



**May 2017 Report  
Presented at the June 13, 2017  
Library Board Meeting**

**1. STATISTICS**

<b>Circulation:</b>	Adult	YA	Juv.	Total	Year to Date
2017	35,165	3,241	20,936	59,342	299,479
2016	32,890	3,501	18,327	54,718	257,543*
2015	32,461	3,274	19,017	54,752	284,324

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

**Self-Service checkouts:**

	ITG	ITG#2	ITG#3	Total	% of total
2017	13,482	5,879	7,584	26,945	45.4%
2016	12,099	5,636	7,206	24,941	45.6%
2015	11,160	6,092	7,373	24,625	45%

<b>Library cards issued:</b>	Adult	Juv.	Sr.	Online	Total
2017		80	26	4 21	131
2016		75	23	7	105
2015		69	24	3	96

<b>Dynix holds:</b>	Loaned to	Borrowed from other LINK libraries
2017	20,936	18,976
2016	17,309	17,862
2015	18,966	17,065



<b>Miscellaneous:</b>	ILL	Visits	Study Rooms Use	Public Fax
2017	95	29,835	649.75 hrs / 451 Bookings	67 user sessions / 226 pgs
2016	60	27,164	639 hrs / 459 Bookings	60 user sessions / 224 pgs
2015	48	26,635	542.25 hrs / 349 Bookings	41 user sessions / 144 pgs



**Public Computer Usage:**

	# of days open	Total Sessions	Total hrs.	Total printed sides	WI-FI	Scanning Station
2017	29	10,394	11,014	11,014 (+801 col)	6,504	304 users /1,186 pgs
2016	29	9,706	10,587	9,706 (+752 col)	5,231	
2015	28	10,470	7,815	7,002 (+641 col)	600	


**2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES**

Date	Program	Attendance
5/1/2017	<a href="#">May CD of the Month Club</a> : Demonstrator, Brendan	40
5/2/2017	<a href="#">Storytime - Big Kids: Animals</a> : Demonstrator, Lori	52
5/2/2017	<a href="#">Storytime - Big Kids: Animals</a> : Demonstrator, Lori	47
5/2/2017	<a href="#">Tech Tuesday</a> : Demonstrator, Brian Miles	12
5/2/2017	<a href="#">YMCA Northside Elementary</a> (Outreach) : Demonstrator, Amy Perry	21
5/3/2017	<a href="#">YMCA Sunset Ridge Elementary School</a> (Outreach) : Demonstrator, Amy Perry	17
5/3/2017	<a href="#">Little Kids Storytime</a> : Demonstrator, Amy Perry	25
5/3/2017	<a href="#">Little Kids Storytime</a> : Demonstrator, Amy Perry	36
5/3/2017	<a href="#">All About the Wisconsin Breeding Bird Atlas</a> : Demonstrator, Bill Mueller and Mike Reese	62
5/4/2017	<a href="#">Elm Lawn 4k AM class</a> (Outreach) : Demonstrator, Amy Perry	17
5/4/2017	<a href="#">Elm Lawn 4k PM class</a> (Outreach) : Demonstrator, Amy Perry	12
5/4/2017	<p><a href="#">Stormtroopers and Star Wars: Rogue One</a> : Demonstrator, Rebecca V., 501 Legion of Stormtroopers</p> 	50
5/4/2017	<a href="#">YMCA Sauk Trail Elementary</a> (Outreach) : Demonstrator, Amy Perry	14
5/4/2017	<a href="#">3DS Club</a> : Demonstrator, Chris & Jill	11
5/4/2017	<a href="#">Minecraft Club</a> : Demonstrator, Brian Miles	16
5/5/2017	<a href="#">American Family Children's Hospital (AFCH)</a> (Outreach) : Demonstrator, Amy Perry	2
5/6/2017	<a href="#">Free Comic Book Day!</a> (DIY) : Demonstrator, Sally Wood (RVD coordinated with Westfield Comics)	105
5/6/2017	<a href="#">Dogs on Call: Read to a therapy dog</a> : Demonstrator, Captain and his person	22
5/8/2017	<a href="#">Bilingual Spanish-English Storytime</a> : Demonstrator, Katy Shannon	18
5/8/2017	<a href="#">little om BIG OM: Family &amp; Toddler Yoga</a> : Demonstrator, Jamie	53

		
5/8/2017	<a href="#">Youth Center (Outreach)</a> : Demonstrator, Amy Perry	15
5/8/2017	<a href="#">Teen Advisory Committee</a> : Demonstrator, Rebecca V.	2
5/9/2017	<a href="#">Communication Innovations Storytime</a> : Demonstrator, Sadie, Tom, Sarah	61
5/9/2017	<a href="#">Lunch Bunch @ Kromrey Middle School</a> (Outreach) : Demonstrator, Amy Perry	27
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5/10/2017	<a href="#">High School English class visit</a> : Demonstrator, Jocelyne, Rebecca V,, Jenny Carr (Krystal Porter, English teacher)	60
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5/15/2017	<a href="#">Books &amp; Cooks: Favorites</a> : Demonstrator, Lori	5
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5/26/2017	<a href="#">Summer Reading Promo Visit - Northside Elementary School</a> (Outreach) : Demonstrator, Amy Perry	470
5/26/2017	<a href="#">Let's Talk About Texts - A Manual for Cleaning Women</a> : Demonstrator, RL, JAR	7
5/26/2017	<a href="#">School Visit, Kromrey's 8th grade</a> (Outreach) : Demonstrator, Rebecca V.	300
5/26/2017	<a href="#">Storytime at SwimWest Swim School</a> : Demonstrator, Lori	52

			
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5/31/2017	<u>Summer Reading Promo Visit - 6th Grade - Kromrey Middle School</u> (Outreach) : Demonstrator, Amy Perry	131	
	<b>Number of Programs / Total Attendance</b>		
	Children's	53 / 3349	
	Teens	8 / 558	
	Adults/Friends/Other/All Ages	16 / 644	
	<b>Grand Total</b>	<b>77 / 4551</b>	
	DIY/Passive Program Total (this number included in totals above)	1 / 105	
	Outreach Program Total (this number included in totals above)	22 / 2704	
	Media/Promo Total (this number is NOT included in totals above)	0 / 0	

**3. Library Exhibits**

Display Case	 <p data-bbox="802 785 1024 814">Middleton Preschool</p>
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Art Railing	 <p data-bbox="764 1339 1062 1369">5 Artists (C.K. Chang, above)</p>
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**4. STAFF DEVELOPMENT: MEETINGS AND CONTINUING EDUCATION**


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5/9/2017	Administration	Jocelyne, Mike, Abby, Eileen, Julie, Mark	<a href="#">City Planning Staff mtg.</a>
5/10/2017	Tech Services	Sarah H.	<a href="#">SCLS Collection Maintenance Subcommittee Meeting</a>
5/11/2017	Administration	Jocelyne	<a href="#">Dane Cty, Library Directors' mtg.</a>
5/16/2017	Administration	Jocelyne, Abby, Mike,	<a href="#">City Planning Staff mtg.</a>

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5/17/2017	Other/All	Jenny Carr	<a href="#">PAC Subcommittee Meeting</a>
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## 5. DIRECTOR'S REPORT



### **Circulation and activity**

- Monthly and YTD statistics are up across the board. May of 2017, the library circulated 59,342 items, representing just a 8.5% increase from 2016. The busiest months of the year are coming up as Summer Reading kicks off June 9th.
- Middleton loaned 20,936 items to other LINK libraries this past month, an increase of 21% from 2016. MID is often the highest total in SCLS (higher even than Madison Central and Sequoya). Likewise, the number of items we borrowed 18,976 from other LINK libraries decreased but was still the 2<sup>nd</sup> highest total in the system.
- Our Public Computer and walk-in WiFi use have both skyrocketed, compared to previous years. Patrons logged over 11,000 hours on the computers during the month of May, representing a 4% increase from 2016, and an incredible 357% increase since 2014. WiFi use has likewise jumped from around 600 monthly uses to well over 6,500.
- Program attendance remains high, as our Children's and Outreach Librarians visit area schools to promote the library's Summer Reading Program. See Amy's report below for the astounding outreach statistics she turned out in May. 2017 Theme: Build a Better World!

### **Administration**

I attended both the Dane County Librarians meeting and the South Central Library System All-Directors meeting in May. Dane County meeting highlights: Racial Equity and Social Justice trainings for library staff and Trustees is being explored. Special guests were Mark Fraire from Dane Arts/DOMA, and Dave Boyden, a Fraud Examiner. Tracy Herald, Dane Co Library Director, discussed the Reimbursement calculations for 2018 which will be ready at the end of June. The SCLS All Directors meeting focused on the budgets of the various departments within SCLS: Administration, Consultants, Delivery, ILS, and

Technology.

Summary:

Total Increase in Revenue: \$5,513.14

+ Total Decrease in Expenses: \$2,043.86

Net surplus of \$7,557.00

This savings will be used to offset increases in expenses in other departments, as well as assist SCLS in meeting its goals of:

- Eliminating dependency on carryover funds to balance the SCLS budget.
- Maintaining the overall SCLS Administration and Consulting Services budgets at a consistent level that maximizes service to our members while minimizing any potential impact on member fees.

More information can be found here

<http://www.scls.info/committees/ac/All%20Directors/2017%20All%20Director/May%202017/5-18-2017AllDirectorminutes.htm>

## **Facility**

In February Middleton City Council accepted Clean Energy Investments Grant of \$25000 from the Office of Energy Innovation for Energy Efficiency Improvements at City Hall and the Middleton Public Library. Thanks to some great collaboration and quick response to this grant opportunity by Abby Attoun, Director of Community Development, and Todd Parkos, Electrical Engineer, we will remove old fluorescent lights at City Hall and the Library and replace them with LED lights. The preliminary analysis by Focus on Energy estimates that the improvements to the Library will save approximately 111,800 Kwh per year, valued at \$12,000 in annual savings. Focus on Energy estimated that the combined project for the two facilities will therefore save 158,400 Kwh per year, resulting in a savings of \$17,000 in energy costs for the City. The Council's allocation of \$18,000 from capital carryover, when combined with this \$25,000 grant, Focus on Energy reimbursements of about \$16,000 and in-kind labor by the Building Inspection department results in a \$94,000 project. The Council's allocation will have been covered in just over one year.

## Staffing

We welcomed several new staff this month:

Tiffani Roltgen: Library Assistant I YS

Sarah Sampe: Library Page I YS

Alexis Anderson: Library Page I

Brianna Foth: Library Page I

Ava Puser: Library Page I

We also celebrated Kathy Rausch's retirement. I was able to rearrange funding from her position to create a 30 hr. LA I, thus providing a benefited position for Sally Wood, and created two LA I positions including a promotion for circulation staffer, Therese Maring.

## Gratitude

A special thank you to Steve Soeteber, Anne Irish, and Lisa Helmuth, who are attending their final meeting as Library Trustees. On behalf of the Middleton Public Library staff, I want to thank you all for your commitment and contributions to the library. Your efforts have made a difference in the lives of our community!

## 6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



RFID tag reader/writer software was created in-house, along with assembling a hardware solution for it. A unit was set up at the Reference desk, and enables staff to read and write RFID tags and add or remove the security bit to the tag. Expanding this solution will allow us to further deploy stations without outside vendor setup, support & licensing fees.

Data wiring is underway to feed parts of the building that have been secluded from decent WI-FI signal strength, such as the reading room. Other data lines have been added to the Friends sale

room and the Youth Services office. New ceiling mounted WI-FI units are being installed, and a new router PC to handle public walk-in WI-FI devices. The network has also been reconfigured to let walk-in devices use our fiber connection, along with our cable modem for improved bandwidth and redundancy. Staff devices can also make use of the new units, giving them secure access to internal network devices anywhere in the building.

Rebecca Van Dan, Head of Youth Services



In May, we held a farewell retirement party for Kathy Rausch, and worked on training our two new LA Is, Therese (cataloging focus) and Tiffani (storytime focus). Both have been doing exceptionally well adjusting to our somewhat frenetic pace! We also spoke with Jessica McCarlson, a SLIS student, about a fall practicum.

We have all been working on tying up the loose ends for the summer reading program and gathering materials for our other summer programs: checking on prize donations/contacting sponsors and business partners, writing up SRP explanations/tally sheets/prize charts, etc. We held our annual Youth Services SRP meeting in May, for everyone who works on the Help Desk, to better understand the complexities of how the Children's and Teen SRP work. We are excited this year to add a Community Clues component to the Teen SRP, where we will give teens weekly riddles that will lead them to locations in Middleton. Amy did a great job of coordinating school visits to promote SRP this year and I spoke to Kromrey's 8<sup>th</sup> grade classes.

The Zombie Prom went very well this month, with an older teen crowd than we usually attract, and I took over Betsy's Star Wars program this month as well. The 501<sup>st</sup> StormTroopers Batallion was a big hit with all ages and was a great photo op! I also coordinated with Westfield Comics for the Free Comic Book Day, which Sally supervised this month. I contacted potential speakers/presenters for a few fall programs this month and continued working with seven area libraries to coordinate our summer Stop-Motion programs and Book Trailer film contest for the fall. Jenny Carr also started a new

account with Midwest Tapes for ordering audiobooks, and we explored how to use this new site.

Displays: Sk8, Don't Hate; Socially Awkward, Zombies!, Voya's Perfect 10s

Sarah Hartman, Head of Technical Services



Our items added count for this month was a respectable 1,514. With Kathy Rausch's retirement, linking of the children's paperbacks has reverted back to Technical Services, so it was a good time to start looking at other places where we can be more efficient. Thanks to Jenny C.'s research into our options for purchasing books on CD, we will be ordering more shelf-ready audiobooks that do not need re-packaging. As Jenny H. is picking up some of the children's paperback linking, this is a great way to save her some time on AV processing and keep workloads balanced. It also results in a more attractive product with professionally-produced cover art, which is a nice bonus.

Meeting with our YS librarians and Brendan this month, I was able to finalize changes for physical processing of children's, teen, and Spanish collection books. We were able to eliminate some stickers and shorten some spine labels, which will allow more of the spine to be exposed and enhance browsing. In a moment of great accomplishment and much rejoicing, I have finally finished the processing manual for those collections. Next up will be adult books, then we'll tackle AV.

Jim Ramsey, Head of Adult Services



May was another busy programming month, though not quite as hectic as April. We held the second lecture in our popular Scholar'd for Life series on May 11th in which we featured UW-Madison professor of political science Kathy Cramer. This event ended up being the second-largest this year in

terms of attendance, second only to the first Scholar'd for Life lecture on Putin's Russia in March.

I spent a lot of time firming up events for later this year, including two series in July and August/September on personal finance and health, respectively. I also booked a relatively last-minute author event with the popular Wisconsin historian and environmental writer Jerry Apps. He and his daughter will discuss their new *Old Farmhouse Cookbook* this July at a book launch event I arranged with their publisher, Wisconsin Historical Society Press.

Kendall and Kelsey continue to take on more responsibility for creating publicity, and their graphic design skills are huge improvement over mine. Starting this summer, I'm making them responsible for nearly all of the adult programming publicity. I will continue to coordinate the sending of various press releases and email blasts, but having someone else to create the graphics has been an enormous help. I've also transferred responsibility for the thrice-yearly Staff Recommendations to Kelsey.

We learned this month that Overdrive, the service used by libraries statewide for downloading eBooks and audio books, is transitioning to a new app called Libby. Overdrive will continue to support the old app—called simply "Overdrive"—for the time being, but we hope to start transitioning new users to Libby as soon as possible. Amanda Brzeszkiewicz and I have already started working on new handouts and other instructional materials.

Brendan Faherty, Head of Circulation



Circulation started to see the usual end-of-the-school-year uptick in May, as parents and teachers clear out their school books and get ready for the summer Reading 'season.' Checkouts increased quite a bit toward the end of the month, especially around Memorial Day weekend, and project to continue to rise with the start of the popular Summer Reading Program on June 9<sup>th</sup>.

Circulation staff dealt with an unexpected 'throwback' problem at the end of May/beginning of June, as a power surge on the morning of Tuesday, May 30<sup>th</sup>, knocked our sorter out of commission.

That meant staff had to check in all materials by hand for nearly a full week. Certainly not the greatest system, but a good reminder of how much automation has helped increase our efficiency over the years.

All of the Circulation Supervisors were able to attend the annual one-day WLA Support Staff/Circulation Services (SSCS) conference in Ft Atkinson on May 25<sup>th</sup>. As I serve on the SSCS Board (as Chair-Elect), it was wonderful to be able to bring my entire supervisory team for a day of learning, networking, and insight. Everyone enjoyed the sessions and came away with some ideas that we can try to implement here at the library.

The Online Library Card Registration portal is proving popular with patrons. We have registered over 50 new patrons for library cards via the portal, and several have commented on the convenience of the system. Many thanks to Patrick for created such an efficient and easy-to-use system.

Amy Perry, Outreach and Children's Services Librarian



May 2017 highlights included the beginning of my Summer Reading promo visits to area schools. This is always a busy time for me. In just the couple weeks in May, I visited three elementary schools and spoke to all students there. I also received a last minute invite to a West Middleton Elementary School Family Night event, which was a hit! I connected with about 400 total people promoting Summer Reading Program (SRP) and my upcoming summer park visits with the school librarians. I also visited all 6<sup>th</sup> graders at Kromrey to talk about the summer. With these five visits alone, I connected with over 1,800 people promoting the SRP and upcoming library events. I also coordinated two other outreach visits for Rebecca Van Dan and Lori Bell to complete.

The last highlight I'd like to share more info about was the 4th annual 4K Completion Celebration. This is a collaborative event with the Cross Plains children's librarian, Catherine Baer. Many of my 4K kiddos and their families attended this event and it's so sweet to hear the stories parents tell me about their child talking about my monthly visits to their school. The 4K principal, Kari Saunders, also attended and was very pleased with this year's turnout as well.

Lori Bell, Children's Services Librarian



Summer Reading Program preparation and promotion occupied a great deal of my time this month. Decorations and many of our events embody this year's theme, "Build a Better World." The school visits, well-organized by Amy Perry, were fantastic with a lot of excited kids. Our shelves are full and ready for the summer checkout frenzy!

Acting on a suggestion from one of my storytime regulars, I established a new partnership with SwimWest Swim School on Deming Way and offered a Storytime at their facility followed by an hour of free open swim. Over 50 people attended, and all stayed to swim. The manager was thrilled as we heard many people saying, "I didn't even know this was here! What a great place!" SwimWest is now one of our SRP sponsors providing Free Family Swim Passes.

I've worked closely with our new LAI, Tiffani Roltgen, on our summer storytimes this month as well. Tiffani has really hit the ground running and already offered some new ideas such as sensory exploration stations at storytime.

Rebecca Light, Administrative Librarian



No major updates this month, other than urging you to participate in the Unity Project on June 10, 11, 17, and 18<sup>th</sup>! Help us spread the word by inviting contacts to the Facebook Event (search for "Unity Public Art Project"). This event welcomes people of all ages, and has been a great use of the green space next to City Hall. We hope to utilize this space more for library programs. Volunteer shifts are still available, please see Jocelyne to sign up. Help us turn out the attendance to make this a big success!

Jenny Carr, Acquisitions Librarian



To stay on pace with book and AV spending, after 5 months we should have spent down 42% of our budget. We are coming in a little low with overall spending at 38%. I have encouraged selectors to spend away (a good problem to have!) and have no doubt we will catch up to our goals in the near future.

It was a busy month for ILL with 95 requests (10 year May average is 58 requests). Books continue to make up the vast majority of items requested, but there were also a fair amount of scholarly articles requested this month. Here is the breakdown of requests by format:

Book – 68      Music CD – 9      DVD – 2      BOCD – 3      Microfilm – 4      Photocopy - 9

**7. AGENDA OVERVIEW**

Potential Board Meeting Time/Day Change:

- Trustees David Reed and Cindy Zellers are members of the Planning Commission, which meets at 7pm the same day as the Library Board. Cindy has asked us to discuss possibly switching days and/or times of the Library Board meeting. The suggestion of 5:30pm start time was made at the May meeting.

Director’s Report:

- Dane County/All Directors meetings recap re: 2018 budget estimations
- Building improvements: Will be meeting with SCLS Consultant on 6/15 to finalize quote estimates. I also met with Assemblage Architects.

2017 Budget Discussion:

- Preliminary Operating Budget, Staff costs, System costs, etc. Materials will be distributed at the meeting.

Election of Library Board Officers for 2017-18 (action item):

2017-2018	Library Board Slate of Officers
President	Rob Seltzer

Vice President

Cynthia Zellars

Secretary

Courtney Ward-Reichard

- We also welcome: Marybeth Paulisee (MCPASD), Rochelle Ritzenthaler, Thomas Yost, and Robert Deck (Alderman District 2).
- *“Article II: Board Composition Section 1. The Board shall be composed of nine members; eight shall be citizen members, one shall be a school district administrator or his/her representative. Not more than one member of the Common Council shall be at any one time a member of the Library Board.”*
  - I propose we formally include the Friends of the Library in the composition.
  - Save the date for Saturday Nov. 4<sup>th</sup> – a Friends and Library Boards retreat at Holy Wisdom. Time TBD.