



**March 2017 Report
No April Library Board Meeting**

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2017	36,907	3,693	24,530	65,130	183,509
2016	35,210	3,645	20,476	59,331	146,281*
2015	35,076	3,775	21,683	60,534	173,841

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

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	%of total
2017 (March)	13,568	6,952	9,297	29,817	45.8%
2016 (March)	13,159	6,591	7,587	27,337	46%
2015 (March)	12,298	6,653	8,829	27,780	45.9%

Library cards issued:	Adult	Juv.	Sr.	Total
2017	91	21	15	127
2016	107	31	8	146
2015	83	20	8	111

Shared with other SCLS libraries:


	Loaned to other LINK libraries	Borrowed from other LINK libraries
2017	21,169	20,703
2016	18,841	20,104
2015	21,312	19,052


Miscellaneous:	ILL	Visits	Study rooms use
2017	63	32,336	633.5 Hours / 448 Bookings
2016	56	29,373	591 hours / 423 Bookings
2015	37	29,470	532.75 hours / 368 bookings

Walk-in laptop/device WI-FI use:

March 2017: 6,670
 March 2016: 5,106
 March 2015: 674

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
3/1/2017	<u>Little Kid Story time (2-3)</u> : Demonstrator, Betsy	20
3/1/2017	<u>Little kid story time (2-3)</u> : Demonstrator, Betsy	40
3/1/2017	<u>March CD of the Month Club</u> : Demonstrator, Brendan	39
3/1/2017	<u>Northside ECC 8:45am class</u> (Outreach) : Demonstrator, Amy Perry	10
3/2/2017	<u>Elm Lawn 4k AM class</u> (Outreach) : Demonstrator, Amy Perry	13
3/2/2017	<u>3DS Club</u> : Demonstrator, Chris & Jill	7
3/2/2017	<u>Baby lapsit story time</u> : Demonstrator, Betsy	34
3/2/2017	<u>Tiny tots story time (1-2)</u> : Demonstrator, Betsy	70
3/2/2017	<u>Elm Lawn 4k PM class</u> (Outreach) : Demonstrator, Amy Perry	13
3/2/2017	<u>Teen Band Interviews</u> : Demonstrator, Rebecca V., Joe Goad	15
3/2/2017	<u>Edward McClelland on "How to Speak Midwestern"</u> : Demonstrator, Edward McClelland	85
3/3/2017	<u>Community Meeting for Youth</u> (Outreach) : Demonstrator, Rebecca V., Sarah Shatz	9
3/3/2017	<u>Bilingual Spanish-English Storyime</u> : Demonstrator, Katy Shannon	40
3/4/2017	<u>Dogs on Call</u> : Demonstrator, Shelby & Emma (dogs) 	22
3/6/2017	<u>little om, BIG OM</u> : Demonstrator, Jamie, Lori 	54
3/7/2017	<u>Storytime - Big Kids: Hats</u> : Demonstrator, Lori	44

3/7/2017	Storytime - Big Kids: Hats : Demonstrator, Lori	48
3/7/2017	Introduction to Facebook : Demonstrator, Amanda Brzeszkiewicz	15
3/8/2017	Little Kids Story time (2-3) : Demonstrator, Betsy	30
3/8/2017	Little Kid story time (2-3) : Demonstrator, Betsy	50
3/9/2017	Baby lapsit story time : Demonstrator, Betsy Bermant	40
3/9/2017	Tiny tots story time (1-2) : Demonstrator, Betsy	82
3/9/2017	Professor David McDonald: "Putin's Russia" : Demonstrator, David McDonald, UW-Madison history professor	225
3/9/2017	Minecraft Club : Demonstrator, Brian Miles	15
3/10/2017	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	35
3/13/2017	Mystery Night: A Medieval Mystery : Demonstrator, Lori 	14
3/13/2017	Teen Advisory Committee : Demonstrator, Rebecca V.	7
3/14/2017	Storytime - Big Kids : Demonstrator, Lori	48
3/14/2017	Communication Innovations Storytime : Demonstrator, Sadie, Tom, Katie	40
3/14/2017	WI Film Fest Sneak Peek : Demonstrator, Jim, Jamie Vache and Steve Winnicki from PIN. Jim Healy, Dir. of Programming for the Film fest	80
3/15/2017	Little Kids story time (2-3) : Demonstrator, Betsy	30
3/15/2017	Little kids story time : Demonstrator, Betsy	50
3/15/2017	Voss Haus (Senior and Disabled Section 8 Subsidy) (Outreach) : Demonstrator, Katie G.	26
3/15/2017	Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
3/15/2017	Adult Creative Writing Group : Demonstrator, Kathy Steffen	9
3/16/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
3/16/2017	Teen Techno Minutes : Demonstrator, Sam (RL eval)	2
3/16/2017	Play Club: "Learning to Stay" : Demonstrator, Jim, Jake and Liz from Forward Theater	36
3/16/2017	Adult Book Discussion : Demonstrator, Jenny Carr	26
3/16/2017	Clubhouse for Kids 4k (Liz's class) (Outreach) : Demonstrator, Amy	17

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3/16/2017	Baby Lapsit story time : Demonstrator, Betsy	40
3/16/2017	Tiny tots story time (1-2) : Demonstrator, Betsy	65
3/17/2017	Pooh Bear 4k am class (Outreach) : Demonstrator, Amy Perry	19
3/17/2017	Pooh Bear 4k pm class (Outreach) : Demonstrator, Amy Perry	20
3/17/2017	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	18
3/20/2017	Chapter Book Champions Club: Superheroes : Demonstrator, Lori 	14
3/20/2017	Little Red Storytime Visit : Demonstrator, Lori	22
3/20/2017	i9Sports : Demonstrator, Lori	38
3/21/2017	KEVA Spring Into Stories (Outreach) : Demonstrator, Amy Perry, Lori Bell, Betsy Bermant, Jocelyne Sansing 	280
3/22/2017	La Petite Gammon 4k class (Outreach) : Demonstrator, Amy Perry	14
3/22/2017	Little Kids story time (2-3 yo) : Demonstrator, Betsy	40
3/22/2017	Little Kids story time (2-3 yo) : Demonstrator, Betsy	40
3/22/2017	Intermediate Facebook : Demonstrator, Amanda Brzeszkiewicz	16
3/23/2017	Tiny tots story time (1-2) : Demonstrator, Betsy	70
3/23/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1

3/23/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
3/23/2017	Minecraft Club : Demonstrator, Brian Miles	18
3/23/2017	Teen Bands Night : Demonstrator, Thin Ice, Proxy Child, Surround Sound	70
3/23/2017	Clubhouse for Kids 4k am class (Katie F's class) (Outreach) : Demonstrator, Amy Perry	10
3/23/2017	Baby Lapsit story time : Demonstrator, Betsy	25
3/23/2017	Teen Techno Minutes : Demonstrator, Sam (RL eval)	2
3/24/2017	Middleton Baby & Childcare Center 4k class (Outreach) : Demonstrator, Amy Perry	22
3/24/2017	Let's Talk About Texts - The Secret History of Wonder Woman : Demonstrator, RL, JAR	3
3/25/2017	Manga Cat Planters & Zentangle Rocks : Demonstrator, Rebecca V.	10
3/27/2017	String Art : Demonstrator, Lori	56
3/27/2017	Parachute Party Storytime : Demonstrator, Lori	42
3/28/2017	Parachute Party Storytime : Demonstrator, Lori, Betsy 	100
3/28/2017	Drop-in Job Help : Demonstrator, Jon Krueger, Dane Co. Job Service	3
3/28/2017	Getting to Know Medicare : Demonstrator, Jesse Grutz, The Retirement Classroom	25
3/28/2017	Understanding Annuities : Demonstrator, Jesse Grutz, The Retirement Classroom	7
3/29/2017	Parachute Party Storytime : Demonstrator, Lori, Betsy	100
3/29/2017	Books & Cooks: Games & Gamers : Demonstrator, Lori	7
3/29/2017	Gio's Garden : Demonstrator, Amy Perry	7
3/29/2017	Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
3/29/2017	Donuts & Dystopias: Book Swap, Red Queen : Demonstrator, Rebecca V.	1
3/30/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
3/30/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1

3/30/2017	American Family Children's Hospital (AFCH) (Outreach) : Demonstrator, Amy Perry	3
Number of Programs / Total Attendance		
	Children's	47 / 1926
	Teens	7 / 119
	Adults/Friends/Other/All Ages	24 / 609
Grand Total		78 / 2654
DIY/Passive Program Total (this number included in totals above)		0 / 0
Outreach Program Total (this number included in totals above)		13 / 456

3. LIBRARY EXHIBITS



4. STAFF DEVELOPMENT

Date	Department	Staff	Title
3/1/2017	Administration	Jocelyne	Middleton Action Committee
3/2/2017	Administration	Jocelyne and Lori	SCLS - Libraries Serving Families

3/3/2017	Administration	Jocelyne, Pam, Mark, Tana, Emily	<u>Libraries Transform Committee</u>
3/3/2017	Administration	Jocelyne	<u>SCLS - Orientation with Craig - Tech Services</u>
3/3/2017	Administration	Jocelyne, Marc Gartler	<u>Marc</u>
3/6/2017	Administration	Jocelyne, Abby	<u>Green Tier Legacy Communities</u>
3/6/2017	Administration	RL	<u>WLA Development Committee meeting with Plumer Lovelace</u>
3/7/2017	Administration	Jocelyne, Mike, Abby, Eileen, Julie, Mark	<u>City Planning Staff mtg.</u>
3/8/2017	Tech Services	Sarah H.	<u>SCLS Collection Maintenance Subcommittee Meeting</u>
3/16/2017	Administration	Jocelyne	<u>Arts Committe</u>
3/16/2017	Administration	Jocelyne	<u>SCLS All Directors mtg.</u>
3/21/2017	Administration	Jocelyne, Abby, Mike, Eileen, Mark	<u>Ckity Planning staff mtg.</u>
3/22/2017	Adult Services	Jenny Carr	<u>ILL Subcommittee Meeting</u>
3/24/2017	Other/All	Jim	<u>WLA - Library Development and Legislative Committee</u>
3/28/2017	Administration	Jocelyne, Abby, Julie, Mike, Mark	<u>City Planning Staff mtg.</u>
3/30/2017	Administration	Rebecca V., Lori B	<u>Power Up: Leadership for YS Managers</u>

5. DIRECTOR'S REPORT

March was a month of planning and more planning. Here are the 2017 Department Goals, as they relate to the 2017-2020 Strategic Plan and individual performance goals (see separate document for Strategic Plan).

Circulation Department

- Continue to provide easy and equal levels of access to all patrons.
- Service desk redesign and implementation.
- Explore options for flexible and mobile shelving, especially in the New area

Youth Services Department

- Increase staffing for Outreach, especially to underserved. Maintain and deepen current relationships through continued efforts.
- Maximize spaces with new storage, shelving, and furniture (long-term)
 - Reexamine the shelving arrangement.
 - Reexamine the design and function of the Help Desk.
- Create Core Mission Statement for Dept.
- Streamline the document process for summer reading to reduce redundancy.
- Clean up the files and folders on the M drive.
- Create/update the “Who does what?” file on the M drive and to update the Help Desk Binder.
- Increase resources sharing/ ideas between outreach and youth services, such as craft, book, and song ideas.

Information Technology

- Add bandwidth via budget request
- Increase quality of Wi-Fi throughout building.
- Improve AV system in Archer Room with sound, visual projection, wifi, and live streaming capabilities.
- Move all staff stations to Windows 10, and website updates.
- Create Outreach tab on midlibrary.org
- Create streamlined support/donate page on midlibrary.org

Adult Services

- Explore creative partnerships for programming with other City Depts.
- Explore creative uses for space including out of library programming.
- Shift new duties to LAI staff, such as on-desk tasks.
- Reference desk redesign and space maximization issues in the lower level.
- Look in to costs for soundproofing the study rooms.

Technical Services

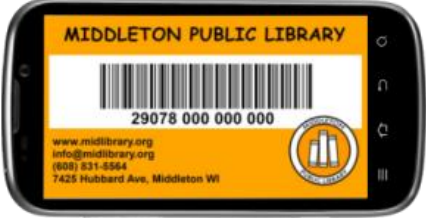
- Create “see also” signage in non-fiction
- Update processing/procedural manual for TS including ILL
- Update JC documentation
- Evaluating staffing structure
- Track Amazon ILL expenditures
- Track ILL postage
- Continue tracking details of standing orders
- Explore options for submittal requests

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



An online library card registration agent was created in-house, allowing patrons to fill out a form on our secure website and, after some auto-verification steps and auto-duplication checks, is issued a working barcode/account number in moments. The staff is also alerted of the new registrant information. The patron information is auto-entered with correct formatting in the system database. The staff only need to verify ID and update a few fields upon doing so. The new registrant can use their number right away to place up to 5 holds, and immediately access our members-only databases (a workaround solution was created to by-pass the 24-hour update wait, as with other new cards). The system also generates a “card image”, as pictured, which can be used from a smart phone to scan their barcode at our Circulation Desk or Self Checkouts. Patrons who already have cards can also submit a quick form to have a card image auto-generate and emailed to them. The two Circulation Desk barcode scanners were also upgraded this month to accommodate this service; the self-checks already had the hardware in place.



Rebecca Van Dan, Head of Youth Services



In March, I met with Betsy and Kathy for performance conversations and Kathy announced her retirement in May. We are sorry to lose her! She will be working on updating some of the LA II procedural documents before she leaves, which will be helpful with future training. I also

worked to train Betsy on event preparation this month, as she would like to try a larger solo event, and I trained two new teen volunteers. Lori Bell and I attended the Power Up: Youth Services Management workshop this month, which was a nice blend of philosophical and practical advice that we are excited to put into practice! I also attended a meeting primarily for social workers on Summer Youth Events and presented the programs we will be offering this summer. Lori, Amy, and I also met to create a plan for more consistent cataloging and Jocelyne and I met to discuss posting for the vacant YS position.

Joe Goad helped us out enormously this month by filming and editing our Teen Band interviews. This year's Teen Bands Night went very smoothly and all three bands were fantastic! We also had a Manga Cat Planters & Zentangle Rocks craft program that gained some enthusiastic feedback from teens. We contacted businesses this month requesting donations for SRP prizes, and have heard back from a number of them. We worked with a few teens to create riddles for the Community Clues Scavenger Hunt and confirmed locations with all the area businesses.

Weeding: completed weeding of the Spanish collection, Teen DVDs and Teen music CDs.

Displays: Irish I Had More Time to Read (green covers), Feeling Mysterious?, March Madness, Audiobooks

Sarah Hartman, Head of Technical Services



Our items added count for this month was 1,738 items added, which is a healthy, slightly above average number for us. TS Page II Jennie Vosen's last day was the 14th, and TS Page II Jenny Hiorns started her new schedule of 20 hours/week the following week. So far this is working out very well, although of course we will all miss Jennie.

Brendan and I met with our Midwest Tapes rep to discuss ordering, pre-processing services, and Hoopla, which is a service similar to OverDrive with downloadable music, audiobooks,

ebooks, and movies. It has been around for a while and we have discussed it periodically in staff meetings over the years, but we have never done a trial. Our rep provided us with cost estimates and a trial login. While it's not something we can currently afford, I was impressed with the service and am glad to have experience with it now, in case we ever want to pursue more digital content options for our patrons.

We also set our department goals and started performance conversations this month. We have a great team and exciting future plans!

Jim Ramsey, Head of Adult Services



As you can see from the list of adult events, March was packed with library programming. Most notably, we kicked off our 2017 Scholar'd for Life lecture series in which we invite professors and academics to share their favorite lectures on March 9th with a lecture on Putin's Russia by History Professor David McDonald. We had one of the largest crowds in recent memory, somewhere around 250 people. Unfortunately, we had to turn people away; however, thanks to Patrick we were able to record the lecture and post it on YouTube. Because the sound quality was less than ideal, I added closed captions to the video.

I had my performance conversation with Jocelyne this month and subsequently completed performance conversations with the three staff members I supervise: Amanda, Kelsey, and Kendall. I've started delegating more tasks to Kendall and Kelsey this month, especially certain publicity and marketing duties and collection management/weeding projects. Both of them had told me that they are ready to take on additional tasks, and they seem to be handling their workloads well.

I continued my work with the WLA's Library Development and Legislative Committee this month. The committee held its bi-monthly meeting at the end of the month, and recruited me to give spoken and written testimony at the first Joint Finance Committee Budget Hearing in Platteville on April 3rd. As I've noted in past reports, the WLA is leading the charge for an additional \$1.5 in State Aid to Library Systems in this biennial budget. Since the appropriation was not included in the Governor's budget, we are attempting to convince the JFC to add it as an amendment. I've learned a lot about politics in general and the budget process in particular through my involvement with the WLA's LDL, and I hope to continue to advocate for Wisconsin libraries more in the coming months as the budget process continues.

Brendan Faherty, Head of Circulation



March saw the Circulation Department as busy as ever, with good overall checkout and hold numbers across the board. Both our overall circulation and our self-check-specific circulation reached our highest levels for March in the past four years, even including last year's post-roof-closure surge of popularity.

Looking at some specific Self-Check numbers, patrons logged 7,807 sessions among our three self-check machines in March, which is not only the highest total for March we've ever had, but would fit right in with the typical totals from the busy summer months of June, July and August. And though the Self-Check percentage of total Circulation remains between 55%-60%, the number of items per self-checkout is steadily increasing—approaching 4 items/session.

The CD Club has grown to 41 participants and we continue to get positive feedback from patrons. Any on-going library program that continues to generate excitement and interest for patrons three years down the road (it started in April 2014) certainly represents a success.

Perhaps the biggest news of the month is the launch of Middleton Public Library's Online Card Registration portal. We now have a mechanism in place that allows patrons to apply for library cards online through our website. After some verification, they receive a valid library card number and have immediate access to all our digital resources as well as the Library's catalog. They can even place holds on up to five items, though they will not be able to check them out until they physically visit the library to verify ID and complete the registration process. Many thanks to Patrick for his incredible work on this project, and to the rest of the Circulation Team for being on board and supporting the push to make it happen. We are currently the *only* library in the South Central Library System to offer this service—it has certainly been long overdue, as patrons now expect to be able to complete most tasks and forms online.

Amy Perry, Outreach and Children's Services Librarian



The highlight for March was facilitating a special spring storytime event at KEVA Sports Center. This event was mutually beneficial because KEVA offered free admission to anyone who didn't have a membership and we offered a storytime on the basketball court, book check, etc. The turnout was better than I (and I think KEVA) expected! Plus it solidified the library's partnership with KEVA, and gave me more experience with creating successful outreach special events. Lori Bell and Betsy Bermant were instrumental in the success of this event because they always offer an educational, fun, family friendly storytime that people will travel to experience. Jocelyne was also there to lend a hand at this event, which was super helpful because it freed me up to answer patron questions, do checkout, etc. Having the support of the Library Director and my coworkers makes creating these first time unique events so much easier.

The remainder of the month was filled with my regular monthly visits to 4K classrooms, afterschool sites, the American Children's Museum, plus I was able to take a short vacation this

month. A HUGE thank you goes out to Katie Ganser for handling the Voss Haus visit this month. This visit coincides with the Middleton Outreach Ministry's mobile food pantry visit and since the residents depend on our visit, skipping it simply because I was on vacation just wasn't an option. Luckily Katie was able to go with me last month so she could see what I do, and then handled the March visit on her own.

Other duties include a lot of ordering and processing, creating the May desk schedule, supervising subs and a practicum student, and lots and lots of Summer Reading Program prep including setting up visits to area schools.



March began and ended with two fantastic professional development opportunities. I attended a conference at the Wintergreen Resort in Wisconsin Dells on the role of public libraries in serving families. The inspiring keynote speaker, Dr. Jasmine Zapata highlighted ways that public library staff can be responsive to all families. She also enlightened us to the problems people who have experienced Adverse Childhood Experiences (ACE) face both medically and psychologically. The afternoon session produced some wonderful programming ideas, book talking lists, and reaffirmed the importance of treating all our patrons (and ourselves) with dignity and respect.

Rebecca Van Dan and I attended the Power Up: A Conference in Leadership for Youth Services Managers and Staff conference held at the Pyle Center at the UW-Madison campus. Two amazing days filled with a great mix of practical and philosophical ideas. I attended lectures on "Reflective Leadership," "Finding your Programming Style," and "Managing Media Mentors," - to name just a few.

The highlight of the month, of course, was the installation of our fabulous new mural in the Children's Area. Created, painted and installed by Alicia Rheal of Rheal Imaginations, the "Reading Train," brings a welcome splash of color and interest. Some of the comments overheard by our patrons include, "When did that go up? It is gorgeous! I was just here last week, how did they paint it that fast?" "I love how bright and cheerful it is!" My personal favorite came from a young boy, "That's the best thing I've seen all day!" I cannot thank our generous Friends enough for funding this project.

In addition to our regular monthly and weekly events, we offered some special events including a 'Tween Mystery Night, Storytime @ KEVA, String Art, and 3 Parachute Parties. All were well-attended and valued by our patrons. Pictures and evaluations are available on the staff page.

Rebecca Light, Administrative Librarian



Jocelyne and I have been making the final preparations for National Library Week, the library's 90th Birthday kickoff, and Staff Development Day, all happening in mid-April. We're trying a few new surprises during National Library Week, including pop-up musical and poetry performances throughout the week. We hope to continue to provide activities that "surprise and delight" patrons and support the image of our library as a community space of joy and connection. These types of events help our library evolve, and set the stage for new community engagement with libraries.

I continue to act as the liaison to our Media Maker Lab instructors, who hold regular technology-focused events for tweens on Tuesday and Thursday evenings in our lower level computer lab. In April I'm so pleased that we're kicking off a six-week "Coding Mini-Series" during our Tech Tuesday events. Participants will learn basics of coding in Python, learn game creation in coding apps, and will explore careers in coding. I think it is so important for the library to offer

these 21st century skills in an environment that is fun and exciting for kids; libraries are uniquely positioned to offer activities like this, and we are lucky to have such excellent leadership from our technology instructors.

Jenny Carr, Acquisitions Librarian



The end of March marks the quarter point in our year and we should be near 25% in our book and AV spending. We were close with 23.43%. I sent quarterly updates to all departments, breaking down the overall spending into genre/format so selectors have a better idea where they are in their spending goals.

We filled 63 ILL requests last month, slightly above the 12-year average of 60 for the month of March. Most of the items requested were books (37), but also of note were article requests (9) and newspaper microfilm (7). We have many patrons who make use of ILL repeatedly, but there are always several every month who are first-time requestors. A recent first-timer was so excited that I could get him articles and scholarly papers on robotics, something that he has had to pay for in the past. As always, it is rewarding to be able to get information to the people!

I had 26 attendees for our monthly book group, discussing *Ordinary Grace* by William Kent Krueger. Normally, I would say this is too many people for a good discussion, but somehow it works! A testament to the extraordinary group of regulars attending.

8. AGENDA OVERVIEW

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.

Updated Library Organizational Chart

Saved in Google Drive

Upcoming library-related events:

90th Birthday Anniversary Celebration April 10th 6pm

National Library Week Celebrations and live music April 9-15th