



September 2013 Report

Presented at the October 8, 2013 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2013	35,418	3,649	21,215	60,282	590,864
2012	33,484	5,061	19,846	58,391	592,144
2011	35,512	4,458	22,017	61,987	581,648
2010	38,566	4,274	21,737	64,577	615,044
2009	38,667	3,946	20,993	63,606	606,879
(2012/2013) +/-				(+.032%)	(-0.59%)

Self-Service checkouts:

	3M	ITG	ITG #2	ITG #3	Total	of total
2013		11,980	10,635	3,890	26,505	44%
2012		11,458	9,876	4,029	25,363	43.4%
2011		11,327	10,631	4,211	26,169	42.2%
2010	5,464	5,849	10,511	1,402	26,060	40.3%

Library cards issued:

	Adult	Juveniles	Seniors	Organizations	Total
2013	89	32	2	4	127
2012	87	34	6	3	130
2011	115	38	3	5	161
2010	101	19	2	4	126

LINK holds:

	# Loaned to other LINK libraries	# Borrowed from other Lib.
2013	NA	NA
2012	17,152	16,024

Miscellaneous:

	ILL	Visits	Study rooms use
2013	55	27,957	543 hrs / 372 bookings
2012	63	28,304	452 hrs / 307 bookings

	Fax:	PC Use	Printed sides	WIFI-Walk-in
2013	77 users 217 pg sent	7,814 /2,478 hrs	6,771 / 288 color	584
2012	86 users 177 pg sent	8,143 /2,843 hrs	8,386	76

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES



Our Outstanding Library Board of Trustees 2013-2014! Standing – Lisa Helmuth, Anne Irish, Steve Soetebre, Chris Clay, President Jill Kubiak. Seated - Joan Gillman, Jeremiah Tucker, Angela West Blank. Not pictured: Miriam Share.

Date	Program	Attendance
9/5/2013	Techno Minutes : Demonstrator, RL	1
9/5/2013	Teen Techno Minutes : Demonstrator, RL, Sam Smith (Volunteer)	2
9/5/2013	Excel Basics : Demonstrator, Jim	13
9/7/2013	Ninjabo Party: Session I : Demonstrator, Amanda	46
9/7/2013	Ninjabo Party: Session II : Demonstrator, Amanda	44
9/9/2013	Teen Advisory Committee : Demonstrator, Rebecca V.	4
9/9/2013	Fashion Show meeting : Demonstrator, Rebecca V.	0
9/11/2013	Microsoft Excel: Beyond the Basics : Demonstrator, Jim	10
9/12/2013	Tai Chi : Demonstrator, Tina (Satya Yoga)	6
9/12/2013	Teen Techno Minutes : Demonstrator, Sam Smith, RL (supervisor)	2
9/12/2013	Back to School Night : Demonstrator, Svetha, Barb Henderson, Angela Blank	50

	<i>(Library Board member)</i>	
9/12/2013	Middleton High School Library Tour : Demonstrator, Rebecca V. (Barb Leach, teacher)	30
9/12/2013	Middleton High School Library tour : Demonstrator, Rebecca V. (Erika Brownlee, teacher)	30
9/12/2013	Techno Minutes : Demonstrator, RL	1
9/14/2013	PAWS to Read : Demonstrator, 2 Humans and 2 Dogs	12
9/17/2013	Toddler Storytime #1 : Demonstrator, Svetha	32
9/17/2013	Toddler Storytime #2 : Demonstrator, Svetha	32
9/17/2013	Kids Book Club : Demonstrator, Svetha	10
9/17/2013	Count This Penny performance : Demonstrator, Count This Penny (Amanda and Dave Rigell with Andrew Harrison)	64
9/18/2013	Mixed-Age Storytime #1 - Fall/School : Demonstrator, Svetha	52
9/18/2013	Mixed-Age Storytime #2 - Fall/School : Demonstrator, Svetha	29
9/19/2013	Estate Planning: Be Prepared! : Demonstrator, Melinda Gustafson-Gervasi (a WWBIC volunteer)	32
9/19/2013	Books & Brownies: Code Name Verity : Demonstrator, Rebecca V.	6
9/19/2013	Baby & Tiny Tots Storytime #1 : Demonstrator, Svetha	19
9/19/2013	Baby and Tiny Tots Storytime #2 : Demonstrator, Svetha	13
9/19/2013	Kromrey: Back to School Night : Demonstrator, Rebecca V. and Brendan F.	80
9/19/2013	Adult Book Discussion : Demonstrator, Jenny Carr	16
9/20/2013	School Visit: Kromrey 6th grade : Demonstrator, Rebecca V.	75
9/20/2013	Techno Minutes : Demonstrator, RL	1
9/20/2013	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	37
9/21/2013	Pigeon Party : Demonstrator, Svetha	39
9/24/2013	Toddler Storytime: Session 1: Sheep : Demonstrator, Amanda	27
9/24/2013	Toddler Storytime: Session 2: Sheep : Demonstrator, Amanda	28
9/24/2013	Lunch Bunch, 7th grade : Demonstrator, Rebecca V.	6
9/24/2013	Lunch Bunch, 6th grade : Demonstrator, Rebecca	12
9/24/2013	'Tween Knitting Circle : Demonstrator, Amanda	8
9/25/2013	Mixed-Age Storytime #1- Dogs : Demonstrator, Svetha	28
9/25/2013	Mixed Age Storytime #2 - Dogs : Demonstrator, Svetha	38
9/25/2013	American Girl Afternoon: Kanani : Demonstrator, Amanda & Svetha	27
9/25/2013	Getting the Most Out of Your College Visit : Demonstrator, Robert Decock	15
9/26/2013	Baby & Tiny Tots Storytime #1 : Demonstrator, Svetha	34
9/26/2013	Baby and Tiny Tots Storytime #2 : Demonstrator, Svetha	28
9/26/2013	Teen Techno Minutes : Demonstrator, Sam, RL - supervisor	2
9/26/2013	Let's Talk About Texts : Demonstrator, RL, JAR	3
9/26/2013	Minute to Win It : Demonstrator, Rebecca V.	18
9/26/2013	YMCA Outreach Visit : Demonstrator, Amanda	20
9/26/2013	YMCA Outreach Visit : Demonstrator, Amanda	36
9/26/2013	YMCA Outreach Visit : Demonstrator, Amanda	9

9/27/2013	Bilingual Spanish English Storytime : Demonstrator, Katy Shannon	25
9/28/2013	Chess Club : Demonstrator, Brad Phillips	5
9/28/2013	Movie Matinee for Teens : Demonstrator, Rebecca	0
9/30/2013	Littler Red 4K Visit : Demonstrator, Svetha & Brendan	19
9/30/2013	September DIY Corner - Autumn (DIY) : Demonstrator, Sally	43
9/30/2013	Read It and Eat Book Club : Demonstrator, Amanda	20
Number of Programs / Total Attendance		
	Children's	29 / 810
	Teens	12 / 267
	Adults	13 / 162
Grand Total		54 / 1239
DIY/Passive Program Total		1 / 43

MIDDLETON PUBLIC LIBRARY CELEBRATES BANNED BOOK WEEK 2013!



3. LIBRARY EXHIBITS AND SPECIAL GUESTS



4. STAFF DEVELOPMENT: MEETINGS, PRESENTATIONS, & CONTINUING EDU.

Date	Staff	Title
9/3/2013	Svetha	<u>MCPASD Early Childhood Teacher Meeting</u> : Met with Katie Lepak, the lead teacher for MCPASD's 3K special needs class. We discussed ways to enhance our collaboration.
9/3/2013	Pamela	<u>Finance, Personnel and Common Council</u> : Jeremiah Tucker's appointment to the board, Resolution Requesting Exemption from Co. Library Tax, and PD's request to extend Health Ins. to employees on unpaid leave.
9/6/2013	Pamela	<u>WAPL Board Meeting</u> : WAPL Salary Survey, WAPL conference 2014, New WLA Ed Director and the 2014 Election.
9/9/2013	Pamela and Patrick	<u>Friends of the Library Board Meeting</u> : First meeting after the summer break. Mostly just checking in about fundraising, membership, book sales, corporate sponsorship, and the annual letter to membership.
9/11/2013	Pamela	<u>City Budget Community Input</u> : Community Input (no guests) followed by a financial summary form the finance department, then the results from the Citizen Survey.
9/12/2013	Pamela	<u>Dane County Librarians' Meeting</u> : WPLC - Voted in favor of pursuing OverDrive Advantage & plans for 2014, Murphy's Amendment to WI State Statutes 43.12 and BtP, and filling the vacancy on the SCLS board for the Dane Co. Supervisor. Followed by oversight Committee (input from the Directors) and a brief Cluster meeting.

9/14/2013	Pamela & Jim	Trivia Site Visit : We met with the audio folks about the space and the capabilities.
9/16/2013	Rebecca V., Svetha H., Jim R., Sarah H., Patrick W., Brendan F., Pamela W.	Understanding Employee Differences : Understanding Employee Differences: generational differences, conflict resolution training, FAIR approach, MEET model.
9/17/2013	Katie A	Debt Collection Users Group : Met to discuss possible changes to how UMS is notified of accounts that should be sent to collections. Currently accounts are flagged when the Notice of Unresolved Charges is sent. This is problematic because if a person goes below \$50.00 during the 30 day wait period, they are not unflagged, nor do they get future notices if their balance goes above \$50 again, they are just immediately sent to collections. Group requested that the accounts be flagged based on balance of account, and that changes to balance also be sent to UMS.
9/17/2013	Sarah H.	Publishers Weekly Webinar: For the Love of Romance : Panel of editors at Kensington, Harlequin, and Sourcebooks Casablanca discussed the appeal of romance, what's new and fresh, digital publishing, the importance of social media (for publishers courting new authors and authors connecting with their readers), and their current favorites.
9/18/2013	Jason Boak	PACC Meeting : Follow up from last meeting: authority control updates which happened with the July 24 point release are going well with just a few issues to work out on the back end which are not really noticeable in the production PAC.
9/20/2013	Svetha	SABA Meeting : I met with Rachel Weiss, the Award Coordinator to discuss the next steps before our committee meeting in October.
9/20/2013	Svetha	American Family Children's Hospital School Visit : Presented books for pre-k-grade 2, grades 2-6, and 6&up with accompanying booklists.
9/23/2013	Amanda	WLA Youth Services Section Board Meeting : We discussed the upcoming WLA conference, the YSS preconference, and potential new web content for YSS members.
9/26/2013	Amanda Struckmeyer	Finding Lost Libraries and Discovering Hope: Organizational Health in Public Libraries : Kevin King from Kalamazoo Public Library presented a day-long workshop on developing organizational health in libraries and how library leaders can foster healthy workplaces.

5. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



Our old and broken payphone in the library lobby was removed and replaced with a rugged coinless courtesy phone. The phone is programmed to make free local and toll-free calls only, restricts incoming calls, and limits calls to 10 minutes.

Work continues on a new website design. The old (current) server databases that store library events and public graphics/documents have been duplicated on the new server.



In September we welcomed a profusion of outreach opportunities and collaborations with local schools. In response to an introductory letter we sent to local teachers, we had two teachers request library tours and cards for their classes and two teachers request that we present booktalks. We prepared the booktalks as quickly as possible and updated a few bibliographies (Sports and Non-Fiction) due to a teacher request for book suggestions in those areas for 6th graders. We attended Kromrey's Back to School Night with Brendan Faherty to promote signing up for library cards and coordinated with Svetha and Amanda to compile a list of titles for hospital school teachers. We will be compiling these lists monthly and rotating visits to the teachers between the three of us.

New technology was also a focus this month. We worked through ebook purchasing issues with amazon (and some innovative problem solving from Sarah H!), and set up account information for all six Kindles, downloaded three months of discussion titles, and deactivated the devices to prevent patron purchases. Logging into our old Baker and Taylor account proved impossible, so we also learned how to use their new software for ordering materials.

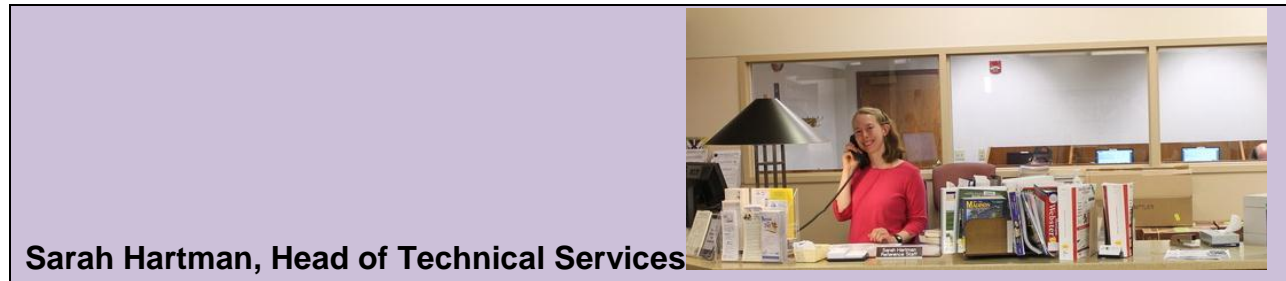
Purchasing this month included comparison shopping vendors with discounts for multiple copy/book discussion books (as our attendance for Kromrey's Lunch Bunch has tripled since the spring and we wanted to lower the costs as much as possible.) We also purchased new posters and poster frames for the Teen section, with TAC's input on the selection of the posters.

In terms of publicity, we explored a few new avenues, such as emailing librarians at West, Memorial, and Queen of Peace to mention upcoming teen programs. We also wrote an article for the WAPL newsletter about our Speakeasy program that took place over the summer that gathered a lot of positive feedback from other librarians.

The City provided two full days of training on employee differences this month, which

we attended with other management team staff, and upon request from the Social Media Committee, I filmed a segment on Smaug's bath time, which was edited by Jason Boak. We also called and trained a number of new volunteers, as many of our summer volunteers became busy with school activities.

Displays: Fantastic narrators/audiobooks, Book art: Best Teen Cover Art, Science, Banned books: read what they don't want you to read.



Many new materials are coming in with the usual post-summer bump in ordering, so our department has had a very busy September. We continued work on many of the ongoing collection management projects started in previous months. I finished processing the Kindles for the teen book discussions and the American Girl Discovery Packs, and I rewrote Technical Services documentation to reflect upcoming changes to the Spanish Collection. That conversion project will begin later this year, once other big projects have been completed. Changes to collection codes and call numbers will increase accessibility and allow us to have more accurate statistics on the collection. Additionally, we worked hard on weeding romances, which were packed. We removed 100 books that hadn't gone out in the last year, plus 50 or so books that were in poor condition or duplicates. This did not create as much space as I had hoped, so I will be looking at that collection again very soon.

We had a slight hiccup in our ability to do collection development this month, as Baker & Taylor, one of our main suppliers, switched over to a new and very different interface with limited login capabilities. Jason was able to obtain additional logins for most selectors, as well as a floating login, so we are now back on track. The new interface works well, and it's much easier to tell if you have already ordered something before you add it to a cart. Hopefully this will cut down on unintentional duplicates. While not a huge problem for us, we always want to be using our collection development budget as wisely as possible.

Jason chaired the first meeting of the Library's new Social Media Committee this month, and Patrick created a new Daybook for communication with and within the

committee. They are already doing some exciting things with Twitter, YouTube, and other online video tools.



We began our fall programs this month which included morning storytimes, kids book club for kindergarten-3rd grade, a Saturday afternoon Pigeon Party, and a Kanani American Girl Afternoon which was a collaborative, combined age-group event with Amanda Struckmeyer. This fall we began offering back to back storytimes in an effort to balance out attendance.

I had a lot of outreach opportunities this month. Early this month, Barbara Henderson, Angela West Blank, and I visited Sauk Trail Elementary School's Back to School Night. Barb issued several library cards and Angela and I helped students create Middleton Public Library buttons. It was a great way to represent the library and support the efforts of our local school district. It was also a nice opportunity to get to know our library board members in a different setting.



I also visited the teachers at the American Family Children's Hospital. I brought over books and booklists for three age groups. Rebecca Van Dan put together a selection for grades 6 & up, Amanda Struckmeyer put together a selection for grades 2-6 and I

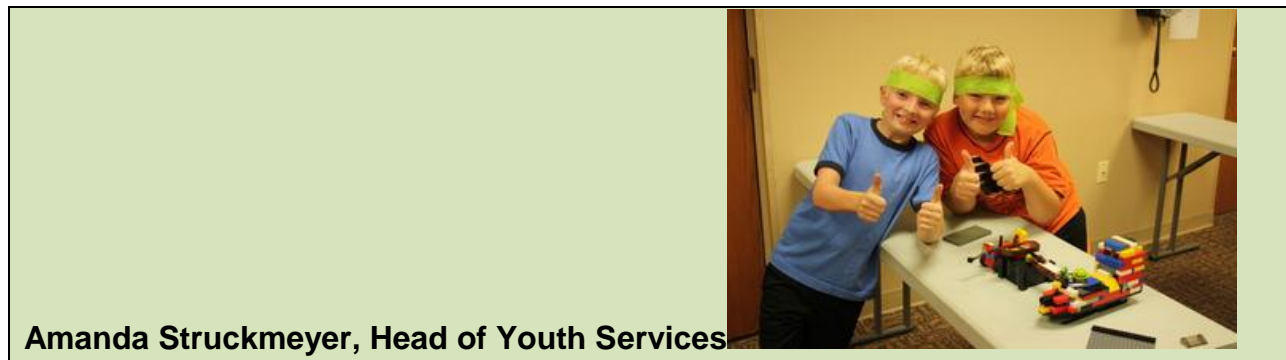
did the same for pre-k- grade 2. Our efforts were truly appreciated and the teachers have gotten a lot of use out of the materials and resources. Amanda, Rebecca, and I will be rotating monthly visits to the hospital.

I also met with Katie Lepak, the 3K Early Education Special Needs teacher for Middleton. I have been selecting materials for her to tie into her monthly curriculum needs and next month I will begin bi-monthly visits with her morning and afternoon classes. Brendan set up an organizational library card for Ms. Lepak's professional use.

I also sent out letters to 4K sites, the 4K principal, and the elementary schools. I'm hoping to connect with 3K-1st grade students and families in November and December.

I was able to complete my picture book weeding project this month and I met with the director of the SABA committee to discuss our upcoming October committee discussion. I also took part in the City of Middleton's 2-part "Employee Differences" workshop.

Sarah and Sally continue to provide fantastic support to the entire YS team with their displays, posters, program offerings, and customer service. This month, Sally hosted the Paws to Read event and she put together autumn themed DIY activities. Sarah continues to create eye catching displays and posters for the department. This month, we collaborated with the Wisconsin Science Festival and Sarah assembled a display of science books. Sarah also attended the first social media committee meeting.



Our fall programming began this month; a Ninjago party drew in many new faces, and our 'tween knitting circle and Read It and Eat book club are back, much to the glee of new and returning participants. YMCA outreach visits began this month, and we look forward to continuing to provide this valuable service throughout the school year.

I enjoyed nine days off in mid-September for a trip to the Upper Peninsula of Michigan

with my husband. This break left me renewed and relaxed, ready for all that the fall season will bring.

In September, we finished planning for the purchase of iPads for in-house circulation, and we are looking forward to offering them for patron use. They will be pre-loaded with literacy apps for preschoolers, early elementary students, and 'tweens; apps will be changed monthly.

I attended an SLCS workshop called *Finding Lost Libraries and Discovering Hope: Organizational Health in Public Libraries*. The speaker, Kevin King from Kalamazoo Public Library, shed a lot of light on the elements of creating a healthy organization.

I wrote and submitted my biweekly newspaper column, *Booking It*, for the Middleton Times-Tribune, and continued to act as newspaper liaison. I also contributed a blog post to the Wisconsin Library Association's Youth Services blog. On the national level this month, I continued 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		
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After a brief lull in August, our programming for adults kicked back into high gear in September with two technology classes, a musical performance by local group, Count This Penny, and several other programs and book discussions. October is shaping up to be just as busy, which is part of the reason this report is so brief!

I spent a lot of time in September preparing for our annual trivia night fundraiser at the CUNA Mutual Conference Center on Saturday, October 5th (only two days away at the time of this writing!) Our library is partnering with the Madison Public Library for this event, but because most of their staff will be helping out with the trivia night site on the east side, it has fallen to us to organize and staff the west side event. Luckily, I have many willing volunteers, both from among our library staff and from the community at large, to help make this event a success. Like last year's event at Food Concepts, this year's trivia night is a fundraiser for the Beyond the Page Campaign.

We continued making progress on several weeding projects this month, most notably the systematic weeding of the adult non-fiction section. This project, which involves a review of all adult non-fiction titles by criteria such as condition and use, will likely take several months and will involve multiple staff members.

Rebecca and I continue to hold our monthly “Let’s Talk About Texts” book discussions during the last week of each month. Attendance was down slightly for the September session (university classes began this month and many of our regular attendees are in graduate school), but we hope that holding the discussion once a month will increase interest and boost attendance. Rebecca continues to do an excellent job promoting the group on social media.

I also spent time this month preparing publicity for programs coming up this November and looking ahead to the first few months of 2014. The programming schedule for early 2014 is starting to come together and should include topics as varied as origami, tai chi, antique appraisal, and bird watching!



September brings the beginning of school and National Library Card Sign-Up Month. In circulation, we see a shift in use and volume from the mornings to the after-school through evenings. We say goodbye to our summer pages and work the kinks out of new, adjusted schedules to accommodate the various needs of the staff.

In conjunction with National Library Card Sign-Up Month, we created a display using our new oversized library card. Rebecca Light and I spent an afternoon traveling around the city of Middleton, having “Cardie” (for lack of a better name) visit significant locations throughout the area. Everyone we spoke with was enthusiastic about being a part of the library card’s adventures. Cardie’s adventures can be followed on the library’s Facebook page, as he makes his way around the community.

Circulation staff also took several opportunities in September to ‘bring the library to the

people,' so to speak. Working with Youth Services staff, we have been attending Back to School nights and Orientation events at many of the local schools, bringing along a laptop, cards, and applications. Library card sign-up at the schools was so popular at a couple locations, we ran out of applications! Not only does this enthusiasm demonstrate the community's continued interest in the library—it has really opened up an exciting new avenue for library staff to reach out to the community and be proactive in our approach to library awareness and services.

In addition, as a part of the Beyond the Page campaign for Dane County libraries, I spent a morning promoting our libraries at the Quilt Expo at the Alliant Energy Center. We had a laptop to sign people up for cards, and brought along a wide selection of quilting-related books for people to check out if they happened to live within our system. On the continuing education front, Katie Adkins attended the Debt Collection User's Group, which focused on our interactions with Unique Mgmt Services. Sara Simpson attended the ILS User Group focusing on Serials, and gathered valuable information about how other libraries work with those titles (which are notoriously tricky and different than other library materials).

We also received our newest circulation tool, the smartStock 300, in the past week. Patrick has been working continuously with Bibliotheca to get it up and running. Essentially, it is an iPod with our Self-check software installed. Once functional, it will allow circulation staff to provide mobile checkout services throughout the library, as well as turn the security tags on/off more efficiently. We all have our fingers crossed that it will provide yet another level of satisfaction and convenience for our patrons.

Finally, we are preparing to move one of the self-check machines off the main Circulation desk to a stand-alone table adjacent to the Open Holds shelves. This move will help relieve congestion that develops when people are waiting to check out, and hopefully generate more use of the third machine (which is currently used roughly 1/3 as frequently as the other two self-checks).

6. DIRECTOR'S REPORT

During September of 2013, staff was involved in public awareness activities that helped to engage the community, including school visits, National Library Card Sign-up Month and Banned Book Week efforts, planning for the Trivia Event and preparation for the Hill House event.



BBC News Report Franz Strasser filmed library patrons and library staff for an online story on minorities underrepresented in children's books <http://bbc.in/1fmetAA>.

The September invoice workload reached a peak, due to the new credit card processing. A solution is in the works. More information will be available at the meeting.

City Administrator Mike Davis arranged for City employees to attend two full day workshops. This was Mandatory training for all supervisory staff. Due to pre-scheduled vacations, eight of our 10 supervisors were in attendance.

7. AGENDA OVERVIEW

Request to modify the 2014 closing dates to eliminate the half-day closing on January 20th and include a full day of planning on Friday, January 10th, as proposed by members of the Management Team.

Financial Update through September 30, 2013. Paper copies will be provided at the meetings and we'll review this together.

Facility Update:

HVAC controller project (2012/13 CIP) – One bid was received and accepted. The Council accepted the bid and work will begin this fall. Patrons and staff will benefit from the ability to control temperatures in insulated (and not isolated areas) of the library. Patrons report study rooms to be either too hot or too cold. I had a space heater running in my office during the hottest part of the summer; and Jason was in a parka, hat and mittens during the coldest days in the winter. **(No action needed.)**

Fireman Brad Subera calculated the maximum capacity of the storytime room, based on square footage, number of exists and the size of the exits. Our maximum is 50 seated or less and 35 seated with tables. Knowing that we are unable to consistently comply with the fire code requirements, the Management Team met with two SCLS staff members for a facilitated discussion on how the Archer Rooms could be renovated to be more functional and welcoming for all ages. More specifics will be discussed at the meeting. **(No action requested. Discussion only.)**

The refrigerator in the staff breakroom is 20 years old. We believe that energy savings and eliminating the main level water dispenser would save on monthly obligations. We'll discuss a proposal to upgrade the break space at the meeting. **(Possible action item)**