scrapbooking tools – for use

Cooking pans – for circulation

Pumpkin carving tools-for use or checkout

Seed library concept

Building "Little Free Libraries"

Checkout an expert program

Knitting needles- for circulation

Sewing machines

Screen printing

Dark room photography

Arduino boards

Raspberry Pi Devices

Bookie Board

Photoshop/Illustrator

Drawing tablets

Veterans' Oral History Project

Music Sound/video recording studio

#### **Program Ideas:**

Board game night for adults

Geocaching (this is about to be launched)

Minecraft

**IDEA BOX:** These are staff submitted ideas as follow-up to our staff inservice.

Director's Notes are in the [squared brackets] ☺

Outreach – Social Media suggestions:

I think it would be fun to use some of the social media to showcase the library and the librarians, fun stuff we do, “adventures” we have, and just showing who we are and how we see the library. [We definitely can do more of this!]

Make an infomercial of how to use the self-checkouts on our YouTube Page. [And the author of this suggestion offered to help!!!]

Staff picks wall each of us chooses a book we enjoy (optional). [We do this on a quarterly basis. I hope you'll participate in the next round of staff recommends and/or on the Bookletters site.]

And put them on a shelf so patrons can see our favorites, link to Goodreads account (?). [A library Goodreads account is an excellent idea!]

Patron bulletin board to give reviews of movies they have enjoyed from the library. [I like it!]

Movie reviews in the Bookworm. Start a movie club [in the same fashion as] book club. Have movie recommendations. [I agree that this would be popular.]

“Community education” about putting books in book drop properly (perhaps a bookmark – new signage – electrification of book drop box....) [Good idea. Perhaps the key to making this project successful is to make it informative AND fun.]

Smaug should have a Twitter account; he should also have a current read. [Cute!]

I think it would be good to reach out and collaborate with clubs at the various local school and give them a place to gather for out-of-school events projects/meetings (like the Anime/Manga

Club). [What a fantastic idea!]

Library stickers/decals, and other stuff that could be sold. People have asked if the new t-shirts are for sale. Also totes and summer reading program t-shirts have been asked about. [Library swag is fun. We'll get started in September with buttons and see how that goes!]

For the Facebook/Flickr and Twitter: I think the staff should ALL be able to post appropriate content. We also should have a Facebook fan page where patrons can post stuff. [All permanent staff is able to post. It would be wonderful to engage readers in an online environment. We simply don't have adequate staffing at this time to monitor posts from the public.]

#### Library Services & programs:

Interactive art displays scattered throughout the library. [Wow. This would be quite a project. Let's explore our options!]

Converting music from cassettes to CDs or MP3s (owning a conversion machine at the library). [I agree that there might be demand for this service. It could fall into the maker space category.]

Coffee + Donut and Donut Coffee Smoothie [Awesome! [One of our long term goals is to convert the book sale room into a coffee shop style community gathering space.]

More lists (either in print or electronic) of books for teens and kids to read, based on genre, similar books, reading level, and other such criteria to help young patrons and their parents find books. [I think you're right, we can never have too many lists and readers' advisory tools!]

Library raptor – preferably with lasers. [Raptors in the library (not in the sense of owls and eagles – which I would love to see here at the Middleton Public Library) involves gaming – an area of programming that we have barely scratched the surface and is very popular in other libraries. I support this endeavor 100%!]

Get a maker station, or Patrick Rothfuss author visit. [According to Patrick's website, his touring schedule is pretty full for the next 6 months or so. Perhaps we can get him in down the road. Great idea!]

Library short films about awesome stuff, programs, etc. [Yes.]

Pop culture activities! A Sherlock meet-up. [This is a fantastic idea to help attract the 20-30 year-olds and those with the pop culture mindset.]

A reality show trivia contest. [Oh, another great pop culture idea.]

Classes for high school/college students teaching them about taxes, filling out applications, apartment living, cooking and other important information needed for moving out/becoming independent/becoming an adult. [Okay, now that's an area I don't think we have explored at all. Sounds like a helpful Teen program.]

3D printer!! [Yup. You have my support on this one. The 3D technology is the source of many new advances including things like "Invisilign".]

Student artwork from all the schools on display for a month. At the end of the month, have a social event to celebrate the artists and bring a lot of people into the library. [We did this for the first time last year. We hope to do more in the future.]

Third floor!!! (Teens and children's area with a 3D castle!) [The option of a 3rd floor is going to be explored in 2014 with our Building Feasibility Study, but likely it will not hold collections.]

Self-publishing printer makerspace. [Zine publishing in libraries is very popular!]

Set aside World Language items so it's easier for patrons to find them (like the Spanish collection) and have the sign in those languages. [Great minds think alike! This is a long term goal.]

Children's programs at times when working families can attend, e.g., Saturday/Sunday/early evening. [We currently offer Saturday programs, but very new Sunday and evening programs. We can work on this.]

Maker space ideas: Combine the Middleton history idea with the Photoshop idea, do a seminar or area to digitize and also retouch the photos (restoration project). [Yes, a project that would require lots of planning, but would be a great way to engage the community.]

Robots \* Drones \* Making a PC from "junk" computers [O-oo, sounds like a perfect project/program for community experts.]

More foreign language books, not to learn the language, but like...Harry Potter in Italian or Chinese. More \$ just for anime and manga. The high school is beating you. [Oh, we would love to expand this collection! It is one of our long term goals. Perhaps our current weeding project of the adult nonfiction will turn up more space to get started before a building expansion.]

I liked the ethnic programming presentation you gave!

Partnering with Middleton Historical Society on Jennifer's idea to digitize Middleton photos and working with Middleton High School – great idea! [Yes! Locals and historians would have online access to historical Middleton photos.]

Staff needs:

Purchasing a small book cart just for the back room to use for taking holds out – the two that the circ desk personnel use are usually in use, especially at afternoon delivery time. [Given the numerous book carts we currently have, I was not aware that we were still short a cart.

Thanks.]

All staff get gold library cards. [These cards have historically been reserved for individuals retiring from the library board, but why not?!]

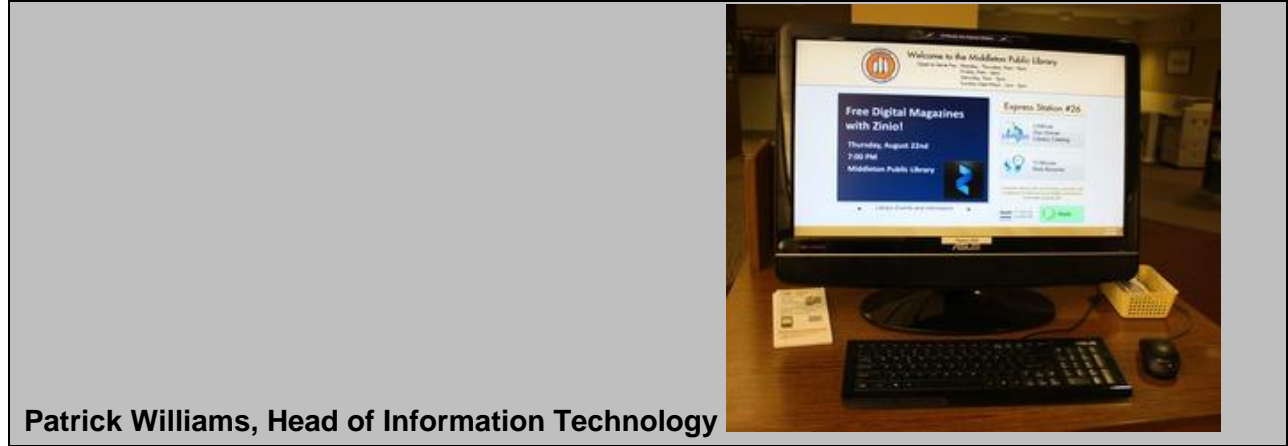
May we take a staff inservice/field trip to the new Madison Central Library? [This was the original plan for our August meeting, but we couldn't get a time scheduled.]

Tour of Sector 67 [Let's see if we can schedule this for a 2014 staff in-service.]

Religious dietary restrictions: It would be sensitive of use to keep all ham/pork products marked and separate from others. [Thanks for bring this to my attention!]

It would be great to have a tap on the breakroom sink that delivers (very) hot water. I bet it would be much cheaper than this bottled water (in plastic – that has sat in that plastic for who knows how long). A bubbler could be installed where the plastic bottle dispenser now stands if people need (very) cold water. [Thanks for your insights. It is probably time to look into a kitchen remodel, e.g., updated refrigerator with water and ice dispenser, dishwasher and hot water from the faucet.]

## 6. LIBRARIAN'S REPORTS



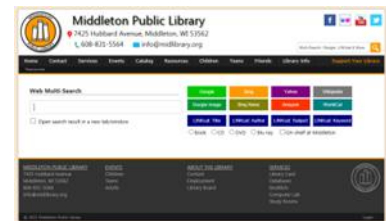
Patrick Williams, Head of Information Technology



The bi-monthly library newsletter, “The Bookworm” received a design refresh for the first issue of volume 13. Issues contain articles written by staff and program & event highlights. It is mailed out current

Friends of the Library members, now at 250. Issues are also made available for in-library pickup, and digitally on our website. Special thanks to Pamela who gave the bookworm character logo trendy attire.

A multi-web search form was developed for the future website; allowing users quick-search various search engines, including LINKcat with easy format limits and restrict to “Middletton only” items.



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



The Teen Summer Reading Program wrapped up in August with a Picnic Finale and a final tally of 275 teens participating. At the Picnic, we drew the names of our five Grand Prize Winners and announced the winners of our Writing, Drawing, and Photography Contests and offered a copy of all entries bound into a book for checkout. Compilation of the book, making entries anonymous for judging, meeting with judges, making voting guidelines/slips, and displaying the artwork took up some time this month, as did preparing for upcoming fall programs and publicity measures. We also rescheduled with a performer to do a fencing program in September in addition to our regularly scheduled programs.

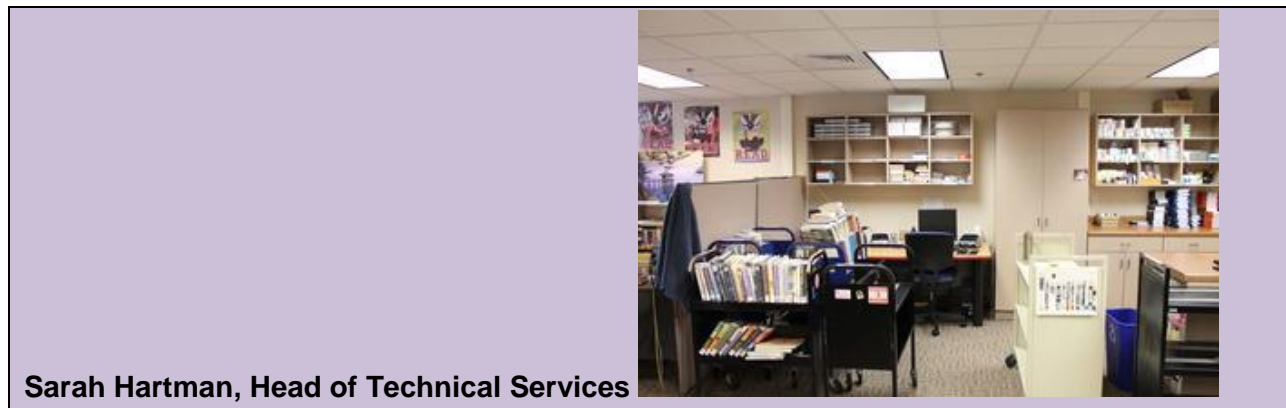
This month we wrote letters and sent bookmarks to all the middle school and high school teachers in the district explaining the services we offer for both teachers and students, and mentioned a few upcoming programs that their students might be interested in. We participated in Kromrey's Open House, providing library card registration at the school and showing participants how to use a button-making machine. We were both happy and surprised to have so many people line up to get a library card! In response to a teen request, we also contacted an art professor at the UW who specializes in digital media and who has agreed to teach a class for us on how to use digital drawing tablets.

We also straightened up our supply closet and weeded the Spanish collection and video games, donating a number of teen prize books to the United Way and older Spanish books to the Little Free Libraries program. We caught up a little with ordering this month, and Kathy weeded and reordered quite a few Humor titles to meet the huge demand for our Garfield

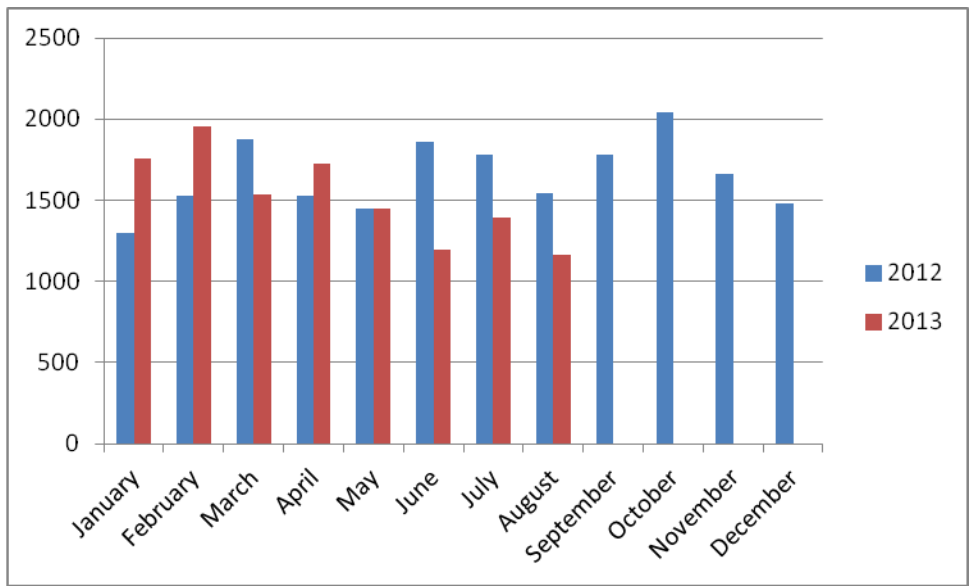
books, while Rebecca ordered a number of Spanish movies and books in response to a donation for materials in this area.

We created a proposal for a teen e-reader book club this month with much input from Sarah H. and other staff to outline project details and specific costs, and were excited to get the e-readers so quickly. We are still working to resolve issues with amazon to be able to download titles, and hope to be able to circulate the e-readers soon. We also met with Brendan this month to learn how to submit weeding reports through Koha and did quite a bit of training with two new subs, Breanna and Kate, as well as training a great new teen volunteer, Tommy. The teen volunteer schedule has been revised quite a bit, with many students needing to shift volunteer times due to school activities starting.

Displays: Summer Lovin', Back to School, Hot Summer Titles



Despite a number of Technical Services staff taking significant vacation time in August, typically a slower month, we still got a lot done. We added 255 new bibliographic records for items not yet in LINKcat and a total of 1163 new items for circulation. We have added 12,179 new items so far in 2013. During the same period (January-August) in 2012, we added 12,852 items. The following chart shows 2012 and 2013 statistics for items added:



This month we also spent time working with the Adult Services Department on some major weeding and relabeling projects, which are important for collection maintenance and will continue throughout the rest of the year.

Jason will be heading up our new Social Media Committee, which will have its first meeting this fall. His enthusiasm for using technology to communicate with our community will surely make this committee a success.



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

We concluded our "Dig Into Reading" Summer Reading Program at the beginning of the month but extended the time in which patrons could turn in their logs to earn their prizes for reaching

their reading goals. Extending the time allowed for approximately 100 patrons between 0-12 years of age to receive their ½ way and final goal prizes and kids and parents were very appreciative of the extension.

I typically don't offer many programs in August after the SRP. This year, I offered a 3-week yoga workshop presented by Jamie Gepner, a local children's yoga instructor. The program was well attended and received. I hope to invite Jamie back to the library in the future. In addition, my practicum student Megan Marvel, offered 3 drop-in storytimes and they were very well attended. It was a pleasure working with and supervising Megan. She did a great job and we're pleased that she will be starting her work as a substitute in Youth Services this fall.

I made my quarterly visit to Meriter Hospital's Mother-Baby Hour. I took some photos and wrote a brief article to include in our newsletter. Amanda Struckmeyer, Barbara Henderson, and I also made a visit to Sauk Trail Elementary School during their school registration. It gave us an opportunity to meet with parents and children, sign them up for library cards, and provide information about library programs and resources.

I also met with Elizabeth Raj, a speech-language pathologist. She and her colleague will be visiting the library in November to present a storytime and will be available to answer questions and point parents to resources available to them.

Sarah and Sally continue to provide fantastic support to the entire YS team with their displays, posters, and customer service. Sally's sports related DIY activities were a great match for the sports display Sarah created in honor of James Helmuth. The latest "wise owl" bulletin board is especially cute!

Another successful summer with lots of exciting ideas in store for the fall!

**Amanda Struckmeyer, Head of Youth Services**



This month, we wrapped up our Summer Reading Program. We received a lot of positive feedback to our streamlined incentive program. Several 'tween programs were offered at the library, including a very well-received magician and our summer book club. I also provided outreach activities at a Friends of the Pheasant Branch Conservancy event for families. Svetha Hetzler and I, along with Circulation Supervisor Barbara Henderson, staffed a table at Sauk Trail Elementary School's Information Day. We shared information about our library and upcoming programs, and several families signed up for library cards.

I coordinated our monthly YMCA after-school outreach visits with the YMCA of Dane County. I will personally be facilitating these visits this year, and I look forward to serving the community in this way.



In August, my collection development focused on juvenile fiction. We continue to replace worn copies of paperback titles and ensure that the series we own are complete.

We worked on preparing for and promoting our fall programs; I created several handouts and bookmarks, including one handout listing fall events for school-aged children. After receiving permission through the Middleton-Cross Plains Area School District, we arranged to have a copy of the flyer sent home with every child in 2<sup>nd</sup>-5<sup>th</sup> grades.

We hired and trained three new substitutes: incoming SLIS students Breanna Salzsieder and

Mary Vogt, and recent practicum student Megan Marvel. We are fortunate to be located so close to the university; our substitute positions provide us with dedicated, flexible staff, while providing these employees with valuable work experience in a public library setting.

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 began my work as a member of the ALSC Services to Special Populations and their Caregivers committee. In addition, I reviewed two books for *School Library Journal*.



**Jim Ramsey, Head of Adult Services**

The month of August was relatively quiet in terms of programming for adults. Early in the month, we hosted prize-winning Madison author Susanna Daniel, who spoke to a packed room about her newest novel, *Sea Creatures*. As with past big-name author events, we partnered with local bookstore A Room of One's Own to offer copies of Susanna's books for sale. Also in August, we held our first-ever technology instruction session on Zinio, the library's digital magazine service. Many participants commented that the session was extremely helpful in clearing up confusion about Zinio's registration and checkout processes. After the lull of July

and August, we are preparing for a packed fall schedule, with twelve programs scheduled just in the months of September and October!

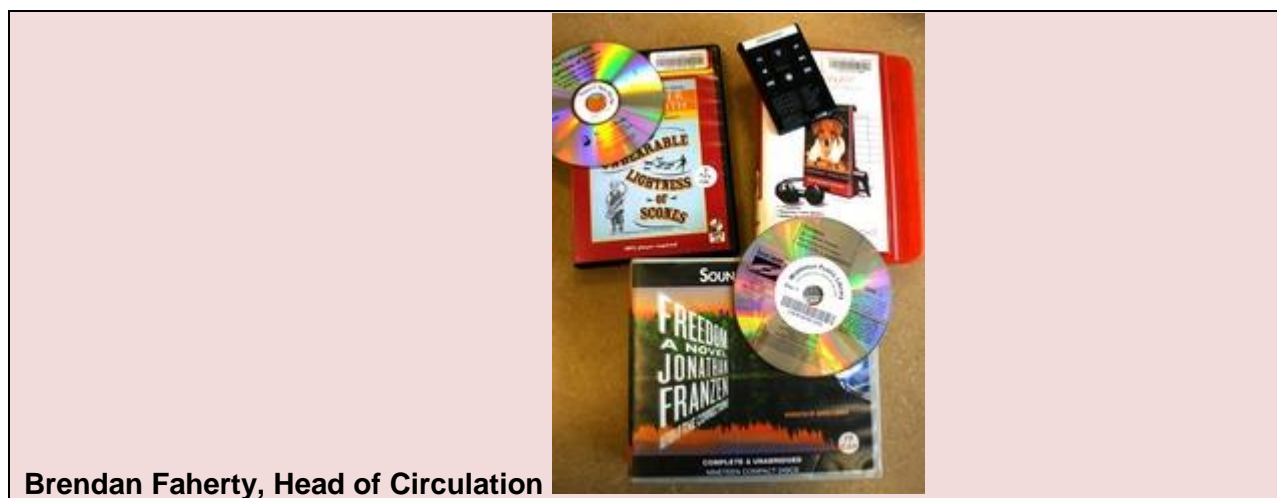
We also wrapped up our Adult Summer Reading program at the end of this month. 130 patrons signed up for the program this summer, down slightly from last year when about 150 people took home reading logs. This year, I decided to buy more prizes for the end-of-summer drawing with the hope that having more winners would encourage more people to participate. We had 10 prizes this year (everything from Barnes & Noble gift cards to free pies from the Hubbard Ave Diner), twice as many as last year, and all of our winners were extremely excited and appreciative. In the past, I've considered the idea of having a large "grand-prize" that might entice patrons to sign up, but this year I felt that a large number of smaller prizes (each valued at about \$25) would create more good publicity for the program in the long-run. Next year, I may explore the possibility of securing larger prizes through donations from community businesses.

Our library assistants, Jenny and Rebecca L., have each been pursuing special projects this month. Jenny worked with a geocaching group to set up a cache at the library to which participants will be directed by GPS coordinates and a series of clues. We hope that this unusual partnership will generate publicity for the library and bring people into the building who may not otherwise visit. Rebecca L. did outreach at two community events this month: The United Way Day of Caring, where she reprised her role as Snow White, and The Middleton Good Neighbor Festival, where she and library board President Jill Kubiak set up an informational table promoting the library's services. Rebecca has done an excellent job with



outreach in the past and she continues to think of new ways to create awareness of the library among members of the community.

Finally, we began two major weeding projects this month, one involving Adult Fiction and the other a systematic review of the Adult Non-Fiction collection. For the former, I will be working with Vijaya in Technical Services to identify books in poor condition (shabby covers, yellowing spine labels, etc.) for removal and possible replacement. For the non-fiction collection, we are enlisting the help of Walker and Sarah M., two of our Page II Reference Substitutes, who will go through small sections of the collection looking for outdated or worn materials. Our goal with both of these projects is to improve the substantive content and the aesthetic appeal of our collection by eliminating, and in some cases replacing, old and unused items.



The month of August in the Circulation Department serves as a chance for us to collectively catch our breath after the frantic pace of summer. But that does not mean we have not had tasks to accomplish and changes to implement.

As with each start of a new school year, we have had some staff turn-over. We said goodbye to two of our Page I's, Casey Hutchison and Lucas Schneider, who are off to college (though Lucas is staying on as a Page II Sub). Former Page I Jenny Fidler has been promoted to a Page II position out at the Circulation Desk and is progressing quickly in her training and comfort level working directly with library patrons. To fill the void of all these departures, we

have hired three new Page I's: Zaynab Abdullah, Rasika Ramanathan, and Tiffany Reichard, and we are lucky to have three such wonderful new employees!

Circulation staff have been participating in some recent school visits in conjunction with Youth Services staff in an effort to be proactive and bring the library experience out into the community. Barbara Henderson attended the Sauk Trail Student Orientation Night, and Katie Adkins and Sara Simpson spent time at Kromrey for their School Orientation Day. Both locations signed up numerous new cardholders and received an overwhelmingly enthusiastic response to the library presence. We are definitely looking forward to more outreach-type Circulation opportunities in the future. (I actually just spent the morning at the Quilt Expo at the Alliant Energy Center, promoting Dane County Libraries and the Beyond the Page campaign.)

Most of the Circulation staff attended the All-staff Inservice on August 16<sup>th</sup>, and I arranged all the food preparations for the half-day event. I also attended the city-sponsored CVMIC Employment Practices Liability Training Seminar on August 22<sup>nd</sup> at the police station.

We continue to educate and demonstrate for patrons the use of the new self-check software and look for ways to improve service, both at the self-check machines and in our face-to-face interactions. The circulation supervisors and I have had several discussions recently focusing on customer service and are looking to make it a focus of our next full Circulation Team Meeting.

Finally, September is National Library Card Sign-Up Month, so we will be working to promote the library throughout the community and make a big push to get new users into the library and aware of the wide variety of services we have to offer.

## **7. OTHER LIBRARY RELATED NEWS**

**Dane County Library** Directors are taking some first steps towards a county-wide marketing plan. The Beyond the Page campaign has helped to lay some groundwork for a more unified relationship among the membership. Director Julie Chase has been instrumental in facilitating the administrative work needed to support these efforts.

City Request for County Tax Exemption was approved by the City Council at the September 3<sup>rd</sup> meeting.

| 2012 levy rate              |               |                      |                       |                    |
|-----------------------------|---------------|----------------------|-----------------------|--------------------|
| 0.000383172                 | 2013          | 11080858800          | <b>Minimum to</b>     | 2013               |
|                             | Municipal     |                      | <b>exempt from</b>    | Municipal          |
|                             | Appropriation | 2013                 | <b>county library</b> | Appropriation      |
|                             |               | Equalized Value      | <b>tax</b>            | A/T 2012           |
|                             |               |                      | <b>2013</b>           | Annual Report      |
| <b>MIDDLETON C</b>          | <b>109%</b>   | <b>2,403,776,600</b> | <b>\$921,060.79</b>   | <b>\$1,007,346</b> |
| WAUNAKEE V                  | 121%          | 1,271,338,600        | \$487,141.83          | \$591,272          |
| MONONA C                    | 121%          | 950,041,100          | \$364,029.51          | \$442,286          |
| VERONA C                    | 129%          | 1,263,765,300        | \$484,239.95          | \$623,009          |
| SUN PRAIRIE C               | 130%          | 2,263,600,400        | \$867,349.14          | \$1,127,055        |
| OREGON V                    | 137%          | 825,391,900          | \$316,267.38          | \$434,457          |
| CAMBRIDGE V                 | 138%          | 128,237,900          | \$49,137.22           | \$67,720           |
| MCFARLAND                   | 143%          | 703,230,000          | \$269,458.31          | \$385,662          |
| STOUGHTON C                 | 150%          | 863,681,800          | \$330,939.01          | \$497,321          |
| MAZOMANIE V                 | 156%          | 133,438,500          | \$51,129.95           | \$79,844           |
| DEFOREST V                  | 157%          | 707,384,000          | \$271,050.01          | \$426,752          |
| MADISON C                   | 169%          | 21,392,136,300       | \$8,196,875.70        | \$13,839,511       |
| FITCHBURG C                 | 171%          | 2,320,719,800        | \$889,235.72          | \$1,524,046        |
| MOUNT HOREB V               | 171%          | 570,954,200          | \$218,773.88          | \$375,000          |
| CROSS PLAINS V              | 178%          | 324,837,700          | \$124,468.83          | \$221,412          |
| DEERFIELD V                 | 199%          | 164,513,800          | \$63,037.14           | \$125,699          |
| BLACK EARTH V               | 243%          | 96,328,900           | \$36,910.57           | \$89,751           |
| MARSHALL V                  | 281%          | 161,394,500          | \$61,841.91           | \$174,000          |
| BELLEVILLE V                | 312%          | 180,303,800          | \$69,087.44           | \$215,560          |
| EDGERTON                    |               | 274,885,200          | \$105,328.42          |                    |
|                             |               |                      |                       |                    |
| Total Municipal Taxing Area |               | 36,725,075,100       |                       | \$22,247,703       |

**South Central Library System** Board continues to operate with 3 vacancies, including the Dane County position. No direct communications has surfaced since Laura Page provided her report to the board in November of last year, regarding membership dissatisfaction. I volunteered to serve on the Cost Formula Workgroup for 2014/2015, because Verona's Director Brian Simons and I addressed this group about the metrics used to bill the member libraries this year. Sarah Hartman, Brendan Faherty, Barbara Henderson and Jason Boak

continue to serve on committees as well. I am grateful to them for representing MID in their respective areas of work.

The **Wisconsin Library Association's** search for an Executive Director is nearing completion. I expect the announcement will be released later this month. The association has been without an ED since December of 2012. We know that many things have been overlooked during this time period, planning for the WLA Annual Conference in Green Bay (October 22-25) doesn't appear to be one of them. We're making arrangements to send as many staff members to this conference as possible. Those of us who have attended other conferences already this year will be "holding down the fort." For instance, I will be there for the business meetings on Tuesday, but back at the library to fill-in at a service desk the rest of the week.

## 8. AGENDA ITEMS

### **Proposed 2014 Closing Dates:**

|                            |   |
|----------------------------|---|
| Wednesday, January 1       | New Year's Day                          |
| Monday, January 20-halfday | Staff In-service/MLK Day                |
| Sunday, April 20           | Easter                                  |
| Sunday, May 25             | Closed Sundays until 9/8                |
| Monday, May 26             | Memorial Day                            |
| Friday, July 4             | Independence Day                        |
| Monday, September 1        | Labor Day                               |
| Wednesday, November 26     | Day before Thanksgiving Close at 6 p.m. |
| Thursday, November 27      | Thanksgiving Day                        |
| Friday, November 28        | Day after Thanksgiving Day              |
| Wednesday, December 24     | Christmas Eve                           |
| Thursday, December 25      | Christmas Day                           |
| Wednesday, December 31     | New Year's Eve Day                      |
| Thursday, January 1, 2015  | New Year's Day                          |