



July 2014 Report

Presented at the August 12, 2013 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2014	37,243	5,609	26,744	69,596	432,521
2013	41,098	5,757	28,318	75,173	460,562
2012	39,786	5,618	28,971	74,375	463,054
(2013-14 +/-)				(-8%)	(-6.5%)

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	%of total
2014	13,392	9,161	10,639	33,192	47.7%
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
2014	123	36	13	0	172
2013	104	51	1	1	161
2012	90	29	3	0	122

LINK holds:

	Loaned to	Borrowed from	Fax: # of users / # of Pages
2014	21,458	19,249	80 / 190p.
2013	19,338	19,802	70 / 223p.
2012	18,571	18,523	64 / 169 p.

Miscellaneous:	ILL	Visits	Study Rooms Use	WIFI walk-in Use
2014	57	34,890	613 hours / 468 bookings	764
2013	65	36,386	636 hours / 488 bookings	714
2012	64	35,879	596 hours / 412 bookings	784

Social Media

Facebook (Total Likes)

Main Library Page	1,183
Let's Talk About Texts	322

Twitter (Total Followers) 393

Flickr (Total Views) 180,805

YouTube (Total Views) 1,327

Notify Me (Messages Sent)

Adult Services	5
Children's Services	19+
Friends	1
Library Board	2
Library News	3
Teen Services	4

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
7/1/2014	<u>Toddler Storytime: Sheep</u> : Demonstrator, Amanda	15
7/1/2014	<u>Toddler Storytime: Sheep</u> : Demonstrator, Amanda	29
7/1/2014	<u>ManCraft 360/Pinterest Crafts</u> : Demonstrator, Nick Esbeck & Rebecca V.	7
7/1/2014	<u>DIY Corner - July - Ice Cream Month</u> (DIY) : Demonstrator, Sally	213
7/2/2014	<u>Mixed Age Storytime - bedtime</u> : Demonstrator, Svetha/Erin (SLIS practicum student) (Amy Perry observed)	33
7/2/2014	<u>Mixed-Age Storytime - bedtime</u> : Demonstrator, Svetha & Erin (SLIS Practicum Student)	41
7/2/2014	<u>Ed-ZOO-Cation</u> : Demonstrator, volunteers from Henry Vilas Zoo	150
7/3/2014	<u>Baby Storytime</u> : Demonstrator, Svetha (Amy P. observed)	15
7/3/2014	<u>Baby Storytime</u> : Demonstrator, Svetha	9
7/3/2014	<u>DIY Summer Celebrations Craft Workshop</u> : Demonstrator, RL, SH	9
7/5/2014	<u>Movie Matinee & Ice Cream Social</u> : Demonstrator, Rebecca V.	21
7/7/2014	<u>La Petite Academy Visit</u> : Demonstrator, Svetha	44
7/7/2014	<u>Pajama Storytime - summer treats</u> : Demonstrator, Svetha	14
7/8/2014	<u>Toddler Storytime</u> : Demonstrator, Amy	38
7/8/2014	<u>Toddler Storytime</u> : Demonstrator, Amy	34
7/8/2014	<u>Gio's Garden Visit</u> : Demonstrator, Svetha	5
7/8/2014	<u>A Bug's Life Movie</u> : Demonstrator, Amanda	42
7/9/2014	<u>Mixed Age Storytime - Bugs</u> : Demonstrator, Svetha & Erin (SLIS Practicum Student)	18
7/9/2014	<u>Mixed Age Storytime - Bugs</u> : Demonstrator, Svetha & Erin (SLIS Practicum Student)	22
7/9/2014	<u>Author event: Michael Edmonds discusses "Risking Everything"</u> : Demonstrator, Michael Edmonds, Deputy Director of Library-Archives at WHS	47
7/9/2014	<u>Maggie Stiefvater author visit</u> : Demonstrator, Maggie Stiefvater	7
7/10/2014	<u>Pizza Taste Test for teens</u> : Demonstrator, Rebecca V. (with 4 teen volunteers)	31
7/10/2014	<u>Baby Storytime</u> : Demonstrator, Svetha	22
7/10/2014	<u>Baby Storytime</u> : Demonstrator, Svetha	28
7/12/2014	<u>PAWS to Read</u> (DIY) : Demonstrator, 2 dogs and their humans	24
7/12/2014	<u>Techno Minutes</u> : Demonstrator, RL	1
7/14/2014	<u>Bug Out! Insects Up Close</u> : Demonstrator, UW Department of Entomology	98

7/14/2014	Beat Generation Kitchen Band : Demonstrator, John Duggleby	38
7/15/2014	Toddler Storytime : Demonstrator, Amy	22
7/15/2014	Toddler Storytime : Demonstrator, Amy	40
7/15/2014	Techno Minutes : Demonstrator, RL	1
7/15/2014	"Retirementology" : Demonstrator, Jesse Grutz from The Retirement Classroom	12
7/16/2014	Mixed Ages Storytime - Transportation : Demonstrator, Svetha & Erin (SLIS Practicum Student)	20
7/16/2014	Mixed Ages Storytime - Transportation : Demonstrator, Svetha & Erin (SLIS Practicum Student)	20
7/16/2014	Kids Book Club - : Demonstrator, Svetha, Erin (SLIS Practicum Student), Megan Marvel	30
7/17/2014	Baby Storytime : Demonstrator, Svetha	22
7/17/2014	Adult Book Discussion : Demonstrator, Jenny Carr	10
7/17/2014	Baby Storytime : Demonstrator, Svetha	19
7/17/2014	It's Magic! : Demonstrator, Zoomalata Magic (Steven Dickinson)	92
7/17/2014	Getting to Know Medicare : Demonstrator, Jesse Grutz of The Retirement Classroom	12
7/17/2014	Magic Secrets Revealed Workshop : Demonstrator, Steven Dickinson	7
7/17/2014	Teen Techno Minutes : Demonstrator, Sam Smith (volunteer), RL	2
7/18/2014	Friday Family Concert - Stagedoor Singers : Demonstrator, Stagedoor Singers	50
7/18/2014	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	31
7/20/2014	Krafty Kids : Kraft - O - Rama! : Demonstrator, Kathy R. (volunteers: Kate, Ashley, Mercedes, Kelly, Mallory, Amanda J.)	77
7/23/2014	LibCon : Demonstrator, Rebecca V.	41
7/24/2014	Dale Kushner : Demonstrator, Dale Kushner and Sandi from A Room of One's Own bookstore	17
7/25/2014	Traveling Lantern Theater Co.: Ben Franklin : Demonstrator, Traveling Lantern	47
7/25/2014	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	24
7/26/2014	Techno Minutes : Demonstrator, Rebecca L	2
7/28/2014	Mad Science : Demonstrator, Jim Birkel, Mad Science of Iowa Plus	96
7/28/2014	Mad Science : Demonstrator, Jim Birkel, Mad Science of Iowa Plus	27
7/28/2014	Pajama Storytime : Demonstrator, Svetha	6
7/29/2014	Toddler Storytime : Demonstrator, Amy	32
7/29/2014	Toddler Storytime : Demonstrator, Amy	57

7/29/2014	Techno Minutes : Demonstrator, RL	1
7/29/2014	Meriter Mother-Baby Visit : Demonstrator, Svetha	21
7/29/2014	Make Your Own Video Game: Kodu : Demonstrator, Brian Miles (Kromrey teacher)	13
7/30/2014	Mixed Age Storytime - Ducks : Demonstrator, Svetha & Erin (SLIS Practicum Student)	20
7/30/2014	Mixed Age Storytime - Ducks : Demonstrator, Svetha & Erin (SLIS Practicum Student)	21
7/30/2014	Body Science : Demonstrator, Svetha (with help from Erin (SLIS Practicum Student), Lisa (Summer Page), Megan Marvel (volunteered today), Jean DeVore (volunteer)	45
7/31/2014	Baby & Tiny Tots Storytime : Demonstrator, Svetha	17
7/31/2014	Baby & Tiny Tots Storytime : Demonstrator, Svetha	16
7/31/2014	Teen Techno Minutes : Demonstrator, Sam Smith, RL	2
7/31/2014	Let's Talk About Texts - Norwegian Wood : Demonstrator, RL, JAR	9
	Number of Programs / Total Attendance	
	Children's	45 / 1784
	Teens	7 / 127
	Adults	13 / 125
	Grand Total	65 / 2036
	DIY/Passive Program Total	2 / 237

3. LIBRARY EXHIBITS

Exhibit Case: Summer Reading Program





Art Railing:

Ernie Pellegrino, Oil Paintings

4. STAFF DEVELOPMENT: OUTSIDE MEETINGS & CONTINUING EDUCATION

Date	Staff	Title
7/7/2014	Pamela	<u>WPLC Vendor Selection Committee</u> : The Selection Committee's criteria for a digital magazine product eliminated Zinio. If Ebsco can produce what they've promised, then Flipster would be an option for WPLC to consider. The Committee, however, does not recommend using any of the \$1 million for anything but eBooks.
7/10/2014	Pamela	<u>Dane County Librarians' Meeting</u>
7/16/2014	Jason	<u>PAC Committee Meeting</u> : Discussed placement/labeling of e-commerce link in LINKcat ("Fines" tab to start), proposal from CSC to post library card applications on help section of LINKcat (denied), mid-year Library Thing stats (status quo), possibility of adding specific search questions to LINKcat help page (ongoing), specs for OverDrive API that will import availability info into LINKcat (an option selected). Also presented were a timeline for enhanced content review and a list of PAC development projects.
7/17/2014	Pamela	<u>New library board orientation</u> : I met with our new library trustee Deb Smith to provide an overview of the duties. She will be a great resource to us, especially her years of experience handling personnel related issues, strategic planning and board relations!
7/17/2014	Pamela	<u>All Directors' Meeting</u> : Voted on the following budgets: Delivery, ILS, Technology. Also discussed Overdrive and Overdrive Advantage
7/21/2014	Pamela	<u>Senior Center Collaboration</u> : Touch base on the Dementia Friendly Committee initiative, large print vs. eReaders/tablets collections for seniors and possible Zinio program

7/21/2014	Pamela	Tourism and Chamber : We talked about the reasons we might be sending customers to each other and what information we have on hand: maps, signage, flags, programming, and trails.
7/23/2014	Katie A., Barbara H.	CVMIC Training - Basic Risk Management/Safety/Security : Training focused on safety for employees in multiple areas. Day 1 focused on contractual safety; who pays when something goes wrong, how to make sure you are covered in case of accident, and the importance of a plan when the worst happens. Day 2 focused on workmen's compensation and accident investigation; how much does a workmen's comp claim actually cost?, what does workmen's comp cover, how to investigate after an accident on the job site, and the importance of documentation.
7/29/2014	Rebecca V.	Japanese Presentation, planning : Met with Japanese presenter to show room and materials, discuss program outline, etc.

5. DIRECTOR'S REPORT

Here are some highlights from July 2014:

Circulation and Use

The July 2014 circulation of 26,744 was a decrease of -5.8% compared to July 2013 circulation of 28,318. Our Year-to-date circulation is down by -6.5% compared to last year (69,388 in 2013 vs. 69,596 in 2014). Self-checkout hit an all-time high of 47.7% of the total checkouts in July of 2014.

The number of items loaned to other LINK libraries increased in July of 2014 compared to July of 2013 by a margin of +10.9% from 19,338 in 2013 to 21,458 in 2014. The number of items borrowed from other LINK libraries was down by -2.8% in July 2014 (19,249) compared to last July (19,802).

WIFI walk-in laptop use got a boost of +7% in July 2014 compared to July of 2013 (714 in 2013 versus 764 in 2014).

Facility & Grounds

We experienced some changes to the humidity levels of the indoor air during the month of July, which resulted in carpet curling and paper curling. ADS was called in to make adjustments and check the Freon levels of the cooling unit.

Maintenance of Madison shampooed the meeting room chairs and we continue with our monthly visit from Cintas to do deep cleaning of the public restrooms.

The library gardens were a bit neglected this month. I met with the vendor on several occasions.

Mark Goad received two bids from engineering firms responding to the RFP to write specs for the RFP boiler replacement project, as advised by the City attorney.

Programming

Programming and events continues to be a big part of our services. In 2014, we offered a total of 65 events and counted 2,252 attendees.

New programs this fall include 1,000 Books Before Kindergarten, Fall School Tours (National Library Card Sign-up Month) and an after-hours banned book event, and an art event in conjunction with the city tree lighting.

We're also turning our attention to planning 2015 activities, including Read Together Middleton (one book, one community); a series of writing and author workshops, additional art and music performances, and the creation of a Media Maker Lab.

Administration

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

Staffing:

City Administrator Davis is offering employees who are taking the health insurance and complete the Biometric Screening a discount on their health insurance premium. In addition, the Unity representative presented options that would shift some of the health costs from the city to the employee.

The Council entered a contract with HR consulting company Springsted to participate in a Salary and Classification Study. Salaried library staff were included in the contract. The process included an interview with department heads, employee orientation, providing copies of position descriptions and completed a Position Analysis Questionnaire (PAQ) for all positions to be analyzed. There are no guarantees that salaries will be affected or adjusted based.

Library Board and Staff Community Outreach:

- School Visits: August 27th 5-7pm
- Good Neighbor Festival: August 23rd
- School Visits: September 4th 5-7 pm
- **Beyond the Page Donor Celebration: September 13th at Sun Prairie Public Library** - featuring Monologues by Forward Theater
- Trivia Event : October 11th at Madison Central Library



Dane County Library Service

After 25 years, Julie Chase (former Director at Middleton Public Library) announced that she will be retiring at the end of the year.

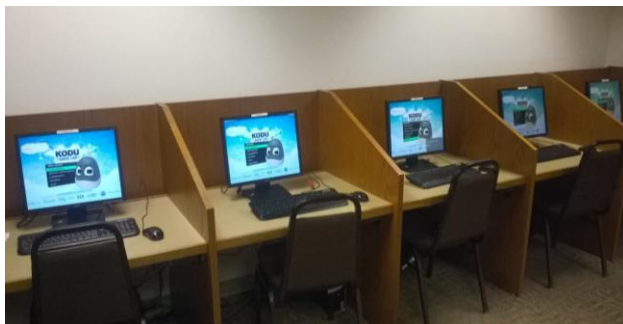
6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



Photo Courtesy of the Teen Photo Contest

The South Central Library System service announced they will no longer be supporting email addresses with the @scls.lib.wi.us domain by the end of the year. As Middleton already owns and uses the midlibrary.org domain, I switched all staff and internal email addresses to @midlibrary.org using our own email service. I setup all the accounts and reconfigured all the staff's preferred email client (Gmail, Thunderbird) for the change. This solution allows for a variety of email clients and devices to send and retrieve email, and we can directly add, change and configure email accounts as needed.



upcoming lab PC upgrades.

The computer lab was set up with additional temporary hardware with Kodu game lab software, for a game creation program for teens. We have the software installed on the Children's and Teen PCs also, and will have it accessible with our

Rebecca Van Dan, Head of Young Adult Services



Photo Courtesy of the Teen Photo Contest

July was another busy month in terms of SRP, with 240 teens registered so far and around 30 who have made their halfway goal. We had a lot of our big teen events this month, from the Pizza Taste-Test to LibCon, a celebration of fan culture, and coordinated quite a bit with people from the community, from a teen who presented craft ideas from a business venture he created to speakers from the Madison Area Costuming Society and a teacher who came in to teach Kodu software for video game creation. Writing, art, and photography submissions were due this month for submission, and we contacted teen judges to come in for judging, hung all the art and photography entries, and started compiling everything to create the annual book. We were excited to see our publicity reached as far as Milwaukee, as we had a request from the Milwaukee Public Library asking us for details on our LibCon program, as they would like to have a similar program.

We created a spreadsheet for Help Desk pamphlets this month to indicate which brochures we display and contact information to obtain replacements. We updated the volunteer schedule and trained two new volunteers. Kathy also has been training a new teen volunteer this month and contacting volunteers on our waiting list for extra

volunteer help at programs. (The extra volunteers I had at the Pizza Taste Test and LibCon this month were truly extraordinary and helped both programs run very smoothly.) Kathy and I met to discuss volunteer procedures to work towards a more unified approach to training and paperwork, and also discussed display schedules, and withdrawal changes. In addition to volunteer training, Svetha and I offered a sub position to Lindsay Barcus (currently a YS Page) to fill Tanya's vacancy, and we trained both Lindsay and Kelsey on Help Desk procedures. Amy Perry, our long-term sub for Amanda's position, has been doing a fantastic job, and we have been impressed at how quickly she has learned everything thrown her way.

We had a last-minute visit this month from author Maggie Stiefvater—the 2-day notice did not give us much time to prepare and her publicist requested no publicity, but she gave us some great personalized gifts that we are using as SRP prizes and we can now contact her directly for any future visits. We have also been working to schedule two other authors for the fall and winter.

Patrick made our email switch this month and we have been working to update our communications to reflect the email address change. We have had quite a few emails this month from teachers requesting collaborations in terms of displays, volunteering, purchase requests, and programs. We were happy to find a high school teacher willing to be our Dungeons & Dragons presenter for the fall, and we have been working to finalize our fall brochures.

Displays: Books to Movies, Road Trip Books, Get Real, Fan Fiction (LibCon)

Sarah Hartman, Head of Technical Services



Technical Services is now in possession of a new disc repair machine that will allow us to extend the life of CDs and DVDs in our collection by buffing out scratches. We have been using it for a few weeks now, and it's working very well. In addition to repairing discs patrons report as damaged as part of our usual AV mending process, we are also going through the University on the Go collection and repairing any discs we find with scratches. We have found some to be in very poor condition. With three staff members trained on using the machine, we are usually able to run it five days/week, which should help prevent the clogs that were a problem with the previous machine. We are going through supplies (distilled water, buffing pads, and cleaning solution) much faster, but that is to be expected when repairing more discs.

We are working toward a goal of having magazines processed and out on the shelves for patron use on a daily basis. To this end, Vijaya has made changes in her schedule and learned how to receive magazines in Koha, and we appreciate her flexibility and willingness to work on this project. Thanks also to Jason for arranging additional training. Many magazines are time-sensitive materials, and this will help us better serve our patrons.

This month I also co-hosted an adult craft program with Rebecca L. A lot of work went into this program, and we're so pleased that it was a success. We're bringing in an

outside group to do a class on repurposing Golden Books in September, then Rebecca and I will host our final adult craft program of the year in December. We have gotten much positive feedback so far, and we're looking forward to continuing this series of programs into 2015. It is important to provide a space for adults to engage their creativity, learn new skills, and create.

Svetha Hetzler, Head of Children's Services



Photo Courtesy of the Teen Photo Contest

Our summer reading program is well underway and we've seen quite a few participants reach their half-way goals. A few have even met their final goals. Our three summer pages continue to do fantastic work and I'm happy to say that Lindsay Barcus and Amanda Brzeszkiewicz have recently accepted promotions and will be staying with us past the summer reading program.

We continued our weekly offering of morning storytimes, Krafty Kids, Kids Book Club, and guest performers. I also offered a Body Science program which was a fun way to incorporate STEAM (science, technology, engineering, arts, mathematics) into our library's offerings. I also visited La Petite Academy's day camp and I hosted a visit for

children and therapists from Gio's Garden. Gio's Garden is a respite center for families and children on the autism spectrum.

Erin Look, my summer practicum student from UW-Madison continued her work on programming, collection development, and patron services. She has been a great addition and I'm happy to say that she will be joining our Youth Services team as a substitute next month.

Rebecca Van Dan and I worked with Kelsey McCarthy and Lindsay Barcus to train them on the Main Level Help Desk. It'll be great to have the extra support!

All the 1000 Books Before Kindergarten scrapbooks were assembled thanks to our summer and circulation pages. I am working on some promotional posters and banners to help bring attention to the new program.

Sally Wood assembled our DIY table, featuring ice cream themed activities this month. Sally also posted Facebook messages and created posters for upcoming events.

In collection development, I was able to complete the management project for our holiday book collection. I also ordered several new Halloween titles in anticipation for the fall demand.

This fall, we are hoping to invite as many second grade classrooms from the Middleton Elementary school for a library visit.

I planned events for September and October and our publicity will be ready next month.

Amanda Struckmeyer, Head of Youth Services



Our Head of Youth Services, Amanda Struckmeyer, and her husband, Karl, recently welcomed baby Sophie Adrian into their family! Sophie can't wait to get her very own Middleton Public Library card!

Jim Ramsey, Head of Adult Services



Photo Courtesy of the Teen Photo Contest

The Adult Services Department held two successful author events during the month of July—one featuring historian and archivist Michael Edmonds, and the other a visit from novelist Dale Kushner. Though our programming schedule is typically lighter in the summer months, we have in years past always managed to bring in at least one author during the month of July. For the past three years, I've collaborated with Jenny Carr to tie the author visit in with her monthly book discussion group, which has always worked well in terms of generating interest and publicity for both programs.

In addition to the author events, we hosted two more programs from the Retirement Classroom on Medicare and retirement planning. Rebecca Light and Sarah Hartman also presented a summer-themed craft workshop at the beginning of the month that was very popular. A craft involving collages made from recycled children's books is up next.

Rebecca Light and I held our bi-monthly meeting of our off-site book group, *Let's Talk About Texts*, at the Craftsman Table and Tap at the end of this month, where we discussed Haruki Murakami's *Norwegian Wood*. This was the first meeting of the group since we started promoting it on meetup.com and I'm happy to report that this small investment has already begun to pay big dividends: attendance at this month's meeting shot up to 9 after hovering in the 3 to 5 range in recent months. It was great to see so many new faces and we're confident that many of them will join us in September for our discussion of Rachel Kushner's *The Flamethrowers*.

We're excited to announce that Amanda Brzeszkiewicz has accepted the Library Assistant I – Technology and Digital Media Instructor position at the library and will start on August 4th. This newly created position will collaborate with the Head of Adult Services to deliver technology instruction to our patrons. Amanda will be developing classes on popular topics such as social media applications, Microsoft Office software, downloadable eBooks and audiobooks, and more. Having a part-time staff member dedicated to developing and teaching technology topics will greatly increase the number of classes we are able to offer our patrons.

Brendan Faherty, Head of Circulation



July sees the Circulation Department in the full swing of summer, which means significant increases in holds processed, hold requests, and overall circulation. Our numbers reflect this busy time, as the three full weeks in July represent three of the four highest-circulating weeks of 2014. July 13-19 saw our highest total of the year, with 16,344 checkouts (a total that does not even include our digital checkouts). The increased workload has been handled by Circulation staff effectively, especially considering the departures of a couple of Desk staff recently.

Jenny Fidler has moved on to a full-time position in Geneva, IL, and we all wish her well in her first professional position! In addition, Page II Meg Stevens is 'retiring' at the end of July (she will still be on our Sub list). Their open shifts, combined with various staff vacations throughout the summer, have made for an interesting scheduling season. Thankfully, we have recently hired replacements for both Jenny and Meg. Kate Wilmot, who has been a Page II Sub for the Help and Reference desks, will be starting August 4th as a Page II in Circulation. And Travis Mueller, who was previously a Page II (several years ago) and has been a Page I for the past few years, has once again been promoted to the Page II position. We are very excited to have both Kate and Travis join our front desk team!

In addition to scheduling around vacations, I have been helping cover the Ambassador Program desk from time to time. In addition to staff from other departments, Katie Adkins and Maria Ochoa Podell from Circulation have been participating in the Ambassador program as well. We anticipate Kate and Travis taking over some of those shifts after they are up to speed.

As for the Ambassador Program, we now have roughly a month of feedback on the project and the overall response has been very positive. Patrons have seemingly gotten used to someone greeting them as they enter the library and provide an interesting trivia question, a fun fact, or some other sort of survey. The ability of library staff to engage with patrons in a less traditional way has generated a lot of goodwill for the library. Some statistics from the first month:

Total patron interactions in the various categories (June 24th-July 29th)—

Directional (Showing where something is) – 124

Informational (Catalog assistance; programming questions) – 93

Equipment (self-checkout; public computers; photocopier) – 14

Technology (eReaders/Tablets; electronic/digital resources) – 22

Other (including Community events/info) – 199*

*The 'Other' category also includes patron responses to any surveys or trivia questions we posed.

Some conclusions...Almost everyone at the Ambassador Desk has noted that traffic slows down significantly from 11:00am-12:00pm. It has also quieted down in general in the past week or so, as many patrons are going on vacations or finishing up their Summer Reading Program goals. The relatively small number of

Equipment/Technology questions is a little surprising, though I know those patrons who have asked for Tech help (with their eReader, for example) have really been pleased and grateful for the convenient assistance right inside the library. One advantage of the Ambassador is the ability to spend a little more time helping a patron with their question (walking them to the section of the library they're looking for, taking them step-by-step through a search on the library catalog, etc.).

Some patron comments:

"The library is such a great resource. You guys are so good at what you do. Thanks."

"The library is a good value. Where else can you get all this?!"

"What a great idea this is!"

"The answer man is here again this morning!"

Patron: "Do you accept Madison library cards?"

Staff: "Yes"

"Oh, excellent! This is far nicer than the Madison libraries."

"I could have done this myself, I suppose, but you were right there!"

Going forward, we will need to make a determination about what hours the public is best served by the Ambassador Desk (obviously, different during the school year) and what other tasks staff members working at that desk can perform during quieter times. An on-going project, but certainly a great start.

Finally, our self-checkout usage remains steady at roughly 60%. In spending some time recently out at the Circulation Desk, it seems that our Self-Check usage is hindered not only by patrons picking up holds for their family members (which is already a known roadblock), but also the large number of Madison patrons who use our library. While the South Madison-Goodman branch and the new Central library have their collections tagged with RFID, and several of the Madison libraries have Self-Check machines (including Sequoya), most Madison patrons using our library tend to prefer having staff

check out their materials. The Alicia Ashman branch, our closest Madison library, has no Self-Check machines, let alone RFID tags. I expect attempts to teach these patrons to use the Self-Check machines would be resisted, as patrons probably prefer not to learn a method different than their regular library's standard procedures. That our overall usage remains at 60% despite this segment of our service population speaks highly of how many patrons our staff has been able to successfully teach.

Amy Perry Youth Services Librarian



Where do I begin?!? This is my first month working for Middleton Public Library as the LTE Youth Services Librarian while Amanda's on maternity leave and it has been a whirlwind! Amanda spent about a week training me and she truly went above and beyond with the information she provided. I felt prepared and ready to go which is good since Amanda started her leave a week early.

During the month of July, the library hosted six successful programs for 'Tweens. All were lively programs that saw attendance at capacity. The Mad Science program in particular, warranted many positive comments from parents and requests to have the program hosted here again. In addition to the 'Tween programs, I also conducted Tuesday morning Toddler Storytimes. For these, I provided caregivers with 'Sharing Sheets' that contain early literacy tips.

So far, the Summer Reading Program has seen 228 kids (grades 3-6) signed up with 56 kids who have already completed the program. I've purchased more book prizes since

our supply has been dwindling. Parents and kids alike seem to be very happy with having books as prizes for the half-way and final prize point.

Throughout July, I also worked on ordering material and learning the process involved with that. I'm actively replacing damaged, worn, yellowed paperbacks as well as trying to complete series where there might be gaps.

I wrote and submitted my first *Booking It* article to the Middle Times-Tribune. I chose to write about my recommendations for audio books since many people take road trips throughout the summer. I am also the liaison to this local newspaper on behalf of the library.

Lastly, I worked closely with Svetha to coordinate the Katie's Kids 2nd grade visits this fall. We met with Brendan to discuss our options in regards to processing the student's library card applications. We also created a teacher and principal letter along with a copy of the wallet giveaway and dropped these off at the school district office.

7. AGENDA OVERVIEW

2015 Library Operations Budget adjustments

Adjustments include: Utility line item, Equipment & Maintenance and Electronic Resources due to increased electrical rates, equipment updates for public PCs, and WPLC Statewide Media Buying Pool option to subscribe to Flipster (digital magazines) and Rosetta Stone language database.

2015-18 Capital Improvement Project Requests

We'll review and vent the projects discussed at from last month's meeting. Those listed in the gray rows are new items per request by staff and patrons.

Revisions to the Employee Handbook related to Act 10

Council's change to City of Middleton's Ordinance Section 27.23 (2) was included in this packet. The Library's Employee Handbooks needs to be updated accordingly. Copies of the sections will be provided at the meeting.

Library Board Report: Interview Schedule for Building Feasibility Study:

We'll review the interview schedule, the introductory letter and the accompanying documents.

Proposed New Policies: Advocacy, Sponsorship, Corporate Sponsorship, and Public Comment

We'll discuss first reading of these draft policies.