



## February 2015 Report

Presented at the March 10, 2015 Library Board Meeting

### 1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2015	31,838	3,329	19,037	54,204	113,307
2014	33,608	3,395	20,882	57,885	121,714
2013	36,348	3,532	19,670	59,550	124,832
(2014-2015 +/-)					(-6.91%)

#### Self-Service checkouts:

	ITG	ITG#2	ITG #3	Total	% of total
2015	11,177	6,263	7,673	25,113	46.3%
2014	11,139	7,874	6,856	25,869	44.7%
2013	11,752	10,191	4,134	26,077	43.8%

#### Library cards issued:

	Adult	Juv.	Sr.	Org.	Total
2015	81	13	3	0	97
2014	81	18	0	0	98
2013	70	13	1	0	84

#### Interagency loans:

	To Other LINK libraries	Borrow from other LINK libraries
2015	20,292	18,261
2014	17,621	18,042
2013	20,919	17,789
(2014-2015 +/-)		

#### eBook Circulation:

Overdrive use	2015	2014	2013
	3458	2561	1508

#### Other: ILL

	Visits
2015	68 24,694
2014	53 24,469
2013	53 27,704

#### Study rooms use

508.75 Hours - 330 Bookings
554.25 Hours - 378 Bookings
568.75 Hours - 373 Bookings

#### Walk-in WI-FI

551 sessions
719 sessions
512 sessions

#### FAX

56 users / 157 pgs
50 users / 157 pgs
75 users / 216 pgs

#### Public Computer Usage:

Number of Days Open: 28  
 Total Sessions: 7,458  
 Total hours Used: 2,242  
 Total Printed Sides: 8,017

# On the Average Day

Middleton Public Library

February 2015

Patrons borrowed **3,458** from our collection, **652** items from other LINKcat libraries and **2.5** items outer library loan

Library loaned **725** items to other LINKcat patrons and **124** eBooks.

Patrons used the PCs **266** times for **80** hours, printing **286** pages.

Library hosted **881** visitors and **2.82** programs with **88** attendees.

Patrons booked study rooms **12** times, for **18.16** hours.

Patrons used our walkin WIFI **20** times our public fax **2** times and sent **6** pages.

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
2/2/2015	<a href="#">February CD of the Month Club</a> : Demonstrator, Brendan	23
2/3/2015	<a href="#">Toddler Storytime: Mice</a> : Demonstrator, Svetha	34
2/3/2015	<a href="#">Toddler Storytime: Mice</a> : Demonstrator, Svetha	32
2/3/2015	<a href="#">Middleton Media Maker Lab: Video Editing</a> : Demonstrator, Bill Boehm and Deanna Kruger	11
2/4/2015	<a href="#">Middleton Media Maker Lab: Video Editing</a> : Demonstrator, Bill Boehm and Deanna Kruger	9
2/4/2015	<a href="#">All-Ages Storytime</a> : Demonstrator, Amanda	14
2/4/2015	<a href="#">Outreach - La Petite Fourier 4k classroom</a> : Demonstrator, Amy	13
2/4/2015	<a href="#">All-Ages Storytime</a> : Demonstrator, Amanda	25
2/4/2015	<a href="#">Author Event: Delirium Check-out at Clark St. HS</a> : Demonstrator, Rebecca V.	13

2/4/2015	<a href="#">eBooks for Your Kindle</a> : Demonstrator, Amanda Brzeszkiewicz, Jim Ramsey	7
2/4/2015	<a href="#">Band Interview: Flash Drive</a> : Demonstrator, Rebecca V. and Tiffany R.	6
2/5/2015	<a href="#">Teen Techno Minutes</a> : Demonstrator, Sam, RL	1
2/5/2015	<a href="#">Adult Craft Program - DIY Collage Birdhouses</a> : Demonstrator, Sarah H. and Rebecca L.	14
2/5/2015	<a href="#">Baby &amp; Tiny Tots Storytime</a> : Demonstrator, Svetha	31
2/5/2015	<a href="#">Baby &amp; Tiny Tots Storytime</a> : Demonstrator, Svetha	18
2/6/2015	<a href="#">Bilingual Spanish-English Storytime</a> : Demonstrator, Katy Shannon	18
2/7/2015	<a href="#">Krafty Kids: Valentines!</a> : Demonstrator, Kathy R.	62
2/8/2015	<a href="#">eBooks for Your Tablet</a> : Demonstrator, Amanda Brzeszkiewicz, Jim Ramsey	14
2/9/2015	<a href="#">Teen Advisory Committee</a> : Demonstrator, Rebecca V.	6
2/10/2015	<a href="#">Toddler Storytime : Valentine's Day</a> : Demonstrator, Svetha	15
2/10/2015	<a href="#">Toddler Storytime : Valentine's Day</a> : Demonstrator, Svetha	38
2/10/2015	<a href="#">Kids Book Club</a> : Demonstrator, Svetha	18
2/10/2015	<a href="#">Middleton Media Maker Lab: Video Editing</a> : Demonstrator, Bill Boehm and Deanna Kruger	10
2/11/2015	<a href="#">Middleton Media Maker Lab: Video Editing</a> : Demonstrator, Bill Boehm and Deanna Kruger	7
2/11/2015	<a href="#">Mixed Age Storytime</a> : Demonstrator, Amanda	35
2/11/2015	<a href="#">Mixed Age Storytime</a> : Demonstrator, Amanda	16
2/11/2015	<a href="#">Techno Minutes</a> : Demonstrator, Amanda Brzeszkiewicz	1
2/11/2015	<a href="#">Techno Minutes</a> : Demonstrator, Amanda Brzeszkiewicz	1
2/11/2015	<a href="#">Donuts &amp; Dystopias: Maze Runner book vs. movie</a> : Demonstrator, Rebecca V.	6
2/12/2015	<a href="#">Travelogue: Peru</a> : Demonstrator, Carol Phelps	43
2/12/2015	<a href="#">Baby &amp; Tiny Tots Storytime</a> : Demonstrator, Svetha	31
2/12/2015	<a href="#">Baby &amp; Tiny Tots Storytime</a> : Demonstrator, Svetha	8
2/13/2015	<a href="#">Bilingual Spanish-English Storytime</a> : Demonstrator, Katy Shannon	25
2/13/2015	<a href="#">Humane Society Helpers</a> : Demonstrator, Amanda	3
2/14/2015	<a href="#">PAWS to Read</a> : Demonstrator, Daisy and Buttons, their handlers, and Sally as facilitator	12
2/14/2015	<a href="#">Garden Expo</a> : Demonstrator, Amy	1000
2/16/2015	<a href="#">Storytime with Gio's Garden</a> : Demonstrator, amy	8
2/16/2015	<a href="#">Read It and Eat Book Club</a> : Demonstrator, Amanda	6
2/17/2015	<a href="#">Toddler Storytime - Bedtime</a> : Demonstrator, Svetha	18
2/17/2015	<a href="#">Toddler Storytime - Bedtime</a> : Demonstrator, Svetha	32

2/17/2015	<b>Middleton Media Maker Lab: Video Editing</b> : Demonstrator, Bill Boehm and Deanna Kruger	9
2/18/2015	<b>Middleton Media Maker Lab: Video Editing</b> : Demonstrator, Bill Boehm and Deanna Kruger	7
2/18/2015	<b>Best in Show App Class</b> : Demonstrator, Amanda Brzeszkiewicz	11
2/18/2015	<b>Creative Writing Group</b> : Demonstrator, Kathy Stefan	9
2/18/2015	<b>Outreach Visit - Northside ECC class</b> : Demonstrator, Amy	9
2/18/2015	<b>All Ages Storytime</b> : Demonstrator, Amanda	15
2/18/2015	<b>All Ages Storytime</b> : Demonstrator, Amanda	42
2/19/2015	<b>Adult Book Discussion</b> : Demonstrator, Jenny Carr	20
2/19/2015	<b>India: A Travelogue</b> : Demonstrator, Carol Phelps	14
2/19/2015	<b>Baby &amp; Tiny Tots Storytime</b> : Demonstrator, Svetha	26
2/19/2015	<b>Baby &amp; Tiny Tots Storytime</b> : Demonstrator, Svetha	6
2/19/2015	<b>Make It: Constellation Scarves</b> : Demonstrator, Rebecca V.	8
2/20/2015	<b>Teen Techno Minutes</b> : Demonstrator, Sam, RL	1
2/20/2015	<b>Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon	23
2/21/2015	<b>Community Scan Day</b> : Demonstrator, John and Marcia Sarnowski, ResCarta Foundation, Jim, Pamela, Jenny, Svetha, Shauna, Vijaya, Jim Benes, Bill Feist, Carolyn Mattern, Bonnie	3
2/23/2015	<b>Dia Nights: China</b> : Demonstrator, Svetha & Zhong Yi Kung Fu Association	62
2/24/2015	<b>Toddler Storytime</b> : Demonstrator, Svetha	18
2/24/2015	<b>Toddler Storytime</b> : Demonstrator, Svetha	34
2/24/2015	<b>Glacier Creek Visit (Lauren Oliver visit)</b> : Demonstrator, Katie G from Circ, school librarian Kimberly Stieber-White, Rebecca V. organizer	50
2/24/2015	<b>Lunch Bunch: 5th Grade</b> : Demonstrator, Rebecca V. and Amy P.	10
2/24/2015	<b>Lunch Bunch: 6th grade</b> : Demonstrator, Rebecca V. and Amy P.	5
2/24/2015	<b>Lunch Bunch: 7th grade</b> : Demonstrator, Rebecca V. and Amy P.	13
2/24/2015	<b>Lunch Bunch: 8th grade</b> : Demonstrator, Rebecca V. and Amy P.	3
2/24/2015	<b>Middleton Media Maker Lab: Video Editing</b> : Demonstrator, Bill Boehm and Deanna Kruger	6
2/25/2015	<b>Middleton Media Maker Lab: Video Editing</b> : Demonstrator, Bill Boehm and Deanna Kruger	8
2/25/2015	<b>Mixed Age Storytime</b> : Demonstrator, Amanda	47
2/25/2015	<b>Mixed Age Storytime</b> : Demonstrator, Amanda	32
2/25/2015	<b>Outreach Visit - Gio's Garden</b> : Demonstrator, Amy	7
2/26/2015	<b>Baby &amp; Tiny Tots Storytime</b> : Demonstrator, Svetha	24

2/26/2015	<b>Baby &amp; Tiny Tots Storytime</b> : Demonstrator, Svetha	6
2/26/2015	<b>Outreach Visit - Youth Center</b> : Demonstrator, Amy	29
2/26/2015	<b>Travelogue: Thailand</b> : Demonstrator, Carol Phelps	17
2/27/2015	<b>Writing Workshop with author Jamie Swenson</b> : Demonstrator, Jamie Swenson	6
2/27/2015	<b>Bilingual Spanish-English Storytime</b> : Demonstrator, Katy Shannon	13
2/27/2015	<b>Outreach Visit - AFCH</b> : Demonstrator, Amy	3
2/28/2015	<b>Button Rings and Felt Flower Headbands</b> : Demonstrator, Amanda	27
2/28/2015	<b>February DIY corner - friendship</b> (DIY) : Demonstrator, Sally	27
2/28/2015	<b>Adult Winter Reading Program</b> (DIY) : Demonstrator, Reference Staff	113
2/28/2015	<b>1000 Books Before Kindergarten</b> (DIY) : Demonstrator, YS Staff	20
	<b>Number of Programs / Total Attendance</b>	
	Children's	51 / 1049
	Teens	11 / 126
	Adults	17 / 1292
	<b>Grand Total</b>	<b>79 / 2467</b>
	DIY/Passive Program Total	3 / 160

### 3. LIBRARY EXHIBITS

Exhibit Case



Display near the elevator



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

Date	Staff	Title
2/3/2015	Amy	<u><a href="#">Youth Center/Clark Street Afterschool Meeting</a></u> : I met with Gabrielle Hinahara, the Youth Center Director, to discuss ways the Youth Center can collaborate with the Middleton Public Library on a monthly basis.
2/3/2015	Svetha	<u><a href="#">Child Development 5-8 Year Olds</a></u> : Discussed child development including brain development, learning and gender differences, styles of play, and mental health issues vs. typical behavior.
2/5/2015	Pamela, Svetha and Amy	<u><a href="#">Get Moving Middleton-Chamber meeting</a></u> : City Administrator presented the City's Annual Report, which included facts and figures about all city departments, including the library.
2/12/2015	Amy	<u><a href="#">Meeting with Early Learning Manager of Children's Museum</a></u> : I met with Heather Davis to discuss ways we can collaborate together during the Week of the Young Child (WOYC), which will take place this year from April 12 through April 18. We chose Friday, April 17 as the day I will be present at the museum from 10-11am. Heather said Friday mornings is one of their busiest weekdays. During this time, I will hold a storytime/craft program representing this year's WOYC which is "Celebrating Our Youngest Learners".
2/13/2015	Pamela	<u><a href="#">WLA Board Meeting</a></u> : Agenda included the COLAND proposal, potential partnership with WECA, reviewed the volunteer orientation, approved the budget for 2015 and committee reports. We endorsed the revised version of the lean study.

2/16/2015	Amy	<b><u>M.O.M. meeting with Executive Director, Al Ripp</u></b> : I met with Al Ripp, the executive director for M.O.M. to discuss how the library and MOM can partner. Al also gave me a tour of their facility.
2/16/2015	Amanda	<b><u>WLA YSS Powerhouse School Age Programming Panel Meeting</u></b> : I'm looking forward to presenting as part of a WLA YSS panel on school-age programming during a webinar in April. Today we discussed the content and format of the webinar. I plan to discuss our Read It and Eat book club and possibly some STEAM programming we've done.
2/17/2015	Pamela and trustee Joan Gillman	<b><u>WLA Library Legislative Day</u></b> : Presentations on visits, legislative activities, the climate and lots of focus on the Governors proposed budget. We had appointments with our representatives.
2/19/2015	Pamela and trustees Angela West Blank, Jeremiah Tucker & Deb Smith	<b><u>Middleton Action Team</u></b> : Update on the building feasibility study. Good dialogue with membership and we were able to address some misinformation. Technology was at its worst. Fortunately, we knew the material well enough to speak without the PowerPoint.
2/26/2015	Svetha	<b><u>Crystal Reports &amp; Koha Excel Training</u></b> : Training on Crystal Reports and Koha with some excel tips.
2/26/2015	Amanda	<b><u>Tween and Teen Programming Workshop</u></b> : We had a sneak peek at the Lego Mindstorms Robot kits that will be available through SCLS for library programming, and we had a chance to see the new portable printing press in action.

## 5. DIRECTOR'S REPORT

### Highlights of February 2015:

The role of public libraries is changing from the primary focus on book checkout to include programming, technology, instruction and engagement. One clear indicator of this trend is the falling circulation figures. Take for instance, the year-to-date total circulation of physical items by South Central Library System member libraries (excluding Madison Public and Portage County) drop by -6.99%. Madison Public Library's circulation also dropped by -2.65%.

Although Middleton Public Library, holds the title of the second highest circulating library in South Central Library System we too have experienced a significant downturn to the tune of -6.91%.

**Facility:**

We had several facility related incidents during the month of February. Snow build up on the roof caused a leak in the Young Adult area. One of the older boilers caused a steady leak in the furnace room where our meeting room chairs are stored. Two motor belts on the HVAC blowers burned up and

Carpet tiles continue to be a trip hazard in the lower level staff workroom and throughout the public spaces. Every staff member who works on the lower level has had at least one safety incident related to the peeling carpet tiles. We continue to use duct tape to reduce the liability. I wonder when we'll have an employee compensation case or lawsuit on our hands, due to this deferred maintenance issue.

We continue to wrestle with the inadequate floor plan. During the month of February, we hosted our regular programming schedule. Of the 27 events held in the storytime room 11 programs attracted +30 participants, exceeding fire code limit in a space where we serve our most vulnerable patrons.

**Staffing:**

We are pleased to have Amy Perry on staff as our Outreach Librarian! Miss Amy has a great deal of experience in the field of outreach services and brings a sincere positive energy to the workplace.

**6. LIBRARIANS' REPORTS**

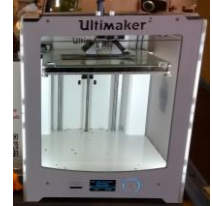
**Patrick Williams, Head of Information Technology**





We completed the 8 class course on video editing using Adobe Premiere Pro; our inaugural workshop for the Middleton Media Maker Lab. We had a good turnout and the students had some finished projects on DVD at the end. There were some fun and creative clips made using a “green screen”.

Our 3D printer arrived and set up. After some initial testing, it was put on display in our lobby for public viewing of it “in action” as we further put it through its paces. A more complete description of it was made available on the media maker webpage ([www.midlibrary.org/mediamaker](http://www.midlibrary.org/mediamaker)), as well as a live camera feed of it, as it prints demonstration projects.



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



In February, we visited schools to check out books for the author event in March, interviewed our last band to promote the Teen Band Night on social media (thanks to Tiffany for filming!), had our Constellation Scarves program, Writers Workshop, and our Maze Runner book vs. movie program. We also finalized the March-May and the Summer Reading program flyers, began our publicity measures for the March-April programs, and started to plan out a few summer programs in more detail.

Amy and I met this month to discuss teen outreach measures, and we introduced her to the

Kromrey Lunch Bunch group. She had a great rapport with the kids! Amanda S. and I also met to discuss a Young Entrepreneurs Craft Fair in November and have been working on an information/application sheet to work out some of the details. Svetha and I also met to discuss how to cover duties while one of our Youth Services staff is out on extended sick leave. We finished up our work with the Junior League's All Dressed Up event this month. We were happy for another publicity source this month: I sent out publicity to the Spanish language newspaper *La Comunidad News* this month, hoping to raise awareness in the Latino community about all the programming we do, and had a response back that they would love to do an interview as well.

I finished weeding the teen hardcover fiction this month and started on weeding the teen paperbacks with the help of our Pages and some fantastic teen volunteers. I've attended a few of our Wednesday Staff Chats, have continued weekly meetings with our LA IIs, and worked on a scratch off SRP promotional card that I think will get a lot of interest over the summer.

Displays: Award Winners, Highly Quotable, Red Hot Valentines, Hot Reads/Cold Nights

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



We continued our regular morning storytime schedule this month and offered a school-aged

Kids Book Club and an evening family event, Dia Nights. This month's Dia Nights featured China and the Zhong Yi Kung Fu dancers. The Lion Dance in honor of Chinese New Year was fantastic and it's been great to have families gather at the library for cultural and literary events. I was also able to participate in the Scan Day event. I appreciated the opportunity to learn about ResCarta and entering metadata for some of the library's historical documents. Our Play & Learn Space continues to be well used and patrons seem to appreciate the extra activities during this cold month!

I was able to attend several meetings and webinars including a WLA YSS Powerhouse on child development, Get-Moving Middleton Chamber Meeting, Upcycling program planning meeting, and an SCLS Crystal Reports and Koha Excel workshop. We ended the month with a YSS Power Archer Room Closet Cleaning – it was fantastic!

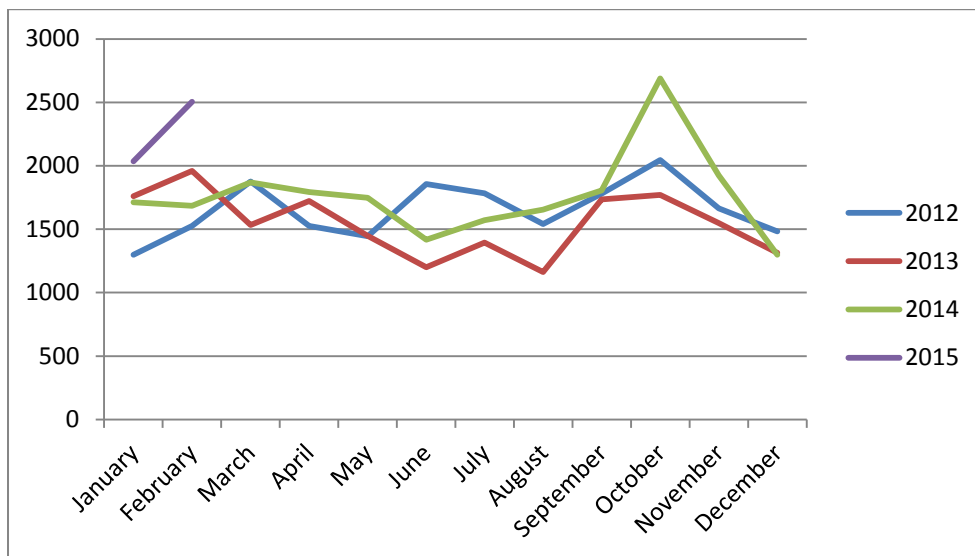
In collection management, I am continuing my work with the picture book collection and am nearly complete! Once this project is complete, I will be able to shift the Holiday Book collection. This month, I started and completed a DVD weeding project. The next area to work on will be the Early Reader and Parenting collection. It's been rewarding to see patrons use our "shelf helpers" in our picture book collection and I have received some positive feedback from patrons and staff.

I finalized my summer programming plans this month and put together publicity and materials for our spring events. I continue to oversee the Main Level Help desk schedule and supervise our YS subs. Our substitute staff is very helpful in filling in gaps in our desk shifts and contributing to special departmental projects.

**Sarah Hartman, Head of Technical Services**



We have been abnormally busy ordering, receiving, linking, and processing new materials so far this year. Only twice before in the past three years have we added more than 2,000 items in a month, but so far this year we added 2,036 items in January and 2,504 items in February.



In addition to handling a large volume of new materials, we continued work on the extensive thematic picture book re-cataloging project.

After working with the company for a number of months to set up profiles and parameters, we finally have access to collectionHQ, which will provide us with new ways to manage our

collections. As an administrator, I am working with collectionHQ to schedule training sessions for staff. Pamela and I will be attending administration module training in March. The software is mostly self-explanatory and easy to use. I have run weeding reports on several collections, as well as a “grubby” report to find out which of our adult BOCDs have circulated the most. Technical Services Pages are inspecting these BOCDs that have circulated more than 50 times and buffing any damaged discs. This proactive mending will enhance patron satisfaction with our collections.

In addition to our usual Technical Services work, as part of the building feasibility study, Jason and I brainstormed things we need and things we want for our department. Top needs/wants are more space, having the department all together instead of split between floors (and with the other departments that make up the Reference Team), and improved ergonomics and ventilation for workplace safety. I also attended the last Board meeting to see the presentation by Dimension IV.

Finally, Vijaya helped out with our Saturday Community Scan Day program, arranged by Adult Services, and Rebecca L. and I led a *To Kill a Mockingbird*-related collage birdhouse craft program for adults.

**Jim Ramsey, Head of Adult Services**



As in past years, the Adult Services Department managed to fit a large amount of programming and instruction into the shortest month of the year. This February we offered three travelogue programs (including one that was rescheduled from January) and three technology classes for adults. Additionally, Sarah and Rebecca offered their first adult craft program of 2015, a decoupage birdhouse decorating workshop inspired by *To Kill a Mockingbird*. I also spent a lot of time this month firming up plans for summer programs and beginning to look to the fall.

On Saturday, February 21st, we partnered with the ResCarta Foundation to host the first-ever Middleton Community Scan Day, a chance for the library and members of the community to scan their old photographs and documents with the eventual goal of building an online local history repository. Though the turnout was low and we experienced some technical glitches, the program allowed us to digitize a large amount of material relating to the history of the library. We plan to share many of these photographs and documents with the public in the coming months as we highlight the library's past and discuss its future as part of the Building Feasibility Study process.

Amanda Brzeszkiewicz, our Library Assistant in charge of technology instruction, has been busy planning a full slate of technology programs for the coming months, including classes on iPads,

Apple's iMovie application, and privacy and security on Facebook. Amanda has spent a lot of time and energy developing these classes and she is looking forward to putting them into practice. Overall, the number of technology instruction offerings will only increase in the coming months.

Jenny has been busy preparing the seed packets for our first-ever Seed Library set to launch next month with a community "seed swap." Our Page II desk staff members have been a tremendous help in filling the seed packets, labeling them, and getting them ready to be checked out.

Jenny and I also decided that this month would be a good time to cross-train a member of the Circulation Department in the Inter-Library Loan processes, especially given the fact that Jenny is leaving for an extended vacation in the middle of March. Jenny is now in the process of training Katie Ganser, a Circulation Library Assistant II, in the processing and management of ILL requests. Until now, Jenny was the only staff member fully trained in ILL procedures, so it will be nice to have someone as a back-up.

I continued my adult fiction weeding project this month, completing through the letter G. As I mentioned in previous reports, this project is the kind of major weeding initiative that has to be undertaken every 1-2 years in order to free up much-needed space and keep the collection fresh. I haven't had the time to give the non-fiction collection much attention, but after I've finished with fiction, I plan to work on areas (such as the 900s) that have grown crowded since the last major weed in late 2013.

The Dementia Friendly Community Coalition on which I serve celebrated its first anniversary this month. Over the past year, the DFCC has trained almost two dozen businesses and city departments on how to serve those in our community suffering from dementia. I continue to be active on the coalition when my schedule permits, and this year I hope to find new ways for the library to collaborate with the DFCC and further their goal of making Middleton a caring, compassionate place to live for people with dementia.

## **Brendan Faherty, Head of Circulation Services**



February has arrived and Circulation has started to pick up again as we head toward spring. Self-check usage numbers are remaining steady, and we had several standout days during the month, when usage was close to 65% of total in-library circulation. Hats off to our steadfast Circulation staff as they continue to assist and instruct both old and new patrons on the easiest way to use our Self-Check Machines.

We did receive a software upgrade as part of the effort to solve the alternate RFID tag problem caused by a different RFID standard currently being used by McFarland and Oregon (as they start to tag their collections). The upgrade to the sorter seems to have worked the best, and the self-check machines are working efficiently. Unfortunately, the 'upgrade' to the staff stations produced unacceptable delays in all facets of Circulation, so we decided to go back to the old software and simply work around those Oregon and McFarland items that can cause problems. Hopefully, a solution will be made available soon.

Since establishing a Square account for the library in mid-January, we have seen quite a few patrons use the service as a means to pay off their overdue fines (from other libraries) or Lost Item & Damaged Charges. We have taken in over \$800 in payments in just over a month and a half and patron response has been overwhelmingly positive. Patrons in this day and age expect to be able to pay for things using their credit/debit cards, and thankfully, the library is no longer an exception to that expectation.

The CD of the Month Club is still going strong, with a few returning members this month bringing

the total to 24 patrons. A couple of patrons had to drop out because they moved to Belleville; they were disappointed to learn that Belleville did not have such a program established (Middleton is currently the only SCLS Library offering this type of service).

Our promotion/advocacy campaign started with a bang in February, as we asked patrons, “What do you love?” We provided heart-shaped cutouts for patrons to add their responses to the wall/window in front of my office, and the response from both patrons and staff was outstanding:



The Circulation staff is excited to get our March plans underway, featuring a nod to National Foreign Language Week (March 9-15) and our access to Language databases Rosetta Stone and Mango.

Finally, I attended my first meeting as a member of the WLA Annual Conference Planning Committee. I will be serving as a Local Arrangements Co-Chair, and will be planning all the out-

of-conference activities for attendees, as well as scheduling and arranging the various rooms for the sessions through the conference. Since the conference takes place at the Marriott by Greenway Station this year, there will be ample opportunity for library staff to get involved.

**Amanda Struckmeyer, Youth Services Librarian**



This month, programming included PAWS to Read, Read It and Eat Book Club, Storytimes, and Humane Society Helpers, a program in which participants created fleece no-sew blankets for animals at the Humane Society. The Youth Services team worked hard this month to finalize our summer program offerings so that we could submit our flyer for printing. We've got a great line-up of events this spring and summer! In April, Youth Services and Adult Services are joining together to offer an all-ages book upcycling program. This program will fall during spring break, and it will be structured as a drop-in event. This month, we met to discuss project ideas for this program. We've got a nice variety of projects, and we're all looking forward to this all-ages venture!

Collection development continues to be a focus this month. I worked on weeding fiction and nonfiction collections, ordering replacement copies, and checking to make sure we own complete series.

I continued to serve as the library's liaison to the *Middleton Times-Tribune*; several staff members contributed articles this month. I also continued as a member of ALSC's Services to Special Populations and Their Caregivers committee. I am working on two blog posts that will

appear on the ALSC blog, both of which will center around diversity.

**Amy Perry, Outreach Librarian**



I wanted to reintroduce myself and to provide some insight into what I hope to accomplish in this outreach capacity. Prior to joining the Middleton Public Library, I worked at the San Francisco Public Library over seven years and three years of that time was spent onboard the Early Literacy Mobile which was part of the Mobile Outreach Services department.

In addition to visiting over 35 sites each month, I created a variety of outreach initiatives. For instance, I spearheaded a relationship with the SF Parks and Recreation department to bring a bookmobile to playground sites every Tuesday morning. I worked with the San Francisco Zoo to bring the bookmobile to the zoo every month on their free day. I also created a book box program called “I’m a Little Book Box” which allowed us to bring children books to additional Head Start and non-profit sites on a monthly basis. One site was a Homeless Prenatal Center and another was the General Hospital Family Health Center. As you can see, I am very comfortable with getting out into the community, looking for ways to collaborate and combine strengths with other like-minded organizations all with the goal of promoting the library, literacy, library programming, etc. I’m hoping to develop similar programming here in Middleton as well.

February has already proven to be a busy month. I met with the Youth Center Director at Clark Street School on Feb 3<sup>rd</sup> to discuss ways to collaborate on a monthly basis. I made my first monthly visit to the Youth Center yesterday on Feb 26 and conducted a

button making program to an enthusiastic group of 6<sup>th</sup> & 7<sup>th</sup> graders. I also brought some books for the students to have. Many students were excited to learn I would try to bring books with me each visit.



I met with the Early Learning Coordinator from the Madison Children's Museum on Feb 12 to discuss ways the Middleton Public Library can collaborate with the museum during this year's Week of the Young Child. The Week of the Young Child is an annual celebration held nationwide every April since 1971. The purpose of this event is to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs. I was pleased to learn that Heather wanted to do something at the museum during this week as well. As a result, I will do a storytime and craft program at the museum on Friday, April 17 @ 10:30am and Middleton Public Library patrons can show their library card for half off their admission on that day.

Another partnership I hope to grow is with the Middleton Outreach Ministry. I met with MOM's executive director, Al Ripp, on February 16. He gave me a tour of their facility and afterwards we discussed ideas on ways the library can collaborate with MOM. Some of the possible collaborations that we discussed were providing MOM with guidance on how to organize and better display their two children's book shelves located in their waiting area; providing withdrawn children's books; provide our program information for inclusion on their lobby monitor/messaging; conduct a library card drive in their waiting area; conduct regular storytimes in their waiting area; and perhaps do some summer reading sign ups in June. We also had some special project ideas such as participating in their Sleep Out program and their backpack giveaway. For the backpack program, I would want to provide library card applications, booklists, and library programming info for inclusion into each backpack (850 backpacks given away last year). MOM also visits two senior center sites with their food truck so I suggested I

might be able to visit the two senior sites the same time when MOM brings their deliveries so I could provide free books or even provide library card sign up and check out.

I started some monthly storytime visits to sites such as La Petite Academy Fourier, the ECC class at Northside, and Gio's Garden. In March, I have three more 4k classrooms signed up for monthly storytime visits (two West Middleton 4k classrooms and one at La Petite Gammon). I would like to institute more circulation in relation to these 4k site visits. This could look similar to the "I'm a Little Book Box" program or even genre early literacy kits that the teacher can borrow for the month. This will take some prep time and funding however, so it might be a project better suited for the beginning of the next school year.

I will also be handling the 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grade monthly Lunch Bunch programs held at Kromrey Middle School and the monthly visits to American Family Children's Hospital (AFCH). Regarding the AFCH, I will be researching ways we can bring a Mobile Media Maker program to this site on a monthly basis. I'll also be in touch with my contacts at AFCH to see how to go about setting up this type of additional visit.

Other outreach events that I attended in February were the Garden Expo and the Middleton Chamber of Commerce Annual Breakfast. In March I will also be working the Kids Expo alongside the Dane County Library Service.

In addition to what I currently have set up, my goals for outreach within the community involve visiting summer camp sites, parks, the public pool, etc. During these visits, I would like to set up a table and have the capacity to check out material, create library cards, and do summer reading sign ups. As time allows, I will also try to seek out collaborations with local companies and organizations such as the Keva Sports Complex, Culver's, etc.

## **7. AGENDA ITEMS**

**Library Building Feasibility Study Update and Discussion:** Update (no action needed)

**Approval of the Owner & Architect Agreement with Dimension IV (possible action item).**

**Subcommittee Convene into Closed Session:** The Middleton Public Library may convene into closed session in accordance with Wisconsin State Statutes sections 19.85(1)(c) regarding employee benefits and compensation.

**Report from the Subcommittee - Review of the Library Directors Position Description and Compensation (possible action items)**

**Consideration to host a Young Entrepreneurs' Event (possible action item)**

Rebecca Van Dan and Amanda Struckmeyer would like to host an event for 'tweens and teens in November. Participants will have the opportunity to sell products, such as crafts, that they've created. This will give young members of our community a chance to connect with the community and get a taste of what it's like to run a business.

Rebecca would also like to offer a similar opportunity to teens in July for any fandom-related crafts they would like to sell at the annual LibCon Event, a celebration of fan culture. She would also like to offer tables for area businesses that specialize in fan toys and literature (such as Westfield Comics and Geek PlastiQ), if possible. Sales will not benefit the library directly, but will go to the young entrepreneurs.