



March 2015 Report

Presented at the April 14, 2015 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2015	35,076	3,775	21,683	60,534	173,841
2014	38,432	3,944	22,574	64,950	186,664
2013 (2014-15 +/-)	40,675	4,064	23,280	68,019	192,851 (-6.87%)

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	%of total
2015 (March)	12,298	6,653	8,829	27,780	45.9%
2014 (March)	12,612	8,948	7,655	29,215	45%
2013 (March)	13,372	11,791	4,934	30,097	44.4%

Library cards issued:	Adult	Juv.	Sr.	Org.	Total
2015	83	20	8	0	111
2014	102	35	5	0	142
2013	66	23	1	1	91

Shared with other SCLS libraries:

	Loaned to other LINK libraries	Borrowed from other LINK libraries
2015	21,312	19,052
2014	19,237	19,013
2013	22,505	19,816

Miscellaneous:	ILL	Visits	Study rooms use
2015	37	29,470	532.75 hours / 368 bookings
2014	52	29,482	620.25 hours / 427 bookings
2013	52	31,033	582 hours / 366 bookings

Walk-in laptop/device WI-FI use:

March 2015: 674
 March 2014: 682
 March 2013: 1,132



Social Media

Facebook (Total Likes) Main Library Page 1,318 Let's Talk About Texts 338 Twitter (Total Followers) 667 Flickr (Total Views) 246,867 YouTube (Total Views) 1,830	Notify Me (Messages Sent) Adult Services 14 Children's Services 16 Friends 2 Library Board 1 Library News 2 Technology Programs 1 Teen Services 3
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5 Minute Activity Snapshot at the Middleton Public Library

April 7, 2015 at 11:20 -11:25 am

- 1 elderly man browsing the Spanish Language collection
- 1 middle age woman using self-checkout
- 1 young woman using full service checkout
- 1 person on the phone with Circulation staff
- 3 men using the online catalog (express stations on the main level)
- 1 elderly woman with preschool girl browsing the children's collection
- 1 mom and girl at the kids educational toy area
- 4 people (2 adults 2 preschoolers) at the children's PCs
- 1 woman browsing the DVDs
- 1 elderly man examining the New Books for adults
- 1 elderly woman reading a kids' book from Read alike from the community-wide read display
- 1 mom and kid using the microscope
- 2 people at a table on main level tutoring
- 2 people at a table discussing something on a laptop
- 2 people at individual study carrels on the main level (one using headphones)
- 1 main using the quiet table near the Mack Room (newspaper and sketchbook)
- 3 people in the Mack Room reading the newspapers
- 3 adults and 4 kids in the storytime room during Play and Learn
- 1 man in the kid's area reading a novel
- 1 woman in the kid's area just watching people
- 4 people arrived through the front doors
- 1 adult and child choosing a sticker for reaching a goal in the 1,000 books before kindergarten program
- 1 woman browsing the Go Green Collection
- 1 man using the copier on the lower level
- 6 individuals using the PCs in the lower level
- 5 individuals using PCs in the lab
- 1 man browsing the magazines on the lower level
- 1 adult looking for materials in the politics section of adult books
- 2 adults in the study rooms
- 2 in the individual comfortable reading areas
- 1 person at the Reference Desk

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
3/1/2015	Chess Club Evaluation: It's great to see steady attendance for our Sunday afternoon Chess Club. Brad is very reliable and knowledgeable.	16
3/1/2015	1000 Books Before Kindergarten (DIY) : This month, we had 17 new participants stop in to pick up a journal. 24 participants reached various milestones: 1 reached 100 books, 8 reached 200, 2 reached 300, 2 reached 400, 1 reached 500, 1 reached 600, 3 reached 700, 2 reached 800, 2 reached 900, and 2 reached 1000.	41
3/2/2015	March CD of the Month Club : 'Mystery' CDs selected to patrons Evaluation: Still going strong. Added a new out-of-towner last month (from Cross Plains), so that's nice.	22
3/2/2015	Getting to Know Medicare : An overview of Medicare for those approaching the age of eligibility. Evaluation: Jesse emailed to let me know everything went smoothly. He's given this presentation many times, and it always seems to draw at least a dozen or more people.	17
3/3/2015	iPad Basics Evaluation: The class was great! I think it was the best one yet! I had 9 people signed up, and 14 came! I was caught off guard because I did not think I would have that many extra. I had to print off more handouts, so we started a few minutes late.	14
3/3/2015	Toddler Storytime : Pigs Evaluation: Always a fun group. The kids and parents for this session have become good friends. Lots of cute "huffing and puffing" when we retold the story of the 3 Little Pigs!	17
3/3/2015	Toddler Storytime : Pigs Evaluation: I think the road conditions kept this group small today. Two patrons commented that they almost didn't make it in. Everyone stayed after to enjoy the Play & Learn space. We brought up a lego table from the Archer room closet. It's a nice addition.	10
3/4/2015	All-Ages Storytime Evaluation: Lots of great participation today from a wide range of ages!	32
3/4/2015	All-Ages Storytime Evaluation: It's always nice to incorporate a nonfiction title (like Whose Shoes?) into storytime!	27
3/4/2015	Outreach - La Petite Fourier 4k classroom Evaluation: This was my second visit to La Petite Fourier. This is a really nice group of 4k students. They really respond well to the books, songs, and rhymes that I presented. Plus when they saw me arrive, there were smiles and gasps of excitement. It doesn't get better than that!!	13
3/4/2015	Techno Minutes Evaluation: Session went well, went over how to do equations in the spreadsheet program in Open Office on her laptop. She practiced a bit and we found a book on Open Office here in the library that has a chapter about Calc. She needed something to help her remember, and to learn more about it.	1
3/4/2015	Living in the Jim Crow South: The Historical Context of To Kill a Mockingbird Evaluation: Good turnout and a very enthusiastic audience. Lecture was great, scholarly but accessible, concise, and well-organized. The discussion and Q&A really took off and lasted almost as long as the lecture itself! I had to cut it short to get everyone out by 9:00. Professor Jones was very impressed with the audience response, something I hear often from presenters.	41

3/5/2015	<u>Teen Techno Minutes</u> : Sam assisted a patron with an Android tablet. Evaluation: Sam reports it went well - he was able to help her troubleshoot some issues. He also told Jim and me that he saw a Polaroid instant camera "in a museum once." :O	2
3/5/2015	<u>Estate Planning and Your Finances</u> : "Learn about wise financial strategies that make your estate plans work to your and your loved ones' advantage. We'll discuss how to transfer your money to the next generation while reducing taxes and costs normally associated with IRAs, savings, or other assets. Presented by Laurie Ellis-McLeod."	23
3/5/2015	<u>Outreach Visit - West Middleton Elementary (4k classroom)</u>	19
3/5/2015	<u>Baby & Tiny Tots Storytime</u> Evaluation: A great group and a few new faces which was nice to see.	30
3/5/2015	<u>Baby & Tiny Tots Storytime</u> Evaluation: The 10:30 session in the previous weeks were quite small so I was pleased with today's turnout. The shaker eggs were a big hit. Everyone stayed to enjoy the Play & Learn space.	20
3/5/2015	<u>Outreach Visit - West Middleton Elementary (4k classroom)</u> Evaluation: Another good group, but this time it was with their afternoon class. The kids really enjoyed the books, especially the Little Tug book. I think this will be a great partnership!	17
3/6/2015	<u>'Tween Knitting Circle</u> : Knitting instruction and practice. Today we had one brand new knitter!	3
3/6/2015	<u>Bilingual Spanish-English Storytime</u>	19
3/7/2015	<u>Pancakes & Poetry</u> Evaluation	2
3/8/2015	<u>Community Seed Swap</u> : Had tables set up and labeled with vegetable families. Amy Jo and Jenny put many donated seed packets on the tables as a starter, then patrons came and added their own saved seeds and swapped with others. Amy Jo gave a short talk with Q&A about seed saving and Jenny gave short presentation on new Middleton Seed Library.	50
3/9/2015	<u>Storytime with Gio's Garden</u> Evaluation: Larger group visited today. The kids who were in attendance enjoyed the books, songs, and rhymes that I shared and the bookmarks I gave away.	10
3/9/2015	<u>Teen Advisory Committee</u> Evaluation: A lot of positive feedback on the library today! Two girls mentioned they had tried out a few other libraries and were surprised how few teen programs they offered and how other libraries did not have a designated Teen section and poor selection of teen books. General agreement from group that they love the types of programs we are offering and they are amazed that we can offer so many.	5
3/9/2015	<u>Dia Nights: Mexico</u> Evaluation: Another wonderful family Dia night. I ordered the perfect amount of food, just a tiny bit leftover that I send home with our terrific volunteer, Jean DeVore. I really appreciate Katy's knowledge of the language and culture. The "loto" game was a great opening activity as people gathered. The meal was simple and authentic and very much appreciated.	23
3/10/2015	<u>Toddler Storytime : Transportation</u> Evaluation: A fun group. One mom with her 2 year old said the storytime was perfect for them. The ticket rhyme and participation activity was a hit and the kids were very excited to take a ticket home!	17
3/10/2015	<u>Toddler Storytime : Transportation</u> Evaluation: Another nice group. Transportation is always a fun theme. Everyone stayed to use the Play & Learn space afterwards.	16

3/11/2015	All Ages Storytime Evaluation: We had a large group today, and I was really glad we decided to move the tables! Everyone seemed comfortable!	49
3/11/2015	All Ages Storytime Evaluation: Several children with special needs participated in this storytime; one caregiver expressed appreciation afterwards for the adaptations I offered for our movement activities.	29
3/11/2015	Social Justice Book Club: To Kill a Mockingbird, Sure Signs of Crazy : Discussion of To Kill a Mockingbird and Sure Signs of Crazy. Evaluation: A very rewarding discussion! "I've never been to a book discussion like this before--it really made me think about things that I didn't quite connect while I was reading and made me think about things in new ways."	2
3/11/2015	Techno Minutes : Talking about transferring audiobooks from overdrive to an ipod. Also excel questions.	1
3/11/2015	Techno Minutes : We talked about formatting in Microsoft Word, and answered some questions about her settings on her laptop and questions on her tablet.	1
3/11/2015	To Kill a Mockingbird: Book-to-Film Discussion : Evaluation: Great turnout that ended up being the perfect size for a discussion. The program went very smoothly and everyone seemed to really enjoy it. Lots of people participated and the discussion lasted until almost 8:30. Joe did a great job contributing to the discussion with his knowledge of film composition and structure; it was definitely a two-person program. A couple people also asked me when we were doing another book-to-film discussion. A big thanks to Mark Goad for letting us use his popcorn maker!	21
3/12/2015	Learning iMovie for iPad : Learning the tools to edit videos, learning how to import videos to your iPad and how to show your finished product.	13
3/12/2015	Baby & Tiny Tots Storytime Evaluation: A fun group of moms and babies. It's great to see friendships beginning and growing at the library.	28
3/12/2015	Baby & Tiny Tots Storytime Evaluation: Round 2 was just as fun as round 1! It's nice to see our attendance back up for this time slot. This group especially enjoyed "Bedtime for Chickies". The shaker eggs are very popular too!	20
3/12/2015	Outreach Visit - La Petite Gammon Evaluation: This was my first monthly visit to this 4k classroom. The group was great! The kids were really enjoying the books and songs I chose to share.	14
3/12/2015	Let's talk About Texts discussion: No Place to Hide This month, we discussed Glenn Greenwald's book about Edward Snowden and the NSA, No Place to Hide. Evaluation: There were a lot of very timely issues discussed in this book (privacy, government surveillance, the role of journalists in a democracy, etc) and it made for great conversation. Rebecca brought along her laptop and we watched a short clip from the Oscar-winning film CitizenFour, a documentary about Snowden and Greenwald.	7
3/13/2015	Tween Knitting Circle : Knitting instruction and practice Evaluation: Both of our new knitters from last week came back, along with three others!	5
3/13/2015	Bilingual Hindi-English Storytime Evaluation: A nice group that was very accepting of the change in our storytime today. I'm glad that I had my Indian storytime resources on hand and ready. It was fun to share.	25
3/13/2015	Lauren Oliver Author Skype Evaluation: Excellent! A lot of planning, coordinating, and a bit of unabashed begging, but Lauren was a great speaker and the kids loved being able to talk with her individually. We coordinated with the 2 middle schools for this event to bus them over and ordered a lot of copies of "Delirium" so everyone would have a chance to read it before the event.	160

3/17/2015	<u>Toddler Storytime Evaluation:</u> It was fun to just have a variety of silly and interactive stories. Orange Pear Apple Bear was very fun to share. The grown-ups seemed to have just as much fun as we mixed things around.	28
3/17/2015	<u>Toddler Storytime Evaluation:</u> A bigger group than usual, some new faces and some older siblings too. I think some smaller schools may be on their spring break. A fun time with lots of early learning experiences including science concepts with wildlife animal recognition using the zoo animal photos.	32
3/17/2015	<u>Outreach Visit - Youth Center Evaluation:</u> I had a very lively group of 10 students who actively participated in the simple cooking program, which was making Mexican hot chocolate. All of the kids raved about what they made. It was a little chaotic but in the end, they all made a delicious pot of champurrado, or Mexican hot chocolate. They all made enough to then give to the other students who were instead working with tutors. I got a lot of thank you's for the books too and even one hug!	18
3/18/2015	<u>All Ages Storytime Evaluation:</u> We had mainly preschoolers today, with a sprinkling of baby siblings. The kids loved participating in Don't Let the Pigeon Drive the Bus! One child suggested doing a verse of "Popcorn" in bat voice (we often do puppy or kitty voice), and he described bat voice as "scary," so we did our best. The results were hilarious!	19
3/18/2015	<u>Outreach Visit - Northside ECC class Evaluation:</u> The kids were very participatory today, which is great! I also shared some songs and new transition rhymes that the teachers were eager to learn.	9
3/18/2015	<u>All Ages Storytime Evaluation:</u> Lots of regulars in this group, including some from Gio's Garden!	32
3/18/2015	<u>Outreach Visit - Orchard Ridge Nursery School Evaluation:</u> All four classroom visits went great! I pretty much read the same books and sang the same songs/rhymes to all four classrooms. Books: Kitten's First Full Moon, Be Gentle, Little Tug or Pigs a Plenty, Pigs Galore. Liz, the site director, was really accommodating and planned out the entire schedule for me making my visit seamless.	54
3/18/2015	<u>Techo Minutes</u> : Helping with Microsoft Word	1
3/18/2015	<u>Adult Creative Writing Group Evaluation</u> Kathy had this to say via email: "Meeting went excellent last night. We had one new member try us out and I've invited another to join who will hopefully make it next month. The write-ins at Bariques are growing in popularity with several from the waiting list coming on a regular basis."	11
3/19/2015	<u>Baby & Tiny Tots Storytime Evaluation</u> A nice turnout today - many returning babies and grown-ups and a couple of new faces too.	30
3/19/2015	<u>Baby & Tiny Tots Storytime Evaluation</u> A great turnout again. The shaker eggs seem to be everyone's favorite so I'll be sure to gather more rhymes and songs to go along with them.	32
3/19/2015	<u>Teen Bands Night Evaluation</u> The first and last band were a bit more hard rock/punk and knew each other well (dedicated a few songs to each other & a lot of "I love you, man!") I worried a bit about the second band that was much quieter, but actually a few groups of parents with kids took the opportunity to sit in on their set.	52
3/20/2015	<u>Outreach Visit - Orchard Ridge Nursery School</u> All five classroom visits were fun! Everyone at the site was very welcoming and the kids really enjoyed my visit.	47

3/20/2015	<u>Tween Knitting Circle</u>	5
3/21/2015	<u>Bard on Broadway</u> : Friends of the Library fund raiser - live theater, desserts, silent auction and adopt a book. Tickets were \$20 each. Cost was underwritten and food was donated. Evaluation: A very successful event with fund raising and promoting the library. The event garnered around \$2,300.	75
3/21/2015	<u>Lego Block Party</u>	26
3/22/2015	<u>Outreach Visit - Kid's Expo</u> : Library presence at this Kid's Expo held at the convention center in Madison. The bookmobile was there and I assisted with signing people up for library cards, answering questions about the library, and handling check out.	300
3/23/2015	<u>Read It and Eat Book Club</u> Evaluation: Out of My Mind is a really powerful book, so I wasn't surprised that the group had a lot to say!	8
3/23/2015	<u>Bilingual Spanish-English Storytime</u>	19
3/24/2015	<u>Outreach Visit - Lunch Bunch</u>	32
3/24/2015	<u>Planning for Nursing Care and Final Expenses</u>	7
3/25/2015	<u>2015 Wisconsin Film Festival Sneak Peeks</u> Evaluation: Jamie said this was their best turnout yet, even better than MPL-Central!	37
3/25/2015	<u>Outreach Visit - Gio's Garden</u>	7
3/25/2015	<u>Kids Book Club</u>	14
3/26/2015	<u>Special Edition Storytime</u> Evaluation: This has been a nice partnership. The two therapists present a nicely paced program for our patrons and our patrons appreciate this "special" storytime during our breaks. It also gives Communication Innovations an opportunity to chat with parents about some of their services, some of which are free.	44
3/26/2015	<u>Teen Techno Minutes</u> : Word & Outlook Evaluation: Patron complimented Sam as she left, saying he was very helpful. Sam will be on a break for a few months for his golf season. :)	2
3/26/2015	<u>Facebook for Beginners</u> : The first half of the Facebook class, showed how to sign up and set up your account, how to navigate the site and do basic things like posting.	12
3/27/2015	<u>Tween Knitting Circle</u>	5
3/28/2015	<u>PAWS to Read</u> : Two READ (Reading Education Assistance Dogs) teams came to the library for one-on-one reading.	14
3/30/2015	<u>Read-Together Middleton: Put a Bird on It!</u> : We kicked off spring break programming with a Read-Together Middleton event, creating flocks of clip-on paper birds. We used the die cutter (which kids LOVED!), scrapbook paper, and various embellishments to make one-of-a-kind feathered friends mounted on clothespins (and, optionally, on magnets). A book display featured arts and crafts books from our nonfiction collection.	17
	Number of Programs / Total Attendance	
	Children's	44 / 1242
	Teens	7 / 271
	Adults	20 / 358
	Grand Total	71 / 1871
	DIY/Passive Program Total	1 / 41

3. LIBRARY EXHIBITS



4. STAFF DEVELOPMENT

Date	Staff	Title
3/3/2015	Rebecca V., Svetha H.	Collection HQ Training Webinar : Training tips & tricks to get the most out of Collection HQ. (Top Charts, Weeding, Discovery, Monitoring by Dewey Range)
3/7/2015	Amanda, Svetha	CCBC Choices Day : Choices Day consisted of the annual meeting of the Friends of the CCBC and presentations by the CCBC librarians about the best books of 2014 (compiled in their annual publication, Choices).
3/10/2015	Svetha	Library Services for the Hmong Community Webinar : A presentation of programming and services to the Hmong community.
3/11/2015	Sarah H.	SCLS Collection Maintenance Subcommittee Meeting : 1. BSEs for digitized local materials; 2. cataloging of Playaway Bookpacks; 3. picture books and early readers on same bib record; 4. cataloging of phonics sets; 5. generic die records; 6. new seed collection code
3/11/2015	Amy, Catherine Baer	4k Celebration Mtg w/Cross Plains Librarian : Catherine and I met to discuss the 4k celebration taking place at MID in May.
3/12/2015	Pamela	Dane County Librarians' Meeting : Agenda: Koha discussion, SCLS Governance Review, seed libraries, Jefferson Co. request for membership, Kids Expo, Trivia, Measures of Service, Legislative Day wrap up, Beyond the Page grants
3/17/2015	Svetha	Building Steam with Dia : Discussion of the history of STEAM and practical ways to incorporate STEAM and Dia (diversity in action) into library programs for children and teens.
3/17/2015	Sarah H.	Beyond Book Displays: Helping Readers Help Themselves : Discussion of an EBSCO study on public libraries and how that can inform our methods of getting patrons to check out our materials (some theory and also some great ideas for displays/marketing). I thought this would be good since we have been discussing a decline in circulation numbers.
3/17/2015	Pamela	City Council - Personnel Committee : Salary Classification Survey Report and possible implementation.
3/18/2015	Sarah H.	collectionHQ Administration Training : Training for the Administration module of collectionHQ. Brief overview of new Scheduling module.
3/19/2015	Pamela	All Directors' Meeting : Discussion on technology planning and alternative ways to measure library services. Sites of interest: libraryedge.org; digitallearn.org; impactsurvey.org

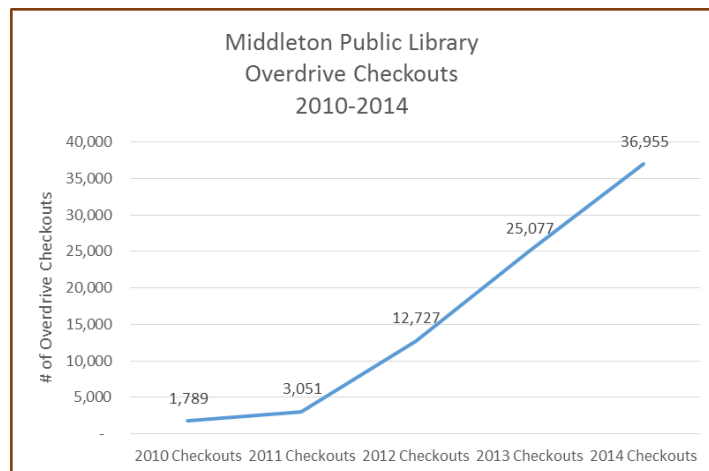
3/20/2015	Amanda, Rebecca V.	SCLS Lego Mindstorms Workshop : This was a drop-in, hands-on workshop, giving librarians the chance to gain experience with the new Lego Mindstorms. We experimented with creating programs and having the robots carry out a variety of commands.
3/23/2015	Rebecca V.,	Dungeonmaster Meeting : Met with Ian Mullen, a teen interested in being GM for a D&D session. We talked about organization, creating characters, and how it would be run. He has run sessions with his friends for quite a few years and seems confident.
3/23/2015	Pamela	Capital Campaign Consultant Conference-Sweeney : Jodi Sweeney is a local consultant for non-profit organizations. She provided an overview of her services in regards to capital campaigns.
3/24/2015	Svetha	SCLS Library Innovation Subcommittee : Discussed the work from the Digital Content work group. The bulk of the meeting included discussions on the Maker Kits and Social Services project.
3/24/2015	Sarah H.	Suicide Prevention and Awareness Presentation : This was a presentation to City staff by Kim Jack of Middleton EMS. You could get a punch on your wellness program card for attending this. Kim addressed types of depression, the stigma associated with psychological illnesses, signs of suicide contemplation, and how to approach people you are concerned may be suicidal. She discussed a CPR-like certification for suicide prevention called QPR (Question/Persuade/Refer). See https://www.qprinstitute.com for more info.
3/24/2015	Pamela, Blank, Irish, Gillman (library board) and Seltzer	City of Middleton Council Of the Whole : President West Blank and Director Westby updated the Council on the Building Feasibility Study - PowerPoint presentation highlighting the factors that led to the study: long range planning, maintenance and changing roles of libraries.
3/24/2015	Pamela, Patrick, Sarah, Jim, Amanda B. and Todd Forman	Small Group staff BFS sessions : We met with Dimension IV and Deb Haefner about: Information Technology, Technology Classes, IT as it pertains to MUFN and the city network.
3/25/2015	Pamela, Scott and Mark	Small Group - BFS : We met with Dimension IV and Deb Haefner about Facility Management: HVAC, water, sewer, security system, electrical, elevators, roof.
3/27/2015	Pamela	Library Development & Legislation Committee : Assessment of Library Legislative Day, Changes to legislation - using collection agencies to recover overdue materials, presence at WAPL.
3/31/2015	Pamela, Brendan, Rebecca V., Sally, Svetha, Amanda S., Amy	Small Group staff - BFS sessions : We met with Dimension IV and Deb Haefner: Children's area, Helpdesk, Storytime room and meetings rooms, Teens and Tweens

5. DIRECTOR'S REPORT

Highlights of March 2015:

The shift from print to digital content is evident in our region. For instance, the average year-to-date circulation totals at libraries South Central Library System (excluding Madison) realized a 6.01% decrease compared to last year's year-to-date. While SCLS's eContent circulation took a sharp increase. See the chart below.

Middleton's March 2015 year-to-date total number of physical items was similar with a -6.87% decrease compared to the previous YTD total. Middleton patrons checked out 3,868 digital items, an increase compared to the previous month of 3,458 digital items circulated.



Middleton still ranks the second busiest library in the SCLS region with 60,534 items checked out in March.

Programming:

In March of 2015, the library hosted 71 programs with 1,871 people attendees! The community-read Read Together Middleton: *To Kill A Mockingbird* ranked in the top 11 most popular titles in LINKcat during the month of March.

The Library's Media Maker Lab 3D printer is a popular fixture in our front lobby. Our partnership with instructors from Middleton- Cross Plains Area School District has been extremely successful. We're pleased to announce that this summer, Brian Miles will be offering a series of classes targeted for kids (age 10-14) and a series of classes for adults.

Facility:

- During the month of March, our storytime attendance numbers exceeded the fire code regulations on 7 different occasions.
- In March, the roof leaked in the teen area on two separate occasions.
- Last month, ADS repaired a leak in one of the boilers.
- We also discovered missing boards from the privacy fence surrounding the HVAC equipment. Building inspectors found the privacy fence design to be a code violation.
- We continue our discussions with furniture movers regarding the carpet replacement project.
- With the warmer weather, the architect has been able to fully inspect the staff entrance. A preliminary concept to renovate the back entrance has taken place.
- When the heating season is over (after June 1st), ADS will begin the HVAC system upgrade project.
- City's Building Inspection Department is creating a comprehensive maintenance report for all City buildings. The report will be shared with us after completion.
- Is the library board interested in initiating a Middleton Public Library Kiosk Prototype in a Future Residential Development in the City?

Staffing:

The Springsted Report (Salary Survey and Classification Study) does not align with our organizational chart. I am working with City Administrator Davis to get answers about

the appellant process and training for an appellant committee.

Library staff small group sessions, along with City staff from IT and Building Inspection Departments met with Dimension IV and SCLS consultant Haeffner. Notes from those meetings on the Feasibility Study landing page on our website:

www.midlibrary.org/feasibility.

A group of staff members also toured Kromrey Middle School and tours of the Epic Center are scheduled for May

Deanna Kruger with MCPASD is scheduled to offer technology training for staff in May.

Administration:

City of Council Committee of the Whole - Minutes:

“Angela West Blank, President of the Library Board and I provided an update on the Library Feasibility Study’s first activities.

While the Committee members provided no formal direction, many commented that they would encourage the Library Board to use current capital budget funds as approved by the Council and not to wait for a conclusion to the Feasibility Study. Many Committee members also noted their support for the Library playing a role of either being or co-locating certain “Community Center” aspects in the eventual project.

City Administrator Davis noted that with current major borrowings, the Council likely would not be in a position to add a large new non-TIF borrowing until the end of this decade unless they were willing to raise taxes significantly. However, public safety building golf course debt largely will be retired by 2020, and new debt might be able to take its place without raising taxes if at all.”

Middleton Public Library
Financial Report

Operating Revenues		YTD 3/31/15	Budget	Unrealized Revenue
212-4342-00	Cross County Border Reimb	9,437.24	-	(9,437.24)
212-4344-00	County Reimbursement	783,629.00	783,629.00	-
212-4611-00	Copies & Faxes	4,059.06	10,000.00	5,940.94
212-4811-00	City General Fund Transfer	1,144,792.00	1,144,792.00	-
Total Operating Revenue		1,941,917.30	1,938,421.00	(3,496.30)

Operating Expenditures		YTD 3/31/15	Budget	Unexpended
	Salaries	239,222.83	1,044,700.00	805,477.17
	Benefits	66,590.16	299,100.00	232,509.84
212-5511-210	Office Supplies	5,002.15	24,820.00	19,817.85
212-5511-230	Books	33,634.71	158,306.00	124,671.29
212-5511-232	Periodicals	-	18,000.00	18,000.00
212-5511-233	Audios	11,309.64	81,200.00	69,890.36
212-5511-250	Postage	-	791.00	791.00
212-5511-260	Advertising	693.80	2,165.00	1,471.20
212-5511-270	Telephone	2,758.18	10,500.00	7,741.82
212-5511-310	LINK	71,927.18	74,196.00	2,268.82
212-5511-330	Electronic Resources	38,792.73	34,572.00	(4,220.73)
212-5511-340	Building & Grounds	11,943.56	60,982.00	49,038.44
212-5511-410	Equipment Maintenance	14,602.93	46,000.00	31,397.07
212-5511-420	Copier	2,359.52	10,466.00	8,106.48
212-5511-440	Training	1,323.00	10,000.00	8,677.00
212-5511-450	Mileage	186.00	2,000.00	1,814.00
212-5511-470	Utilities	8,398.89	53,700.00	45,301.11
212-5511-800	Capital Outlay	8,685.00	6,923.00	(1,762.00)
Total Operating Expenditures		517,430.28	1,938,421.00	1,420,990.72

Ending Balance 4-1-15 (Revenue minus Expenditures) **1,424,487.02** -

Special Funds:		3/31/2015
Unspent Operating Funds	Contingency Funds	31,456
Reimbursements: replace mat., small furniture & special proj.		41,654
Beyond the Page	Programming grants	316
Katie's Kids	YS programming	19,684
Media Maker Lab	Technology Grant	2,876
LP Endowment distributions	large print collections	2,676
Gen. Endowment distributions	discretionary	25,562
Gift Fund	discretionary	37,057
Total		161,281

Capital Improvement Funds		3/31/2015
HVAC upgrade		65,437
Carpet Replacement		65,000
Staff Entrance Renovation		20,000
Total		150,437

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



A portable “circulation station” was set up for our Outreach Librarian to process library card applications, do light checkout, and library item look-ups while away from the library. It consists of a re-purposed & upgraded netbook, a cellular hotspot data connection, and a lightpen for barcode scanning. A new Surface PC was also acquired and set up for the Library Director.

A PC inventory application was created and installed on all the public and staff PCs housed in the library. The application automatically reports the all of the computer’s hardware, operating system, and other vital stats to a database. Previously, this data collection was done manually, inserting values in a spreadsheet.

The public station’s print and session time monitoring software was also upgraded; they too all report use-information to a database. Time-of-use will be more accurate. More educational games were also added to the Children’s area computers.

The print release station software was also replaced by in-house created software, “MidPrint”. This is the station at the lower level desk, which patrons use to pay for and print their print jobs. The new software resolves a color-print-page-count issue, as well as letting patrons select multiple jobs at once to print. It integrates with our “PrintMe” remote-device-printing system better, allowing for more customization; such as letting “PrintMe” print jobs reside longer in the spool. Best of all, no ongoing licensing fees for

either piece of software.

New gold-foil bookplates were purchased, and a template set up, along with fill-out-forms for an “Adopt-A-Book” table at the Friend’s “Bard on Broadway” event. Some staff-chosen new books to “adopt” were set up with the personalized \$10 gift plate. We will use the bookplate sale in the future, with the notion of having an online system in place too.

Rebecca Van Dan, Head of Young Adult Services



In March, I met with one teen who is interested in running our Dungeons & Dragons program in the fall and another who would like to do an Earth Day display at the library in April. I attended a few Strategic Planning meetings related to the feasibility study, a Lego Mindstorms workshop at Meadowridge to learn some basic robotics programming, and a Collection HQ webinar to become more familiar with our new weeding/collection development options.

To practice using Collection HQ, I ran weeding reports for paperbacks and audiobooks and subsequently weeded those collections. I also trained a few new teen volunteers, responded to a number of new volunteer requests, and worked with Kathy to make a coverage plan during her extended absence. This month also saw the publication of “52 Weeks of YA Programming,” a resource for teen librarians throughout the state, and for which I had submitted an outline of a few of our successful teen programs.

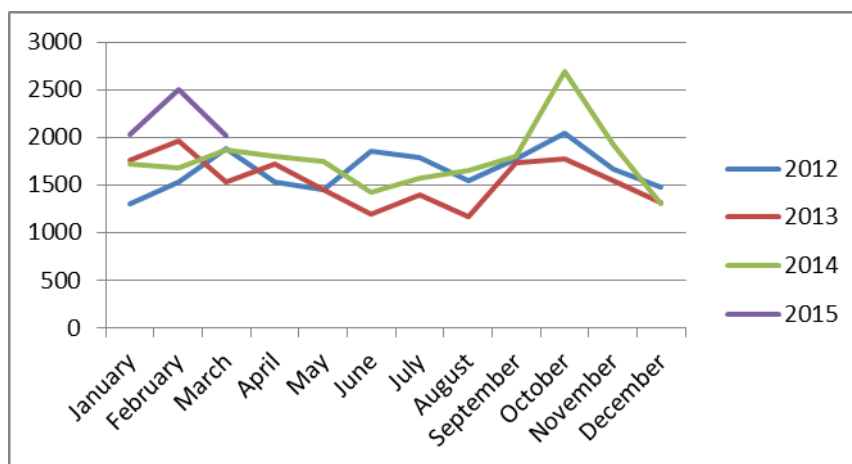
Programming this month was a bit hectic, between the Lauren Oliver Skype visit and coordinating with the schools and buses, and coordinating with our bands for Teen Bands Night. We also offered a Pancake & Poetry breakfast and a book discussion for our Middleton Reads: TKAM. Amanda S. and I also met to discuss a joint Entrepreneurial Craft Fair in November.

Displays: TKAM Read-alikes, Prequels, Sequels, Spin-offs & Re-imaginings (of classics), Music Makers, and Are You Dying for a Good Book? (Mysteries)

Sarah Hartman, Head of Technical Services



We have continued to be busy ordering, receiving, linking, and processing new materials, with 2,023 items added this month. Included in the counts for February and March were 1,193 seed packets added by Jenny for Middleton's Seed Library, which has been very popular. Even subtracting the seeds, however, we still added more items in the first three months of 2015 than in the same time period in 2014.



We continued work on the thematic picture book re-cataloging project, which we started working on in July of last year. As new categories are still being added, I expect this project to continue, but it seems we are most of the way through now.

I attended a number of meetings and presentations this month, including the SCLS CMC meeting, a webinar on passive readers' advisory, three building feasibility study meetings, an emotional health awareness seminar, and a webinar covering the Administration module for collectionHQ. Additionally, I had an ergonomics evaluation, which has resulted in several improvements to our work environment. Jason attended two of the building feasibility study meetings as well.

Also this month, I weeded more than 150 books from the tightly packed shelves of the adult graphic novel collection; worked with Patrick to develop a procedure for adding bookplates as part of the Friends' Bard on Broadway fundraiser; and attended the fundraiser to sell the bookplates, which were a hit.

Svetha Hetzler, Head of Children's Services



We wrapped up our regular winter morning storytimes this month and saw consistent attendance even though attendance at winter events can be difficult to predict. I offered a school-aged Kids Book Club and the kids in attendance had the opportunity to explore the Geronimo Stilton app on our iPads. This month's Dia Night event featured Mexico with a focus on Mexican folk art. I had an authentic meal of tamales and beans catered from La Mestiza, a local restaurant on Madison's west side. Sally offered a Lego event

which really seemed to attract a broad range of ages, including young adults in their 20's and 30's! I ordered some more Lego building inspiring materials that she plans to use in April. Brad Phillips volunteered his time for our monthly Sunday afternoon Chess Club. Therapists from Communication Innovations led a storytime for our patrons during our storytime break at the end of the month. Our Play & Learn Space continues to be a popular spot, particularly right after storytimes. We also began using the online registration feature for our programs that require registration.

I attended several in-person meetings and webinars including: Collection HQ webinar, CCBC Choices, Library Services for the Hmong Community webinar, Building STEAM with Dia webinar, Kromrey Middle School tour, Library feasibility discussions, and SCLS Library Innovation Subcommittee.

I've been able to put the Collection HQ webinar training to use and ran reports to weed and manage the children's fiction and non-fiction Spanish book collection. I completed the picture book collection project and am now using the assistance of circulation pages for books that come to their attention that we may consider moving to the thematically arranged collection.

I updated some resources on our children's website including: spring events, photos of events, and the Toddler & Preschool Favorites Bookletters booklist. I also added *Colorín Colorado* and *Wonderopolis*, two digital resources for children to explore. Both digital resources were recommended at the STEAM Ahead with Dia webinar. *Colorín Colorado* is a site for families and educators of English Language Learners and *Wonderopolis* is a multi-disciplinary site that brings together Common Core and STEAM principles using a holistic approach that allows for further exploration and discovery.

I finalized my summer programming and confirmed events with performers. I continue to oversee the Main Level Help Desk schedule and supervise our YS subs. Two of our

substitutes have accepted more permanent positions at other libraries, so I will be interviewing potential candidates next month. I appreciate the support of our subs who have been a tremendous help in supporting the department, enabling staff to attend meetings and take time off.

Jim Ramsey, Head of Adult Services



The month of March was a very full one in terms of adult programming, and April is shaping up to be event busier. This month we held 11 programs for adults, including 2 technology classes, 2 book discussions, and seven others ranging from a gardener's seed swap to a sneak preview of films at the Wisconsin Film Festival. Two of these programs were a part of the Read Together Middleton-Cross Plains program, our community reading project centered around *To Kill a Mockingbird*.

Jenny launched our first ever seed lending library at the beginning of the month, and so far it's been a big success. As of the beginning of April, over 230 seed packets have been checked out. Jenny has two more programs on seed harvesting and seed saving planned for this summer to help educate patrons on how to "return" the seeds to the library.

In addition to her regular duties, Rebecca created a display this month around a theme conceived by Pamela which asks our patrons to "walk a mile in someone else's shoes" by composing a short essay or work of art inspired by a pair of shoes. The display is inspired by *To Kill a Mockingbird*, in which Atticus Finch urges his daughter to withhold judgment of a person until she's had a chance to "stand in [their] shoes and walk around

in them.” The display went up at the end of the month, and Rebecca has already received positive feedback from two patrons.

Amanda Brzeszkiewicz continues to expand her repertoire of technology classes, including a class on iPads, Apple’s iMovie app, and a re-tooled Facebook class aimed at those new to the site. March marks the second full month that she has been responsible for the Techno-minutes sessions, and she has done an excellent job handling this extra responsibility. Despite only working 15 hours a week, she has managed to create several new technology courses in the last month or so which she hopes to introduce in the coming months.

I was asked by the Friends of the Middleton Public Library to introduce the evening’s entertainment for the Friends’ “Bard on Broadway” fundraiser on March 21st. The event, which featured a performance of Shakespeare-inspired Broadway numbers, was a great success. Other members of the Reference Team also helped with the event, including Patrick and Sarah H.

I continued my weeding project in adult fiction this month, finally reaching the letter N. April will be a busy month in terms of programming and other responsibilities, but I’m optimistic that I can finish weeding the collection by May.

Where library outreach is concerned, I continue to be involved with Dementia Friendly Community Coalition as well as the Beyond the Page Trivia Night committee. Both organizations held meetings which I attended this month. The Beyond the Page Oversight Committee, on which I serve as Chair, will not meet again until this fall when we consider changes to the grant approval process.

Brendan Faherty, Head of Circulation



March saw an increase in circulation across the board, as our overall number of checkouts jumped by more than 5,000 items from the previous month. That increase is to be expected, as students check out more materials for school projects and Spring Break provides the opportunity for everyone to get caught up on their entertainment needs. In fact, the week before Spring Break (March 22-28) saw a total Self-Checkout percentage of 60.7%, while also making our highest circulation week of 2015 so far. During that week, over 7,000 items were checked out on the Self-Check machines—a wonderful total.

I continue to work with both SCLS staff and Bibliotheca Support to find a solution to the incompatible RFID tag issue. We tried a fix that improved response time slightly, but still not enough to make the switch worthwhile for our needs. The issue lies in Bibliotheca's software, which is optimized for multiple items to be checked in at once (in a stack, for example). Unfortunately, Middleton (and other SCLS libraries) needs to check items in individually, especially for 10-20 buckets of incoming holds we get each day. So for the time being, we continue to use the old software and Circulation staff are careful to watch for those items owned by McFarland and Oregon which will disrupt our workflow.

Our Circulation Square account continues to generate revenue for the library, and patrons are happy to learn that we have the ability to finally accept credit/debit card payments for local charges. In addition, eCommerce for the entire System is up and

running. It will be interesting to see how much revenue is generated through that avenue versus what we take in locally via the Square software. SCLS is planning to distribute those monies and report on the totals on a quarterly basis, so it will be a little while before we truly can gauge the impact.

The March Circulation Promotion/Advocacy campaign focused on National Foreign Language Week, which took place March 9-15. We asked patrons to share any languages they spoke, and got more varied responses than I had anticipated. We also continue to produce our Birthday Bookmarks, which seem to be gaining in popularity. We actually had a patron ask if there were any leftover bookmarks from January, because she was very interested in having them all (unfortunately, we did not start the bookmarks until February, but there will certainly be one in January of next year).

The CD of the Month Club saw a couple of new sign-ups in the past month, bringing the total number of active members to 27. Feedback continues to be positive and I am thinking about having an event at the library later this year for people to come together and talk about/enjoy/discuss music.

Finally, I am preparing to get the 2015 Performance Conversations underway for all Circulation staff, beginning with the Circulation Supervisors in the next couple of weeks. These conversations always provide an excellent chance to reflect on the past year and look ahead and set goals for the future.

Amanda Struckmeyer, Youth Services Librarian



This month, programming included PAWS to Read, Read It and Eat Book Club, Storytimes, and ‘Tween Knitting Circle. Spring break for the Middleton-Cross Plains Area School District began this month, and I was pleased to offer several programs during the break, including a Read-Together Middleton event called “Put a Bird on It!” We were able to add Dungeons and Dragons to our ‘tween line-up for the spring; this was coordinated and publicized this month, and we’re thrilled to offer this popular niche program again. The Youth Services and Adult Services teams continued planning and preparing for our book upcycling event in April. I’m working with Rebecca Van Dan on a Young Entrepreneurs program for the fall/winter, and I contacted the UW Entrepreneur Resource Center this month to find out about a possible partnership for this program. They are enthusiastic about the possibilities, and we are now working on details.

The Youth Services team has begun collecting prizes for our Summer Reading Program; I coordinated donations from the Walter R. Bauman Aquatic Center, and I’m working with Menchie’s Frozen Yogurt, Pump It Up, and the Henry Vilas Zoo. We’re pleased to offer a wide variety of prizes in addition to the high-quality book prizes our summer reading participants enjoy.

As part of the Friends of the Middleton Public Library’s Bard on Broadway event, I assisted in greeting patrons and promoting the Media Maker Lab.

I toured Kromrey Middle School this month, along with other library staff members. We

were all impressed by the building's green features, flexible seating, and use of space. Additional off-site professional development included Choices Day at the Cooperative Children's Book Center, which provided an opportunity to hear about new and noteworthy books for youth, and a Lego Mindstorms workshop at Meadowridge Library. The South Central Library System recently purchased a set of Lego Mindstorms, and I look forward to offering programming with them.

The School-Age Programming webinar being offered by WLA is taking shape; I am preparing my content, as are several other Youth Services Librarians from around the state. The webinar will take place in late April. I'll be sharing about some of the programming we've offered to 'tweens at the Middleton Public Library.

I also continued as a member of ALSC's Services to Special Populations and Their Caregivers committee. I submitted one blog post for the ALSC blog (it will run in April), and I am working on another. Both posts center around diversity.

Amy Perry, Outreach Services Librarian



March proved to be another busy month of outreach!

I visited 16 different preschool and 4k classrooms this month conducting storytimes at each one. I also visited Kromrey for the 5th, 6th, 7th, and 8th grade Lunch Bunch groups. In addition, I conducted a fun program at the Youth Center (@ Clark Street) for an enthusiastic group of teens teaching them how to make Mexican hot chocolate.

Other events that I participated in were the Friends Fundraising event held at the library and the Kids Expo onboard the bookmobile which was parked inside the Alliant Convention Center. Both of these events allowed me to inform people about the library's expanded outreach efforts. At the Kids Expo, I had the opportunity to sign people up for new library cards, assist them with finding books, and answered any questions they had about the library. There were even a few Middleton library patrons who hopped on board too!

This month, I also connected with the Parks and Recreation in order to establish monthly visits to the Splash Pad this summer. In June, July, and August, I will set up a small table with a chair and canopy and will bring along high interest books (all ages), sidewalk chalk, and maybe even some hula hoops for kids to use. Thanks to Patrick Williams' technical genius, I'll also be able to connect to Koha remotely allowing me to check out books and process library card sign ups from the park for as long as my battery allows! I'll also bring Summer Reading program info and will be able to sign kids up for that during these Splash Pad visits. Additionally, I learned that the Walter R. Bauman Aquatic Center has a special Poolpalooza program in July and a Teen Night program in August which I'll be bringing this little library to.

I'm excited about these opportunities to bring a little bit of the library to an off-site, outdoors location. I think it truly encompasses what it means to be doing outreach.

7. AROUND THE REGION

The South Central Library System's All Directors' Meeting was held in March.

This meeting opened the door to working with SCLS IT department on creating new reports for not only Middleton but for all the member libraries in the system, which will assist with collection development.



Friends of the Library:

Friends of the Middleton Public Library Board and volunteers hosted a successful after-hours live performance fund raising event, with silent auction and “adopt a book.” Friends Annual Meeting is Monday, May 11 at 7pm in the Mack Reading Room.

City Council Election Results:



- District 1 – Kathy Olson – newly elected
- District 3 - JoAnna Richard – Re-elected
- District 4 – Briana Giostra – newly elected
- District 5 – Howard Teal – Re-elected
- District 7 – Hans Hilbert – Re-elected

8. AGENDA OVERVIEW

Facilities Planning Objectives Evaluation Matrix

The planning process uncovered fifty Facility Objectives and measured them against an assessment of the Existing Conditions, what the facilities might look like in 20-25 years in a “Do Nothing” strategy, and four expansion options:

1. Satisfy the Strategic Facility Plan through an addition-renovation of the existing Library and its site.
2. Replace the Library with a new facility at the present site of the City Hall, which would be relocated elsewhere.
3. Renovate (but not expand) the existing Library, and supplement the expanded space needs via a new Branch Library.
4. Renovate and expand the Library, and supplement the space needs via a new Branch Library.

A Sample Evaluation Matrix is available on the website at www.midlibrary.org/feasibility
Dimension IV will provide an explanation of the matrix and facilitate a discussion at the library board to determine next steps.

Recommendation to approve the Facility Planning Objectives. (action item)

Grant Permission for South Central Library System (SCLS) to Request Adjacent County Reimbursement on behalf of Middleton Public Library:

The board president’s and director’s signatures are required. Request to accept the offer. (action item)

Approval of the Owner & Architect Agreement with Dimension IV

The City attorney has carefully reviewed the document and has approved the final version included in your packet. Request to approve the contract with Dimension IV, as presented. (action item)

Recommendation to use Discretionary Funds (General Endowment Distribution and Gift Funds) to cover the consulting fees. See section 5 of this report for a full financial report. (action item)

Subcommittee Convene into Closed Session – report and recommendation

Followed the closed session, we'll review of the Library Director's position description. No changes are recommend at this time.

The Subcommittee will present their report and recommendation. (action items)

Consideration to host a Young Entrepreneurs' Event

Request to approve, as presented in last month's report. (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.

Library Board Officers: President Blank will appoint a Nominating Committee for next year's slate of officers for presentation to the board at the May Library Board Meeting.

Bylaws of the Middleton Public Library Board of Trustees, Article III: Officers, Section 2: "A nominating committee shall be appointed by the president. The nominating will

present a slate of officers at the regularly scheduled meeting of the board one month prior to the last month of the current officers' terms. Additional nominations may be made from the floor.”