



December 2017 Report
Presented at the January 9, 2018 Library Board Meeting

1. STATISTICS

Circulation:	Adult	YA	Juv.	Total	Year to Date
2017	32,338	3,206	19,839	55,383	733,924
2016	33,124	3,369	18,734	55,227	680,828*
2015	33,255	3,463	18,338	55,056	714,660

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

Self-Service checkouts:

	Unit 1	Unit 2	Unit 3	Mobile	Total	% of Total
2017	11,079	6,519	8,124	42	25,764	46.5%
2016	12,108	5,679	6,677		24,464	44.3%
2015	11,776	6,121	7,312		25,209	45.8%

Library cards issued:

	Adult	Juv.	Sr.	Online	Total
2017	50	21	4	11	86
2016 (December)	84	14	2	0	100
2015 (December)	68	21	6	0	93

LINK holds in December:

	Loaned to LINK libraries	Borrowed from LINK libraries
2017	17,574	18,223
2016	17,639	17,626
2015	18,681	17,744

Miscellaneous: (December)

	ILL	Visits	Study rooms use
2017	69	25,649	540.5 hrs / 360 Bookings
2016	78	25,763	540.25 hrs / 364 Bookings
2015	53	27,048	515.5 hrs / 350 Bookings

Walk-in laptop WI-FI access sessions:

2017	8,004
2016	5,121
2015	5,003

Fax Use:

59 users / 196 pages
75 users / 305 pages
53 users / 206 pages

2. LIBRARY PROGRAMS / TOURS / PROMOTIONAL ACTIVITIES

Date	Program	Attendance
12/1/2017	Baby Lapsit Storytime : Demonstrator, Lori	22
12/1/2017	Teen Book Discussion: The Hate U Give : Demonstrator, Rebecca V.	2
12/4/2017	Teen Advisory Committee : Demonstrator, Rebecca V.	3
12/4/2017	little om BIG OM Toddler Yoga : Demonstrator, Jamie, Lori	34
12/4/2017	Mason Jar Edibles : Demonstrator, Lori	105
12/5/2017	Big Kids Storytime - Music : Demonstrator, Lori	34
12/5/2017	Big Kids Storytime - Music : Demonstrator, Lori	46
12/6/2017	Little Red Preschool Storytime : Demonstrator, Lori	23
12/6/2017	La Petite Gammon 4k class (Outreach) : Demonstrator, Amy Perry	11
12/6/2017	Little Kids Storytime - Music : Demonstrator, Tiffani	55
12/6/2017	Little Kids Storytime - Music : Demonstrator, Tiffani	45
12/6/2017	Tweeting with Twitter : Demonstrator, Amanda Brzeszkiewicz	9
12/7/2017	Elm Lawn 4k AM class (Outreach) : Demonstrator, Amy Perry	26
12/7/2017	Elm Lawn 4k PM class (Outreach) : Demonstrator, Amy Perry	18
12/7/2017	Tiny Tots Storytime : Demonstrator, Tiffani	33
12/7/2017	Tiny Tots Storytime : Demonstrator, Tiffani	25
12/7/2017	Minecraft Club : Demonstrator, Brian Miles	18
12/7/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
12/7/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
12/7/2017	Drop-In Techno Minutes : Demonstrator, Amanda Brzeszkiewicz	1
12/7/2017	Adult Craft Event - Intro to Needle Felting Workshop : Demonstrator, Sarah H., Rebecca L.	22
12/7/2017	3DSwitch Club : Demonstrator, Chris & Jill	8
12/8/2017	Baby Lapsit Storytime : Demonstrator, Lori	36
12/8/2017	Pooh Bear 4k am class (Outreach) : Demonstrator, Amy Perry	17
12/8/2017	Pooh Bear 4k pm class (Outreach) : Demonstrator, Amy Perry	17
12/9/2017	Holidays Unraveled : Demonstrator, Rebecca V (with Jess, practicum student)	8
12/11/2017	Tweens Books & Cooks : Demonstrator, Lori	16
12/12/2017	Big Kids Storytime - Faves : Demonstrator, Lori	44
12/12/2017	Communication Innovation Storytime : Demonstrator, Shelby, Hannah +3	40
12/12/2017	Clubhouse for Kids 4k am class (Outreach) : Demonstrator, Amy Perry	21
12/12/2017	Clubhouse for Kids 4k pm class (Outreach) : Demonstrator, Amy Perry	10

12/12/2017	Tech Tuesday : Demonstrator, Brian Miles	11
12/13/2017	Little Kids Storytime - No Theme : Demonstrator, Tiffani	40
12/13/2017	Little Kids Storytime - No Theme : Demonstrator, Tiffani	25
12/13/2017	Northside ECC 12:45pm class (Outreach) : Demonstrator, Amy Perry	10
12/13/2017	Northside ECC 8:45am class (Outreach) : Demonstrator, Amy Perry	7
12/14/2017	Tiny Tots Storytime : Demonstrator, Tiffani	35
12/14/2017	Tiny Tots Storytime : Demonstrator, Tiffani	25
12/14/2017	Minecraft Club : Demonstrator, Brian Miles	18
12/14/2017	Youth Center (Outreach) : Demonstrator, Amy Perry	10
12/15/2017	Middleton Baby & Childcare Center 4k class (Outreach) : Demonstrator, Amy Perry	23
12/15/2017	Baby Lapsit Storytime : Demonstrator, Tiffani	30
12/15/2017	Music Exploration with Catherine Olson : Demonstrator, Catherine Olson	100
12/16/2017	"Krafty" Kids: Gingerbread : Demonstrator, Lori	92
12/18/2017	Winter Wonderland Storytime : Demonstrator, Lori	56
12/20/2017	Creative Writing Group : Demonstrator, Kathy Steffen	10
12/20/2017	Artisan Assisted Living & Memory Care/Time of Wonder Storytime (Outreach) : Demonstrator, Amy Perry	38
12/20/2017	Voss Haus (Senior and Disabled Section 8 Subsidy) (Outreach) : Demonstrator, Amy Perry	16
12/21/2017	Minecraft Club : Demonstrator, Brian Miles	14
12/21/2017	Memory Screenings : Demonstrator, Joy Schmidt (Aging & Disability Resource Center)	10
12/22/2017	Let's Play Music : Demonstrator, Darlayne Coughlin	95
12/27/2017	MAD Science of Milwaukee : Demonstrator, Dr. Mollycule (Stacey)	100
12/28/2017	Tinkergarten Nature Storytime : Demonstrator, Lee Alliet	58
12/29/2017	Leonardo's Rockin' Noon Year's Eve : Demonstrator, Leonardo	175
	Number of Programs / Total Attendance	
	Children's	40 / 1610
	Teens	5 / 31
	Adults/Friends/Other/All Ages	9 / 108
	Grand Total	54 / 1749
	DIY/Passive Program Total (this number included in totals above)	0 / 0
	Outreach Program Total (this number included in totals above)	13 / 224
	Media/Promo Total (this number is NOT included in totals above)	0 / 0

3. PHOTO HIGHLIGHTS



Top Row: Storytime – Tiny Tots, Mad Science of Milwaukee, Intro to Needle Felting, Mason Jar Edibles

Middle Row: Krafty Kids Gingerbread, Lori Bell – Storytime, Holidays Unraveled

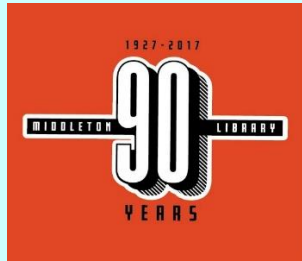
Bottom Row: Tinkergarten Nature Storytime, Let’s Play Music, Stylin’ Mayor Brar at Library Potluck, Rockin’ Noon Year’s Eve

4. STAFF DEVELOPMENT & INVOLVEMENT OPPORTUNITIES

Date	Department	Staff	Title
12/1/2017	Adult Services	Jim	<u>Beyond the Page Oversight Committee</u>

5.

DIRECTOR'S REPORT



After 90 years of service, the momentum hasn't stopped! The Middleton Public Library continues to be a place of culture, connection, and life-learning. Celebrating its 90th Anniversary in 2017, the library is a cornerstone for area residents and serves as a thriving hub for community activity in downtown Middleton. The Board of Trustees, Friends of the Library, staff, and volunteers have made a positive difference in the quality of life in the community by offering another exceptional year of public library service. These efforts shine through record high usage statistics, extraordinary community engagement, smart financial development, and innovative partnerships.

In 2017 the library supported entrepreneurs and tech users by upgrading access to **Wifi after use skyrocketed by 56% over 2016**. Similarly, the **meeting room was used by 389 different community groups** and the demand for **study room space continues to boom with 7077 hours booked in 2017. That is a 54% increase** over 4582 in 2016. In 2017 the library had a **record number of 367,266 total visitors!**



The Youth Services Department welcomed several new staff and expanded storytime offerings to meet the increase in demand for early literacy offerings. Engaging programs like the Teen Scavenger Hunt, How-To MakerFaire, Teen Band Night, and Young Entrepreneurs Craft Fair facilitate the exchange of skills and

support professional development. In partnership with the Middleton Cross Plains Area School District, the library and PAC hosted Young Adult author, Meredith Russo.



2017 Outreach efforts also demonstrate the library's collaborative approach to creating sustainable partnerships. For example, based on the success of the 2016 Greenway Kids' Day Event the



first annual Greenway Station Play Date event kicked off in June 2017 with a crowd of 500. Another first was the Spring Into Stories storytime and indoor play

date event held at KEVA. The third annual Swing Into a Good Book collaborative event with Middleton Cross Plains Area School District librarians saw an almost tripling of attendance this year. Likewise, the Splash Pad visits increased in participation and resulted in more summer reading sign-ups and fewer kids experiencing the summer literacy slide. New initiatives like special storytime events for adults at the Artisan Senior Living memory care facility support our dementia friendly community.

The Technical Services Department added **over 19,000 new library items in 2017** and

733,924 total items checked out. This is an 8% increase in circulation over last year. **Combined check out and check-in of 1,331,365 items, endures Middleton's position as the busiest library in the South Central Library System.** Working together, the Circulation and Information Technology Departments created an



online card registration form that improves and extends the access to online resources.

Upgraded self-checks and behind the scenes automation enhanced accessibility and overall user experience.



The Scholar'd for Life lecture series, now in its second year, continues its success. In 2017, the library hosted five professors and academics to share their favorite

lectures and over 700 people attended. Public response has been enthusiastic and appreciative, with five more planned for 2018. For the second year in a row, the library hosted live music as part of the Greater Madison Jazz Consortium's "Strollin' Middleton" Jazz Festival. Over 500 patrons of all ages attended and danced in the library after hours! The Music & Memory Program in which the library loans iPods with personalized playlists to members of the community living with dementia and other memory disorders, continues to gain interest. In late 2017 the library collaborated with the Senior Center and Clark St. Community School for a first-of- its-kind intergenerational project, which involved high school students interviewing senior citizens and building playlists for them.

Lack of physical space continues to be one of the biggest challenges for the library. Through creative use of indoor and outdoor space, the library offered innovative experiences through the UNITY Project, National Library Week live music, and the hugely successful Solar Eclipse Viewing Party. On August 17th the library distributed 700 pairs of viewing glasses for the Solar Eclipse. Using the open green space across the




street for events like this allows intergenerational opportunities for neighbors to connect and build community spirit and a sense of discovery.

Lastly, the Library Board of Trustees strengthened and diversified the library's revenue options in 2017 by joining the South Central Library System Foundation. This is separate and in addition to the library's endowment fund, held by the Madison Community Foundation. The Library Board of Trustees and the Friends of the Library Board, got together in November for a first-ever, joint board retreat. The purpose of the day was to get to know each other and build relationships as individuals and as boards - thus building capacity for collaborative planning and strategic fundraising.

Looking Ahead:

- Council of the Whole and City Staff Retreat 1/27 8am-12pm
- Library Legislative Day 2/20 8:30-3pm. All Trustees are invited to participate. Please contact Jocelyne or Jim if you have any questions.

6. LIBRARIANS' REPORTS
Patrick Williams, Head of Information Technology


Highlights for 2017 from the Information Technology Department:

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 number in moments. The system also generates a "card image" which can be used from a smart phone to scan their barcode at our Circulation Desk or Self Checkouts.

Data wiring and additional WIFI access points were added throughout the building for improved connectivity for staff and patron devices.

A new public document scanner system was installed with in-house created software. The system can scan a stack of papers, then fax, print, save, or email them as PDFs or

JPGs; using a large, easy to use touchscreen interface

New PCs were added in the Teen area, and the express stations were all replaced with large touchscreens with updated software showing event and photo slideshows on the main menu screen.

The Teen website was redesigned and webpages were added for Outreach and library support.

A Self-Checkout Station solution, software & hardware, was created in-house and deployed. The three older stations were replaced, and a mobile self check was added. RFID software was also created for staff to tag items and to arm/disarm the security bit on tags.

Rebecca Van Dan, Head of Youth Services



Although usually a quieter month, we packed a lot into December this year! Coordination/outreach with community organizations and schools was a main focus this month—I confirmed with the Junior League that we will be collaborating again this year for the All Dressed Up event and confirmed with Westfield Comics regarding the annual Free Comics Giveaway. As we worked on the March-May event flyers, I contacted band teachers and the Madison Music Foundry for recommendations for Teen Bands Night and reached out to the bands. I also emailed the English teachers at the middle schools and high school to let them know about upcoming teen writing contests, a creative writing circle, and teen book discussions. Our Teen Survey was distributed this month, and we worked with school librarians to get help distributing and collecting the surveys from students. We were also contacted by Reading Group Choices and the Goodman Community Center regarding a special opportunity for teens to meet author Angie Thomas. I helped coordinate with the schools to reserve seats for interested teens. I

also asked Julie, the daughter of one of our staff members, for help creating an escape room, as she had helped with weekly puzzles over the summer and did a fantastic job. Julie is amazing at puzzles and enthusiastically visited a number of escape rooms in the state and we have met regularly to create a plotline, discuss clues and materials—I'm very impressed with her dedication and drive!

I also met this month with Therese and Sally for their 6 month performance conversation. (Sally has the same position, but her hours and duties have changed.) We interviewed in early Dec. for the LA I-YS sub to take over Storytimes while Tiffani is on leave, and we were happy to offer the position to Bethany Hultgren, who will start in early Jan. Our practicum student, Jess, also came in to help with our Holidays Unraveled program this month (we were grateful for her gingerbread house building!) and we met with her instructor for a final evaluation. We are happy Jess will be coming back occasionally as a Help Desk sub.

Our new iSolved payroll system took some time this month as we worked to make sure admin status was added and that everyone could navigate the system successfully.

Displays: Treat Yourself Right, Splash!: Mermaids & Selkies

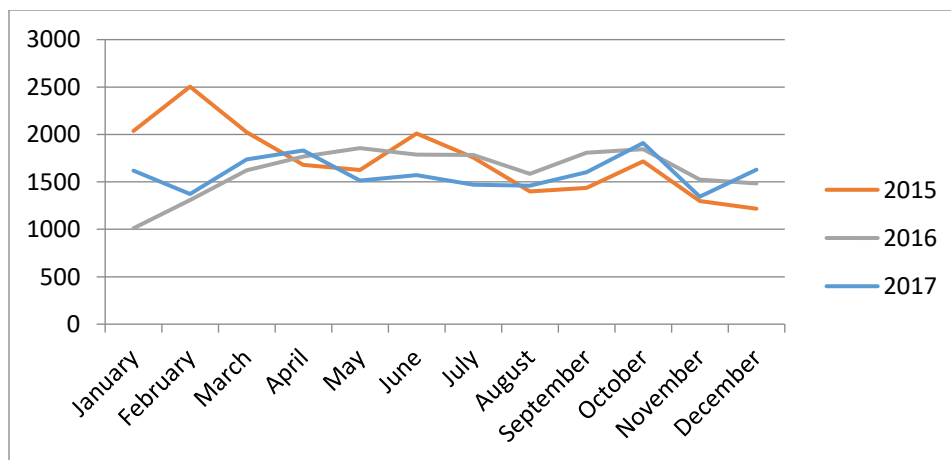
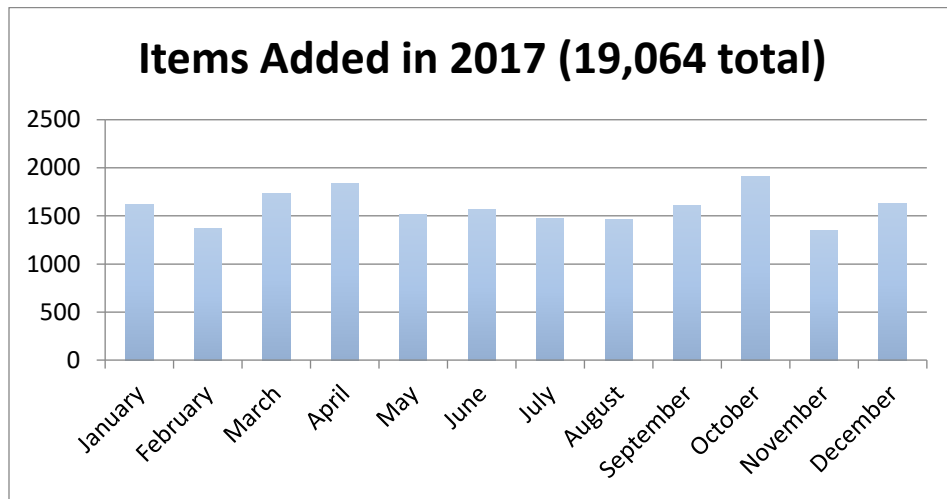
Sarah Hartman, Head of Technical Services



We ended 2017 having added over 19,000 items to our collections! We added 1,628 items in December, a record for a month that historically tends to be a little slower for all libraries. (Madison Public Library-Central added 1,386 items, and Sun Prairie Public Library, which is the other SCLS library with numbers close to ours, added only 783 items.) Our recent change to continue ordering into December instead of placing our last orders in November has certainly affected this, and after our second year of December ordering, I think we made a very positive change in procedure to keep everything moving along through the holidays.

As rewarding as it is to put new materials into our patrons' hands, the highlight of my month was co-hosting our December adult craft event on needle felting with Rebecca L. While unexpectedly high interest led to a large, somewhat chaotic group, everyone was very excited to learn this craft. It was a great way to end another fun year of encouraging the adults in our community to explore their creativity and learn new skills.

As usual for my contribution to the December report, see below for two charts that display workflow trends for items added. Kudos to all of our awesome Technical Services staff and volunteers who worked so hard this year moving all of these materials through our department and out into the Library and patrons' homes!



Jim Ramsey, Head of Adult Services



In place of the usual summary of adult programs and department happenings, I want to take the time this month to highlight two unique collaborations related to dementia and Alzheimer's disease in which I participated during the month of November (which just so happens to be National Alzheimer's Awareness Month!)

The first was a mini-conference and resource fair organized by the Dementia Friendly Community Coalition that took place at the Middleton Performing Arts Center on November 19th. This event, the first of its kind in Middleton, brought together dozens of experts, medical professionals, and community resources to assist those living with dementia and their caregivers.

Along with Julie Hyland of Music & Memory, I staffed an informational booth on the Library's Music and Memory program and spoke to dozens of community members who could benefit from our program. As I'm sure you know, the adult services department has been involved with the Dementia Friendly Community Coalition since its inception in 2014, and I'm pleased to note that our commitment to serving patrons living with memory disorders continues.

The second collaboration also involved Music & Memory: Together with Julie at M&M, Laura Langer, Program Coordinator at the Senior Center, and staff at the Clark Street Community School, we participated in a class project with students at Clark St. to build playlists for individuals living with memory disorders.

Clark St. students taking a class on dementia and memory care interviewed participants, most of them recruited by the Senior Center, about their favorite music and the songs and artists that "take them back." In early December, the students will build playlists based on those interviews. Julie and I will then load those playlists on to iPods for the participants to check out. This project involves a significant investment of time on my part, but with late-November/December being relatively light on other adult

programming, now seemed like the perfect time to attempt it. I'll include more next month on how this project turned out.

Brendan Faherty, Head of Circulation Services



Despite the cold weather arriving in December (and seemingly here to stay...), Circulation staff kept busy throughout the month. December's circulation number typically fall off a bit, as patrons are traveling for the holidays and we have several closed days throughout the month. This year was no different, though our overall usage remained steady. Additionally, we posted a third consecutive month over 60% self-check usage, which speaks to both our patrons' self-check savvy and our Circulation staff's commitment to assisting patrons. As always in circulation, my goal for the department is really to make the library experience as easy and efficient as possible for patrons. The addition of the new self-check interfaces, our Online Card Registration Portal, and our scannable digital library card are all helping automate and improve the patron experience.

On the whole, the library's total circulation rebounded nicely from the roof closure in early 2016. Our total circulation for 2017 was 733,924, which is an increase of nearly 8% over the previous year. While that can be explained primarily by the roof closure, it still represents a significant jump in an era when most libraries are still seeing a steady decline in physical circulation across the board. Additionally, our 2017 total is Middleton's highest since **2013**, which seems to indicate that we are trending in the right direction, contrary to most other libraries' circulation patterns.

The new main level shelving units should be arriving near the end of January/beginning of February, so we are planning the logistics of that project. Our goal is to minimize the amount of time that materials are not on the shelves, keeping the collection easily browsable for patrons and staff alike.

At the system level, we have been thoroughly evaluating various ILS vendors to see if another product would more effectively meet our library and system needs at this time. We have been using the Koha/Liblime ILS software for roughly six years now, so this has been an excellent opportunity to evaluate how far we have come (or not, as the case may be), and what other vendors have improved in the intervening years. While the two other major ILS vendors, iii/Polaris and SirsiDynix, have made significant improvements to their platforms, neither has yet moved to a fully web-based system, which is both astonishing and frustrating, at least from a personal perspective. The evaluation process continues, and the Lead Work Group will have a report ready for the system directors sometime in the spring.

Amy Perry, Outreach and Children's Librarian



Happy New Year! Just one highlight for December....I had my first intergenerational storytime visit at the Artisan Assisted Living and Memory Care facility. A few classes of 1-3 year olds from the Time of Wonder day care regularly visit Artisan each month for a play time. Most of the adult residents who participate just watch the kids play but some are able to play along with the kids too. Once I learned about these visits, I offered to do a storytime for the kids and the adults before this play time. Luckily, the Time of Wonder educators loved the idea of having more structure to these visits and the dementia care specialists at Artisan also liked the idea of offering something additional to their residents. This first storytime went great and I will continue to visit the Time of Wonder kids at Artisan each month.

Lori Bell, Children's Librarian



December wrapped up 2017 in a flurry of special events targeting every age group. A new *Rockin' Noon Year's Eve Party* joined annual favorites, Mason Jar Edibles and Winter Wonderland Storytime. Leonardo, an award-winning children's musician, played his electric guitar for a packed room. Our balloon drop at the stroke of noon made the 6 o'clock news! Please visit our Events Evaluation and Photo Gallery webpages for details and pictures of our many December events.

I spent a few hours cleaning and organizing the Archer Room Closet installing a new system of mobile carts to create some much needed shelf space. Tiffani and I have arranged the storytime support materials for easier access. Further work needs to be done, but we are heading in the right direction.

Rebecca Light, Administrative Librarian



Sarah H. and I hosted our popular Intro to Needle Felting class on 12/7, a class that we will definitely repeat as it has gotten a great response both times we've presented it. December was busy closing out the fiscal year, taking a moment to celebrate with fellow city staff at our annual potluck, and taking time off for holiday vacations.

In January, we're launching the next season of our tween Media Maker programming, which will include a newly-branded "Coding Club" that meets on select Tuesdays. Our instructor Brian Miles will present curriculum from CS First, Google's free instructional series in computer programming basics. CS First curriculum provides accessible

computer programming instruction for use in libraries, schools, and clubs, and has been used worldwide (visit <https://csfirst.withgoogle.com> to learn more). The 10-hour courses in this series build coding skills through youth-friendly themes such as fashion, game creation, storytelling, and animation. We're excited to offer such cutting-edge and popular technology programming for tweens; our Media Maker events are often at overflowing capacity in our small computer lab. We dream of the day we can accommodate more kids into our space to meet all of the interest!

Jenny Carr, Acquisitions Librarian



2017 marks the end of my first full year as Acquisitions Librarian. I don't have a lot of history in which to compare, but the past year seems to have gone smoothly. Looking at the numbers, we came in at 95.26% of our book and AV budget spent – a tad short but better than going in the red! Looking at interlibrary loan, we filled more requests in 2017 than we have any other year in the 13 years we have been keeping track, breaking into 4 digits with 1047 requests filled (average for previous years is 744). This year, 272 patrons were given access to books, DVDs, CDs, microfilm and photocopied articles that they could not have otherwise gotten. Lastly, the monthly book discussion that Kelsey Hudson and myself lead, averaged 25 attendees (seems like a lot of people for a discussion, but it works!). Numbers, however, can only go so far in illuminating operations and programming. From where I sit, 2017 was a good year, working with wonderful people and serving a community that appreciates their local library. Bring on 2018!