



July 2017 Report

Presented at the August 8, 2017 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2017	35,212	4,661	27,424	67,297	434,691
2016	34,205	4,725	26,381	65,311	388,421*
2015	35,598	5,594	27,940	69,132	420,472

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

Self-Service checkouts:

	ITG	ITG#2	ITG#3	Total	%of total
2017	13,726	6,857	10,419	31,002	46.1%
2016	13,557	6,860	10,010	30,427	46.6%
2015	14,278	7,779	10,121	32,178	44%

Library cards issued:

	Adult	Juv.	Sr.	Online	Total
2017	112	49	11	24	196
2016	110	38	9	0	157
2015	106	53	10	0	169

LINK holds:

	Loaned to	Borrowed from	Fax: # of users / # of Pages
2017	19,031	19,248	50 / 178p.
2016	18,721	18,531	63 / 187p.
2015	20,413	19,570	48 / 149p.

Miscellaneous:	ILL	Visits	Days Open	Study Rooms Use	WIFI walk-in Use
2017	132	34,699	25	547.5 hrs / 410 Bookings	7,944
2016	52	32,979	25	585.5 hrs / 408 Bookings	6,486
2015	52	34,467	26	486 hrs / 376 Bookings	729

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
7/3/2017	CD of the Month Club : Demonstrator, Brendan	40
7/5/2017	Storytime - Little Kids: Red, White, & Blue : Demonstrator, Tiffani	28
7/5/2017	Storytime - Little Kids: Red, White, & Blue : Demonstrator, Tiffani	29
7/5/2017	Book Bunch & Lunch: The BFG: Week 3 : Demonstrator, Lori	37
7/5/2017	Teen Tie Dye : Demonstrator, Rebecca V.	14
7/6/2017	Youth Center Summer Camp site (Outreach) : Demonstrator, Amy Perry & Rebecca Van Dan	29
7/6/2017	Baby Lapsit Storytime : Demonstrator, Tiffani	45
7/6/2017	Tiny Tots Storytime : Demonstrator, Tiffani	65
7/6/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
7/7/2017	Ed-ZOO-cation : Demonstrator, Pat, Dave, Tom	200
7/10/2017	Teen Advisory Committee, Smoothie Station : Demonstrator, Rebecca V	6
7/10/2017	#CodeWeek Class 1 : Demonstrator, Brian Miles	13
7/10/2017	Duke Otherwise : Demonstrator, Noah Reimer	75
7/11/2017	Tween Poetry Class: Week 1 : Demonstrator, Marla Maeder	5
7/11/2017	Storytime - Big Kids: Bathtime : Demonstrator, Lori	65
7/11/2017	Storytime - Big Kids: Bathtime : Demonstrator, Lori	37
7/11/2017	KEVA Summer Camp (3-6 year old group) (Outreach) : Demonstrator, Amy Perry	52
7/11/2017	#CodeWeek Class 2 : Demonstrator, Brian Miles	15
7/11/2017	Tech Tuesday : Demonstrator, Kelley Wasmund	6
7/12/2017	Storytime - Little Kids: Bathtime : Demonstrator, Tiffani	29
7/12/2017	Storytime - Little Kids: Bathtime : Demonstrator, Tiffani	39
7/12/2017	Book Bunch & Lunch Week 4 : Demonstrator, Lori	20
7/12/2017	Jerry Apps Author Event : Demonstrator, Jerry Apps and daughter, Susan Apps-Bodilly. Plus 2 booksellers from Mystery to Me bookstore	95
7/12/2017	#CodeWeek Class 3 : Demonstrator, Brian Miles	15
7/12/2017	Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
7/13/2017	Baby Lapsit Storytime : Demonstrator, Tiffani	50
7/13/2017	Tiny Tots Storytime : Demonstrator, Tiffani	45
7/13/2017	Slide Into a Good Book-Parkside Heights Park (Outreach) : Demonstrator, Amy Perry, Deb Dagitz (Elm Lawn), Laura Allord (Northside)	84
7/13/2017	Pizza Taste Test : Demonstrator, Rebecca V. (with Zoe)	27
7/13/2017	#CodeWeek Class 4 : Demonstrator, Brian Miles	17

7/13/2017	Poolpalooza (Outreach) : Demonstrator, Amy Perry & Sarah Sampe	58
7/13/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
7/13/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
7/14/2017	#CodeWeek : Demonstrator, Brian Miles, eval by RL	16
7/14/2017	Splash Pad Library Visit (Outreach) : Demonstrator, Amy Perry & Sarah Sampe	52
7/14/2017	Jeopardy : Demonstrator, Patrick, Lori	22
7/15/2017	Dogs on Call: Read to a trained therapy dog : Demonstrator, Emma and her human partner	20
7/17/2017	Great Scott! It's Magic! : Demonstrator, Scott Obermann	175
7/17/2017	Writing Contest : Demonstrator, Rebecca V., participating teens	16
7/17/2017	Drawing and Photography Contests : Demonstrator, Rebecca V. and participating teens	99
7/18/2017	Tech Tuesday : Demonstrator, Kelley Wasmund	7
7/18/2017	Estate Planning and Your Finances : Demonstrator, Laurie Ellis-McLeod	30
7/18/2017	YMCA Summer Camp @ Elm Lawn (Outreach) : Demonstrator, Amy Perry	27
7/18/2017	Tween Poetry Class: Week 2 : Demonstrator, Marla Maeder	6
7/18/2017	Storytime - Big Kids: Weather : Demonstrator, Lori	23
7/18/2017	Storytime - Big Kids: Weather : Demonstrator, Lori	55
7/19/2017	Book Bunch & Lunch Week 5 : Demonstrator, Lori	28
7/19/2017	Little Kids Storytime - Weather : Demonstrator, Tiffani	45
7/19/2017	Little Kids Storytime: Weather : Demonstrator, Tiffani	39
7/19/2017	Creative Writing Group : Demonstrator, Kathy Steffen	11
7/19/2017	Voss Haus (Outreach) : Demonstrator, Amy Perry	25
7/19/2017	Planning for Your Financial Future : Demonstrator, Arjan Prempti, Assitant Professor of Finance at UW-Whitewater	31
7/20/2017	Adult Book Discussion : Demonstrator, Jenny Carr	26
7/20/2017	Youth Center Summer Camp (Outreach) : Demonstrator, Amy Perry	27
7/20/2017	Storytime - Baby Lapsit : Demonstrator, Tiffani	36
7/20/2017	Storytime - Tiny Tots : Demonstrator, Tiffani	60
7/20/2017	Stop Motion Animation workshop : Demonstrator, Frank Caruso, professional filmmaker	11
7/21/2017	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	20
7/22/2017	Breakfast Club : Demonstrator, Rebecca V	6
7/24/2017	Make-it-Mondays: Rock Structures : Demonstrator, Lori	110
7/24/2017	Evening Storytime - Weather : Demonstrator, Lori	41
7/25/2017	Big Kids Storytime - Camping : Demonstrator, Lori	33

7/25/2017	Big Kids Storytime - Camping : Demonstrator, Lori	68
7/25/2017	Tween Poetry & Performance : Demonstrator, Marla Maeder	5
7/25/2017	Drop-in Job Help : Demonstrator, Jon Krueger, Dane Co. Job Center	1
7/25/2017	Meriter Mommy Baby Hour (Outreach) : Demonstrator, Amy Perry	15
7/25/2017	Tech Tuesday : Demonstrator, Kelley Wasmund	6
7/25/2017	What's Your Idea of Financial Security? : Demonstrator, Katie Meyers, Country Financial	18
7/26/2017	Little Kids Storytime: Camping : Demonstrator, Tiffani	55
7/26/2017	Little Kids Storytime: Camping : Demonstrator, Tiffani	45
7/26/2017	Book Bunch & Lunch: The BFG: Week 6 the Movie : Demonstrator, Lori	12
7/26/2017	Library eBooks for Your Tablet : Demonstrator, Amanda Brzeszkiewicz	16
7/26/2017	Slide Into a Good Book-Springtree Apartments (Outreach) : Demonstrator, Amy Perry & Ann O'rourke from Sauk Trail Elementary	62
7/27/2017	Youth Center Summer Camp site (Outreach) : Demonstrator, Amy Perry & Sarah Sampe	21
7/27/2017	LibCon : Demonstrator, Rebecca	40
7/27/2017	Baby Lapsit Storytime : Demonstrator, Tiffani	33
7/27/2017	Tiny Tots Storytime : Demonstrator, Tiffani	70
7/28/2017	Splash Pad Library Visit (Outreach) : Demonstrator, Amy Perry & Sarah Sampe	118
7/28/2017	Bug Out! : Demonstrator, Natalie, Ashley	100
7/28/2017	Bilingual Spanish-English Storytime : Demonstrator, Katy Shannon	40
7/28/2017	Let's Talk About Texts - The Sellout : Demonstrator, RL, JAR	7
7/29/2017	Krafty Kids: Kraft-o-Rama : Demonstrator, Tiffani	27
7/31/2017	La Petite Fourier Summer Camp (Outreach) : Demonstrator, Amy Perry	44
7/31/2017	Evening Storytime - Butterfly : Demonstrator, Lori	41
7/31/2017	1000 Books before Kindergarten (DIY) : Demonstrator, Staff	42
	Number of Programs / Total Attendance	
	Children's	56 / 2547
	Teens	12 / 303
	Adults/Friends/Other/All Ages	17 / 377
	Grand Total	85 / 3227
	DIY/Passive Program Total (this number included in totals above)	1 / 42
	Outreach Program Total (this number included in totals above)	13 / 614
	Media/Promo Total (this number is NOT included in totals above)	0 / 0

3. A Snapshot of July Events



Book Bunch: Fluffy Slime



Book Bunch: The BFG



Bug Out!



The Henry Vilas Zoo



Outreach: Youth Center



Storytime: Baby Lap



LibCon



Stop Motion Animation

4. STAFF DEVELOPMENT AND MEETINGS

Date	Department	Staff	Title
7/25/2017	Other/All	Sarah H.	collectionHQ Progress Review with Marie Robertson
7/20/2017	Administration	Jocelyne and 35-40 other libraries from across the system	SCLS All Directors mtg.
7/13/2017	Administration	Jocelyne and other Dane County Directors	Dane County Directors' Meeting
7/10/2017	Administration	Jocelyne, Deb	SCLS Consulting
7/7/2017	Administration	Jocelyne and Mayor Brar	Monthly meeting with Mayor Brar
7/6/2017	Administration	Hilton Garden Inn	Get Moving Middleton.

5. DIRECTOR'S REPORT

Much of my time this past month has been spent preparing the library's 2017 budget and acquiring quotes, which we will discuss at the August Board meeting. Additionally, I attended both the Dane County Librarians meeting and the All-Directors meeting in July, at which the 2017 SCLS Fees were approved, giving us firm numbers to add to budgets – tight timing! We received the expected Dane Co Aid Reimbursement and Middleton's payment is pleasantly nearly \$22,000 higher than 2017. I continue to review our digital resources and figure out how we can best serve our patrons, both in terms of quality and quantity. We want to make sure we're providing useful options for our patrons (like Lynda.com) and instructing those patrons in the successful use of the resources. I also worked with the Middleton City Finance team on a full audit of the 204 Revenue Funds. These numbers will be worked in to the 2018 Budget, and possibility the SCLS Foundation and the MCF.

6. LIBRARIANS' REPORTS

Patrick Williams, Head of Information Technology



A Self-Checkout Station solution, software & hardware, was created in-house. It offers a streamlined user interface and modern design, customized for Middleton. A prototype was set up for use as a portable unit, to be used during programs in the lower level. Patrons can check out books offered at a program without returning

into the main library (and back through the security gates with a book needing checkout). Along with the ability to checkout and disarm stacks of book quickly via RFID or scanner, it can show a list of items checked out, renew items, and show items on hold. It prints or emails receipts and has the ability to use RFID tagged library cards and check for authorized hold pickup, if ever desired in the future.



Rebecca Van Dan, Head of Youth Services



July was humming with crowds for the Summer Reading Program and all of our summer programs! We matched last year's total for teen SRP registration by the end of July and the Teen Scavenger Hunt has proven very popular as well. This month, we used our leftover tie-

dye supplies at a Youth Center visit with Amy the next day and we were happy to see them put to good use. July usually marks some of our biggest teen programs and this year was no exception: our Pizza Taste Test is always a big draw for teens as is LibCon, and the filmmaker who came in to lead the Stop Motion session was great at encouraging our teen filmmakers. The Writing, Art, and Photo Contests this month: we made the entries anonymous for voting, hung them for display, photographed them for inclusion in a book, tallied votes, and created ribbons for winners in different categories. We continued to communicate with the seven area libraries included in the Beyond the Page grant for filmmaking to set parameters for the contest in Sept, decide on age groups and prizes, dates, etc. We tried a few new publicity sources for programs this month, like the NextDoor listserv for Middleton residents, and worked to have a Sept/Oct program brochure ready for the Back to School events in August. We are looking forward to working with very diverse presenters this fall, as our Adulting 101 classes should cover quite a variety of topics!

Our new practicum student, Jess, will be starting in August. We did more desk and duties training with our LA I and IIs this month and trained two new teen volunteers. Lori, Jocelyne and I discussed overcrowding solutions for storytimes and the loss of our Spanish Storytime presenter. Lori came up some great ideas and we are very appreciative of our Youth Services staff who are working hard to accommodate our popular programs.

This month I also worked with Lori to create a template calendar for 2018 programs to provide a more predictable schedule of meeting room use, and I created a document to look at our staffing levels compared to programming hours and Help Desk staffing. Weeding was done this month for the teen graphic novels and Spanish dvds.

Displays: Lift every voice, Wonder Woman, LibCon

Sarah Hartman, Head of Technical Services



We have hit the summer lull, with only 1,471 items added this month. Summer reading

programs generally slow down ordering, due to more time spent on programming and busier desk shifts, and all SCLS libraries had similarly low stats.

Our collectionHQ manager met with me online to discuss how our collection is performing. We are doing much better than similarly-sized libraries in most cases, but there are some areas where we fall behind. In particular is fiction, where the collectionHQ formulas based on holdings and circulation statistics show that we do not stock enough books by popular authors, although we have made gains in this area over the last two years. This is due to lack of space, not lack of funding. Adult, teen, and children's fiction collections are all aggressively weeded by necessity, and I'm hopeful we'll be able to correct this deficiency in a new space in the future.

This month, I also spent time prepping for our August craft event, DIY String Art, and I was able to get completely caught up on journals for the first time in months!

Jim Ramsey, Head of Adult Services



In years past, I typically held only a single event during the month of July because so many patrons and staff were on vacation; this year, however, I had the opportunity to create a short mini-series of classes on financial topics that I dubbed MoneySmart Middleton. Local financial professionals taught two of the classes, but I was especially excited about bringing in a professor of finance from UW-Whitewater to provide another perspective on financial planning. This partnership was made possible by Linda Yu, a member of the Friends Board and Chair of the Finance Department at Whitewater, who contacted me earlier this year about the possibility of bringing faculty members to the library to talk about financial topics. Based on the positive responses from attendees, our patrons appreciated it as well. We have another class scheduled for September, and I hope to be able to continue this partnership indefinitely.

Rebecca Light and I held the first meeting of our Let's Talk About Texts book group at our new location, The Free House Pub here in downtown Middleton. Since the group began in April of 2013, we've met every other month at the Craftsman Table and Tap on Frank Lloyd Wright Ave. Recently, however, we've run into conflicts when trying to book the Craftsman's

space and felt it was time to try a different venue. The Free house Pub has the advantage of being within walking distance of the Library, and we're confident that it will be a good fit for our group.

The beginning of the month marked the halfway point of the year in terms of purchasing materials for the collection. I'm happy to report that our department is right on track for the overall percentage of the funds spent and encumbered for adult materials.

Kendall and Kelsey are continuing with their online Overdrive training course offered through the South Central Library System and the WI Public Library Consortium. As I mentioned in a previous update, Overdrive will soon be switching to a new app called Libby to deliver downloadable eBooks and audio books. For the time being, patrons have the option to switch from the Overdrive app to Libby. Once Overdrive starts sending notifications to current Overdrive users (sometime this fall) and the change to Libby becomes mandatory (still TBD) we're anticipating a lot of questions.

This month I also started planning for the Library's role in the Strollin' Middleton Jazz Walk on September 8th. Just like last year, the Library will be one of several downtown venues featuring live jazz in partnership with the Greater Madison Jazz Consortium. Our 2016 event was a huge success, with well over 500 people visiting the library within the span of a few hours to listen to enjoy music and refreshments. We hope this year's event will be even bigger.

Brendan Faherty, Head of Circulation



July continued our busy summer in Circulation. Our numbers for the month exceeded 67,000 checkouts for the second consecutive month, a total that had not been reached since the summer of 2014. We are currently hovering between being a net lender system-wide and a net borrower. The total loaned of 19,031 items was highest in the system by far for the month, and the total borrowed of 19,248 was second only to Madison-Sequoia. These numbers speak not only to the depth and breadth of our own collection (many patrons are requesting our materials), but also to our patrons' heavy use of the catalog as a whole.

Overall, our circulation is up over 11% from this time last year. While much of that

increase can be attributed to last year's roof closure, our monthly totals since the spring suggest our overall circulation is increasing anyway and staff are certainly as busy as ever.

I have begun planning for next year's Support Staff & Circulation Services 1-Day Conference. As next year's Chair of the SSCS Section, I am responsible for choosing a location, and am looking at several possibilities in the Middleton/Madison area. I will get to start my time as official Chair early, as the current Chair is moving to England in October.

We continue to have great success with our Online Patron Registration Portal. Patrons appreciate the convenience and time savings, as it streamlines the workflow at the Circulation Desk for both staff and patrons. We have now registered over 100 patrons via the Portal, and are continually looking for more ways to improve our Circulation service efficiency.

Finally, at our August 1st meeting, the ILS Committee voted unanimously to proceed with a full-scale evaluation of other ILS vendors. The process will require a lot of time and work, but ultimately, may lead the system to a better ILS (or at least a better understanding of what we want out of our current ILS software).

Amy Perry, Outreach and Youth Services Librarian



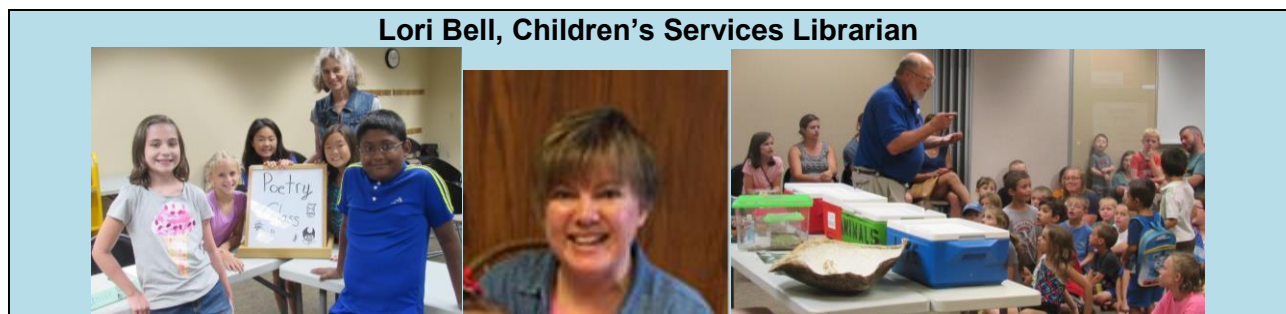
Outreach highlights for July involved many collaborative events with the Middleton Cross Plains School District (Slide Into a Good Book) and the Middleton Parks & Rec Department (Youth Center & Poolpalooza).

The two Slide Into a Good Book events I did at Parkside Heights Park and Springtree Apartments were with school librarians from Elm Lawn, Northside, and Sauk Trail Elementary Schools. Both of these events were hits and saw attendance that more than doubled from the previous visits.

Also in July, I made three visits to the Park & Rec Youth Center summer program where I hosted an activity and brought free books for the teens to select. In total, I made five outreach visits to the Youth Center this summer. In previous years, I only visited twice throughout the summer. Another special event I participated in was Poolpalooza at the Aquatic Center, an

annual event run by the Middleton's Park & Rec department. It's been a pleasure to have participated in this event for the third consecutive year.

There were two final Splash Pad visits in July as well. All four Splash Pad visits this summer went great! I definitely saw an increase in attendance and awareness of this event and many attendees were there just because of the library advertising it. This year was different than the previous two because I offered hands on activities each time to make attending the event even more worthwhile.



The busy service desk, ongoing interactions of the Summer Reading Program, special performers, and my own programs filled July to the brim. We've enjoyed tremendous attendance and participation at all our events. Patron feedback has been overwhelmingly positive. In particular, our evening events including storytimes and special performers have been very much appreciated. For more detailed information on our events, please review our event evaluations and photo gallery.

My programming highlight of the month was presenting our 'Tween Jeopardy Event with Patrick Williams. Patrick's original program duplicating the Jeopardy Gameshow board is amazing! 4 teams of 3 players each competed in this classic trivia contest. Everyone had a terrific time including the 10 member audience.

Two issues motivated me to make some changes to our upcoming fall storytime schedule. Our long-time bilingual storytime teacher, Katy Shannon, will be unable to continue in the fall. Also, the overcrowding during our 10:30am Tiny Tots Storytime has become a long-running, serious problem. My solution, with support from Jocelyne and the YS Dept, is to expand our storytime schedule with an additional Tiny Tots storytime for 1-2 year olds and a once per month special "Full STEAM Ahead" Storytime which will focus on one aspect of STEAM each month: science, technology, engineering, art, and math.

Rebecca Light, Administrative Librarian



In July, our Media Maker Lab instructors hosted several events for tweens.

#CodeWeek, which ran for five consecutive mornings, introduced participants to the basics of coding in Python. Our weekly *Tech Tuesday* series continued with the *Photo & Video Mini Series*, which taught participants Photoshop and digital music and video skills. Our popular weekly *Minecraft Club* will return in late August and continue in the fall.

Jim and I hosted *Let's Talk About Texts*, our book discussion that meets at a local bar/restaurant, at a new location: The Free House Pub. This location proved excellent for providing both the bustling atmosphere of a local bar while also giving us the adequate space to host a discussion. We'll try a few locations within the restaurant to find the ideal feel, but so far it's working out great. It's always a pleasure to partner with local businesses and organizations to host library events outside of our walls...and our attendees definitely appreciate the opportunity to order cheese curds and a beer while talking about a book.

Jenny Carr, Acquisitions Librarian



I was perusing the "*Wisconsin ILL Guidelines 2016*" recently and was amazed by the thought and effort that has gone into the sharing of resources in our state. State statutes require we provide this service at no additional cost to users, but it is up to libraries to figure out how to make this happen. That is where the guidelines (the latest were approved on September 9, 2016 by *The Wisconsin Council on Library and Network Development* or COLAND), come in. They outline the best practices for providing this service and ensuring that all libraries in our state share resources as equally as possible. Living in the library world, the concepts of cooperation and sharing should be second nature, but I still find ILL to be SO AWESOME!

More importantly, this service allows us to say “yes” to our patrons even though the item they are looking for is not owned by any of the 56 libraries in our system. And, we got to say “yes” a lot in July! In fact, this was our busiest month in the 12 years Middleton Library has been providing this service. We had 132 requests (the 12 year average for July is 57)! 70 of those requests were for books, 29 for music CDs, 23 for journal articles, 9 for DVDs, and 1 for newspaper microfilm. Most of these items are outside the scope of our collection but are, nevertheless, what individual patrons want -- exactly the point of ILL.

7. AGENDA OVERVIEW

- Wisconsin Trustee Training Week August 21-25th
- Upcoming Library Event: Strollin' Middleton Jazz event 9/8/17
- Friends and Library Board joint retreat at Holy Wisdom //4/207
- All Budget materials will be provided in a printed packet at the meeting