



**December 2016 Report**  
Presented at the January 10, 2017 Library Board Meeting

**1. STATISTICS**

<b>Circulation:</b>	<b>Adult</b>	<b>YA</b>	<b>Juv.</b>	<b>Total</b>	<b>Year to Date</b>
<b>2016</b>	<b>33,124</b>	<b>3,369</b>	<b>18,734</b>	<b>55,227</b>	<b>680,828*</b>
2015	33,255	3,463	18,338	55,056	714,660
2014	33,404	3,708	18,557	55,669	723,897

**\*2016 YTD numbers are impacted by the February roof repair closure**

**Self-Service checkouts:**

	<b>ITG#1</b>	<b>ITG#2</b>	<b>ITG#3</b>	<b>Total</b>	<b>% of Total</b>
<b>2016</b>	<b>12,108</b>	<b>5,679</b>	<b>6,677</b>	<b>24,464</b>	<b>44.3%</b>
2015	11,776	6,121	7,312	25,209	45.8%
2014	11,401	6,243	7,242	24,886	44.7%

**Library cards issued:**

	<b>Adult</b>	<b>Juv.</b>	<b>Sr.</b>	<b>Org.</b>	<b>Total</b>
2016 (December)		<b>84</b>	<b>14</b>	<b>2</b>	<b>100</b>
2015 (December)		68	21	6	93
2014 (December)		67	10	7	84

**LINK holds in December:**

	<b>Loaned to LINK libraries</b>	<b>Borrowed from LINK libraries</b>
<b>2016</b>	<b>17,639</b>	<b>17,626</b>
2015	18,681	17,744
2014	20,948	18,604

**Miscellaneous: (December)**

	<b>ILL</b>	<b>Visits</b>	<b>Study rooms use</b>
<b>2016</b>	<b>78</b>	<b>25,763</b>	<b>540.25 hrs / 364 Bookings</b>
2015	53	27,048	515.5 hrs / 350 Bookings
2014	35	24,738	448.5 hrs / 315 Bookings

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

<b>2016</b>	<b>5,121</b>
2015	5,003
2014:	572

**Fax Use:**

<b>75 users / 305 pages</b>
53 users / 206 pages
52 users / 152 pages

## 2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
12/1/2016	<u>December CD of the Month club</u> : Demonstrator, Brendan	32
12/1/2016	<u>Storytime - Baby Lapsit</u> : Demonstrator, Lori	38
12/1/2016	<u>Storytime - Tiny Tots</u> : Demonstrator, Lori	55
12/1/2016	<u>ELm Lawn 4k am class</u> (Outreach) : Demonstrator, Amy Perry	13
12/1/2016	<u>Elm Lawn 4k PM class</u> (Outreach) : Demonstrator, Amy Perry	10
12/1/2016	<u>3DS Club</u> : Demonstrator, Chris & Jill	9
12/1/2016	<u>Adult Book Discussion</u> : Demonstrator, Jenny Carr	22
12/2/2016	<u>Bilingual Spanish-English Storytime</u> : Demonstrator, Katy Shannon	20
12/2/2016	<u>American Family Children's Hospital (AFCH)</u> (Outreach) : Demonstrator, Amy Perry	2
12/3/2016	<u>Krafty Kids - Snowmen!</u> : Demonstrator, Kathy R.	108
12/4/2016	<u>Chess Club</u> : Demonstrator, Brad Phillips	9
12/5/2016	<u>Mason Jar Edibles</u> : Demonstrator, Amy Perry, Rebecca Van Dan, Lori Bell	48
12/5/2016	<u>Mason Jar Edibles</u> : Demonstrator, Amy Perry, Rebecca Van Dan, Lori Bell	60
12/6/2016	<u>Lunch Bunch @ Kromrey Middle School</u> (Outreach) : Demonstrator, Amy Perry	36
12/6/2016	<u>Tech Tuesday</u> : Demonstrator, Kelley Wasmund	2
12/6/2016	<u>Tech Tuesday</u> : Demonstrator, Kelley Wasmund	2
12/6/2016	<u>Big Kids story time (2-5)</u> : Demonstrator, Betsy	20
12/6/2016	<u>Big Kids story time (2-5)</u> : Demonstrator, Betsy	40
12/6/2016	<u>Excel Basics</u> : Demonstrator, Amanda Brzeszkiewicz	15
12/6/2016	<u>YMCA @ Northside Elementary School</u> (Outreach) : Demonstrator, Amy Perry	16
12/7/2016	<u>Northside ECC storytime class visit</u> (Outreach) : Demonstrator, Amy	11
12/7/2016	<u>Little Kid Story time (2-3)</u> : Demonstrator, Betsy	18
12/7/2016	<u>Little Kid Story time (2-3)</u> : Demonstrator, Betsy	50
12/7/2016	<u>Techno Minutes</u> : Demonstrator, Amanda Brzeszkiewicz	2
12/7/2016	<u>YMCA Sunset Ridge Elementary School</u> (Outreach) : Demonstrator, Amy Perry	14
12/8/2016	<u>Baby Lapsit (prewalkers)</u> : Demonstrator, Betsy	30
12/8/2016	<u>Tiny Tots (1-2)</u> : Demonstrator, Betsy	55
12/8/2016	<u>Ymca Sauk Trail Elementary</u> (Outreach) : Demonstrator, Amy Perry	16
12/8/2016	<u>Color Your Cares Away - Adult Craft Event</u> : Demonstrator, RL, SH	13
12/8/2016	<u>Minecraft Club</u> : Demonstrator, Brian Miles	19
12/9/2016	<u>Bilingual Spanish-English Storytime</u> : Demonstrator, Katy Shannon	21
12/9/2016	<u>Pooh Bear 4k pm class</u> (Outreach) : Demonstrator, Amy Perry	22
12/9/2016	<u>Pooh Bear 4k am class</u> (Outreach) : Demonstrator, Amy Perry	20
12/9/2016	<u>Chapter Book Champions Club: Pets</u> : Demonstrator, Lori	10
12/10/2016	<u>Lego Brick Party!</u> : Demonstrator, Sally	14
12/12/2016	<u>little om BIG OM: Family &amp; Toddler Yoga</u> : Demonstrator, Lori	31

12/12/2016	<a href="#">Teen Advisory Committee</a> : Demonstrator, Rebecca V	7
12/12/2016	<a href="#">Books &amp; Cooks: Spies</a> : Demonstrator, Lori	5
12/13/2016	<a href="#">Storytime - Big Kids</a> : Demonstrator, Lori	37
12/13/2016	<a href="#">Communication Innovations Storytime</a> : Demonstrator, Sadie, Tom, Kathleen	42
12/13/2016	<a href="#">Tech Tuesday</a> : Demonstrator, Kelley Wasmund	1
12/13/2016	<a href="#">Clubhouse for Kids 4k pm class (Katie F's class)</a> (Outreach) : Demonstrator, Amy Perry	18
12/13/2016	<a href="#">Clubhouse for Kids 4k am class (Katie F's class)</a> (Outreach) : Demonstrator, Amy Perry	12
12/13/2016	<a href="#">Memory Screenings</a> : Demonstrator, Stephanie Hendrix, Aging and Disability Resource Center	12
12/14/2016	<a href="#">Little Kid Story time (2-3)</a> : Demonstrator, Betsy	30
12/14/2016	<a href="#">Little Kid Story time (2-3)</a> : Demonstrator, Betsy	20
12/14/2016	<a href="#">Striking 12: A Musical</a> : Demonstrator, Meghan Randolph and Kristen Murcott of Music Theater of Madison, as well as four cast members	130
12/14/2016	<a href="#">La Petite Gammon 4k class</a> (Outreach) : Demonstrator, Amy Perry	14
12/15/2016	<a href="#">Teen Techno Minutes</a> : Demonstrator, Sam (RL eval)	2
12/15/2016	<a href="#">Minecraft Club</a> : Demonstrator, Brian Miles	11
12/15/2016	<a href="#">Baby Lapsit story time</a> : Demonstrator, Betsy	25
12/15/2016	<a href="#">Tiny tots story time (1-2)</a> : Demonstrator, Betsy	35
12/15/2016	<a href="#">Clubhouse for Kids 4k (Liz's class)</a> (Outreach) : Demonstrator, Amy Perry	19
12/15/2016	<a href="#">Creative Card Making</a> : Demonstrator, Sally	12
12/16/2016	<a href="#">Bilingual Spanish-English Storytime</a> : Demonstrator, Katy Shannon	17
12/16/2016	<a href="#">Spa-aah Night</a> : Demonstrator, Rebecca V.	12
12/19/2016	<a href="#">Winter Wonderland Storytime</a> : Demonstrator, Lori	34
12/20/2016	<a href="#">Winter Wonderland Storytime</a> : Demonstrator, Lori	86
12/20/2016	<a href="#">Tech Tuesday</a> : Demonstrator, Kelley Wasmund	3
12/20/2016	<a href="#">Excel: Beyond the Basics</a> : Demonstrator, Amanda Brzeszkiewicz	8
12/21/2016	<a href="#">Winter Wonderland</a> : Demonstrator, Betsy	80
12/21/2016	<a href="#">Voss Haus (Senior and Disabled Section 8 Subsidy)</a> (Outreach) : Demonstrator, Amy Perry	16
12/21/2016	<a href="#">Adult Creative Writing Group</a> : Demonstrator, Kathy Steffen	8
12/28/2016	<a href="#">Books &amp; Brownies: Passenger</a> : Demonstrator, Rebecca V.	0
12/29/2016	<a href="#">Glow Party: Kids Version</a> : Demonstrator, Lori, Betsy, Rebecca	100
12/29/2016	<a href="#">Glow! (Teen version)</a> : Demonstrator, Rebecca V., Lori B., Betsy W.	6
12/31/2016	<a href="#">1000 Books before Kindergarten</a> (DIY) : Demonstrator, Staff	25
	<b>Number of Programs / Total Attendance</b>	
	Children's	46 / 1285
	Teens	7 / 82
	Adults/Friends/Other/All Ages	14 / 363
	<b>Grand Total</b>	<b>67 / 1730</b>
	DIY/Passive Program Total (this number included in totals above)	1 / 25

Outreach Program Total (this number included in totals above)	15 / 239
Media/Promo Total (this number is <b>NOT</b> included in totals above)	0 / 0

**3. LIBRARY EXHIBITS**

Exhibit Case	Art Railing
	
Larry Nix, Library Memorabilia	3150 Studio Artists

**4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES**

Date	Department	Staff	Title
12/1/2016	Administration	Jocelyne, Mike, Mark, Julie, Rebecca, Matt, Gurdip, and 50-80 MCC members	<a href="#">Middleton Chamber of Commerce Social Hour</a>
12/1/2016	Administration	Jocelyne, 70-100 Chamber members	<a href="#">Middleton Chamber of Commerce - Get Moving Middleton</a>
12/1/2016	Administration	Jocelyne, 100 Chamber members	<a href="#">Middleton Chamber of Commerce - Social hour</a>
12/1/2016	Adult Services	Jim	<a href="#">WLA - Library Development and Legislation Committee</a>
12/2/2016	Adult Services	Jim	<a href="#">Beyond the Page Oversight Committee</a>
12/2/2016	Administration	Jocelyne and Marissa	<a href="#">Interview with MID Intern, Marissa</a>
12/3/2016	Administration	Jocelyne, Mike, Jill, Hans, etc.	<a href="#">Middleton Area Historical Society Annual meeting</a>
12/6/2016	Administration	Jocelyne, Mike, Eileen, Mark, Julie, Abby	<a href="#">City Development/Planning meeting</a>
12/6/2016	Administration	Jocelyne, Rebecca L.	<a href="#">City Council meeting</a>
12/7/2016	Administration	Jocelyne and City Staff	<a href="#">City Staff Meeting</a>

12/7/2016	Administration	Jocelyne, City staff	<a href="#">City Staff meeting</a>
12/9/2016	Administration	Jocelyne, Julie	<a href="#">1-1 with Julie/Tourism Dept.</a>
12/9/2016	Administration	Jocelyne, David	<a href="#">1-1 walk through building with D. Reed</a>
12/12/2016	Administration	Jocelyne, City Staff, and MCPASD Superintendents, HS Principal, Vandelwall	<a href="#">TIF mtg.</a>
12/12/2016	Other/All	Rebecca V.	<a href="#">La Movida Radio Broadcast</a>
12/13/2016	Administration	Jocelyne, Mike, Eileen, Mark, Julie, Abby	<a href="#">City Development/Planning meeting</a>
12/14/2016	Administration	Jocelyne and City Staff	<a href="#">City Staff meeting</a>
12/15/2016	Administration	Jocelyne, Jenny H	<a href="#">SCLS Delivery facility tour</a>
12/16/2016	Children	Lori	<a href="#">SCLS SLP Toddler Programs Webinar</a>
12/27/2016	Adult Services	Jim	<a href="#">Lunch meeting with Liz Zimdars (FCH) and Trudy Lorandos (VER)</a>
12/29/2016	Administration	Jocelyne, Marti	<a href="#">SCLS Orientation with Marti</a>

5. **DIRECTOR'S REPORT**



**Budget**

2016 Budget will be closed out by the City Finance Dept. in February 2017. The February 14, 2017 Library Board meeting will focus heavily on the Annual Report, which includes 2016 budget and statistics. Welcome and congratulations to Jenny Carr! The City Council approved her reclassification/promotion and she is now Librarian 1/Acquisitions.

**Planning**

The library has included goals with other city CDA staff that include: 1. Developing sustainable partnerships with other city departments, organizations, and school district 2. Updating library service desks, furniture, fixtures, etc. 3. Building a financial development plan and infrastructure. The library's strategic plan will be updated by mid-March, as will department goals. These will be used for the 2017 performance appraisals in late March.

### Partnerships and Networking

I have been continuing to network and build relationships in the community. Especially helpful, has been the Middleton Chamber of Commerce events which are made possible through a paid membership by Friends of the Library. I am also participating on the Middleton Road Maps to Equity project and Libraries Transform (LT) Campaign Committee through SCLS. LT is guided by the principle that today's libraries are both about what they have and what they do for people. This is a Dane County Pilot Project aims to develop a proactive campaign to increase public awareness of the value, impact, and services provided by libraries and library professionals.

Calling upon the resources and information available from the American Library Association's Libraries Transform Campaign, our goal is to inspire and foster a new enthusiasm among libraries to capture and share stories about how libraries transform lives, and the quality of life in the communities they serve. We are implementing this as a Dane County pilot project in an effort to help Dane County libraries create a consistent, energetic brand for libraries and an increased awareness of the many roles libraries play in their communities. After implementation in Dane County, and analysis of what worked and what didn't, we will make the resources available to all SCLS member libraries in the System's seven-county area.

Borrowing from the ALA's Libraries Transform website, our broad objectives are:

- Awareness: Increase awareness of and support for the transforming library.
- Perception: Shift perception of library from "obsolete" or "nice to have" to essential.
- Engagement: Energize library professionals and build external advocates to influence local, state and national decision-makers.

### Looking Ahead:

Library Legislative Day is Feb. 21<sup>st</sup> and the Libraries Transform Dane County Pilot Project will be launched during National Library Week April 9-15<sup>th</sup>, 2017. Middleton will also be celebrating the library's 90<sup>th</sup> birthday this week.

## **6. LIBRARIANS' REPORTS**

### **Patrick Williams, Head of Information Technology**



Our public computer access usage continues to be strong. We are able to maintain enough stations to allow patrons a no-sign-in / no-time-limit experience with up to date hardware and software. Excluding the roof repair closure months, we averaged over 10,000 user sessions a month in 2016. For every hour the library is open, there is about 39 patron use hours. Our website averaged 18,000 sessions a month; about 58,000 unique page views.

And with cleaning out the year, well obsolete hardware and components were parted out and E-wasted from storage. I do give every effort to repurpose, fix, and/or extract useful parts from any hardware in the IT inventory.

**Rebecca Van Dan, Head of Youth Services**



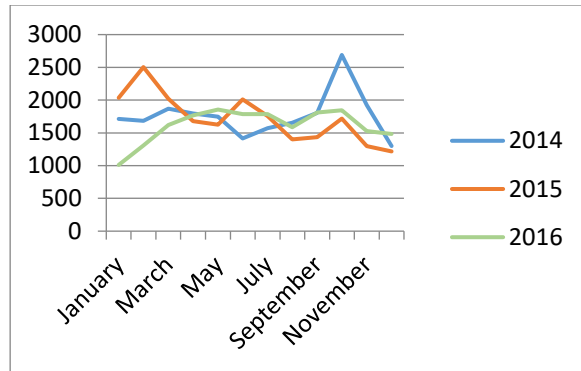
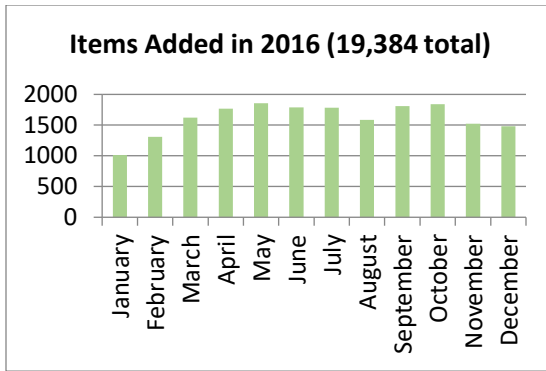
We are excited to have such a great team of co-workers moving into the new year! This month, we had two big teen programs: the Spa-aah Night and the Glow Party. Amy and I also stepped in for Lori's Mason Jars program, and I helped Lori and Betsy with the Glow Party program for younger kids as well. (Lori and I had a lot of fun planning the glow program and rummaging through dark closets with black lights in search of glowing objects!)

Sally had a Creative Card Making program this month in our Commons Area, and Kathy ran another very successful Krafty Kids event. Betsy and Lori took turns covering each other's storytimes this month when a nasty cold struck, and it was great to see how supportive our team is when everyone worked together to cover desk shifts and programs. I also talked about our library resources for the Spanish speaking community for a La Movida radio broadcast this month, worked on collection development and weeding of teen paperbacks, and scheduled the March-May teen programs. Displays: DIY, Teen Writers, Cults

**Sarah Hartman, Head of Technical Services**



Our items added count for December was 1,483 items, fewer than average for the year but over 250 more than Madison-Central's number, so we did quite well for a holiday- and vacation-heavy month. Looking at our stats for 2016, we added 19,384 items, down from last year by over 1,000 items but with a respectable average of 1,615 items added per month. The following charts illustrate our workflow over the past year compared to previous years. We had a significantly slow start to the year due to the lower level re-carpeting and roof issues, but this year was much better in terms of keeping workflow steady after that, with fewer extreme highs and lows.



This was certainly a year of change for the Library, with transitioning to a new Director, and for Tech Services, with losing Jason and Vijaya and gaining Jenny H. and Jenny C. To end the year, Jenny C. made the transition to a professional position, Librarian I— Acquisitions and Interlibrary Loan, a very well-deserved reclassification. We have a great team and are looking forward to a busy and productive 2017!



2016 was another productive year for the Adult Services Department. All told, we held 120 events for adults this year, including lectures, classes, workshops, musical performances, and one-on-one instruction sessions. (The total would have been slightly higher were it not for the month we spent closed in February!) 2017 is shaping up to be another jam-packed year, especially the months of March, April, and May, when we have at least one, often two, events scheduled every week!

Two quick programming notes from 2016 that highlight two strengths and areas of focus in our adult programming: workforce development and lifelong learning:

For the first half of the year, we partnered with the Dane County Job Center to offer drop-in job help with resumes, job searches, interview practice, and more. Unfortunately, we had to abandon the program in August due to staffing shortages with our partner organizations, but I'm working very hard to restart the program in some form this coming year.

In February of 2016, we launched a new lecture series in partnership with the UW-Madison Speaker's Bureau called Scholar'd for life. We held four lectures our first year on a variety of subjects including mathematics, the US Civil War, astronomy, and philosophy/intellectual history. To say these programs were well-received by our patrons would be an understatement: All of the lectures had over 100 registrants, with one topping out at 180! Scholar'd for Life is something of a passion project for me, so I was excited to see it so enthusiastically received by our audiences. The series will



return in 2017 with five lectures spread out over the calendar year on topics ranging from Russian history to mindfulness.

By far the most significant addition to our department in 2016 came in the form of two new Library Assistants, Kendall Clay and Kelsey McCarthy. As you know, Jenny Carr took the Technical Services position vacated by Jason Boak in July, which left an opening in our department. I decided to split Jenny's .75 FTE position into two .6 FTE positions, which resulted in a slight increase in FTE as well as a cost savings. We were very lucky to find two candidates who had worked for the library previously in other capacities. Kendall and Kelsey bring a lot of energy and fresh ideas to the department. In addition to working the reference desk, their duties include: social media and library promotion, collection development, creating displays and book lists, managing the seed library, and running an online book group through goodreads.com. I expect great things from both of them in 2017!

**Brendan Faherty, Head of Circulation Services**



December in the Circulation Department brought cold and snow, but also plenty of materials for our patrons, as we continued to have strong circulation numbers compared to the past few years. Given the back-to-back holiday weekends at the end of December, circulation staff has done a fantastic job keeping up with the massive influx of materials and backup created by being closed for those four days.

As I look toward 2017, we are thinking about how we can reconfigure the Open Holds Shelves to make them even more accessible to patrons, perhaps by lowering some of the highest shelves. I hope to combine any such rearrangement with the potential installation of new self-check kiosks at some point in the next couple of years, depending on budget, as we continuously strive to make the checkout process as smooth as possible for all our patrons.

The CD of the Month Club continues to be a success, with a surprising four new members in the past two weeks. We are now up to 36 full-time 'club' participants, and they continue to enjoy the selections throughout the year.

Our Library Fantasy Football League recently wrapped up its third season. With 14 teams, it's a larger league, which means more challenge from week to week. Congratulations to patron Ray Eckenstein, whose Jabba's Library Barge team won the championship this season!

Finally, I was asked to participate in the hiring process for the South Central Library System's new Data Consultant position. As the sole public library representative on the hiring team, I was able to provide a unique perspective and offer some different insights into what member libraries will be expecting from the position. We interviewed three candidates, and I expect an announcement will be made soon regarding the committee's choice for the job.

**Amy Perry, Outreach and Youth Services Librarian**



2016 was a great year for outreach services as I solidified new partnerships such as the ones I do with the Middleton Outreach Ministry and at the 4k sites but I also created some new collaborations such as with Greenway Station and other City Departments, specifically the Middleton Fire Department. I'm looking forward to what 2017 has in store!

Highlights for December included visits to fifteen sites throughout Middleton: nine 4K and ECC classes, three YMCA sites, one visit to Kromrey Middle School that included three book clubs, one visit to the American Family Children's Hospital school, and my monthly visit to the Voss Haus.

Half of December included holiday school closures so I used this time wisely to do a much-needed weeding of the children's picture book collection. Also in December, I "pinched hit" for Lori Bell when she was out sick and helped facilitate her Mason Jar Edibles event. Rebecca Van Dan handled the set up and I ran the event, did clean up, etc. It's really nice to be able to help out another coworker and to work amongst such a supportive team.

**Lori Bell, Children's Librarian**



I ended 2016 by weeding several crowded collections including +Non-Fiction, +Paperbacks, and +Fiction. The good news is that most of the materials in our Children's collections are circulating! The bad news is that even after weeding using a harsh 12 month non-circulating benchmark, our shelves are still very crowded. I'm continuing to pursue long-term solutions.

I completed event planning and brochure design for the March-May session for toddlers through 'tweens and began focusing on the summer calendar. I attended a SCLS Webinar focusing on programming for toddlers using the SRP theme, and I've booked several performers.

I'd like to thank my wonderful co-workers, Rebecca Van Dan and Amy Perry, for stepping up and pitching in without hesitation to present the Mason Jar Edibles Event for

me as I was out sick that day. The feedback I've received from patrons is that it went very smoothly and everyone had a great time.

Our last event of the year, our first-ever Glow Party, drew over 100 people to the kid's version. Be sure to check out the pictures as words wouldn't do this event justice. The kids loved the various activities we had set up for them, especially drawing on the wall mural. Look for this to be a regular event to celebrate the end of the year.

**Rebecca Light, Administrative Librarian**



December was filled with a lot of year-end administrative tasks to close out our spending, audit our accounts, and prepare for a new budget cycle. We are also transitioning our Friends programming accounts from Associated Bank to BMO Harris Bank, so I have been helping with this process. Jocelyne and I met with other members of the Development Committee to review our progress in gathering donor lists and planning for future donor campaigns. We have a lot of ideas about how we can expand donor outreach, and are working to build a solid infrastructure to be able to receive and process more donations.

Other highlights this month included hosting an adult coloring program with Sarah Hartman, and coordinating a staff End-of-the-Year party with the help of Kendall Clay. I have been solidifying the schedule for our Winter/Spring Media Maker Lab programming, which is fast approaching. There are so many exciting things on the horizon for 2017!

**Jenny Carr, Acquisitions Librarian**



2016 was a memorable year for me at the Middleton Public Library. Not only did I move into a new position, but my office space also changed – from the quiet, Adult/Tech Services area on the lower level, up to the bright, bustling workroom where Sheldon (our sorting belt) chugs away. In the coming months, I'll be reporting on inter-library loan (ILL) usage and book and AV acquisitions and spending. To whet your appetite, I'd like to give you a brief history of ILL at our library: we have been requesting our own items via ILL since 2004. In those 12 years, we've averaged 717 items per year borrowed from libraries outside of our system for our patrons. This year, we borrowed 807 items. More important than the numbers, however, is the satisfaction we are able to give our patrons when we say "yes" to supplying them with a book, DVD, journal article, etc. Here's to more resource sharing in 2017!