

Director's Report to Library Board
October 2012

Following on the heels of Susan Lee's "last" report is now my first report to the Board. I would like to hear your input on the style and content of the report so I'm meeting your information needs.

LIBRARY SITING AND ALLOCATION

I have set into works a taskforce headed by Mark Benno to establish objectives for library site selection and expansion. We hope to determine viable areas within the city where we can improve on our delivery of library services. The taskforce is also charged with providing a cost analysis of current operating expenses vs. new facilities. Essentially there will be at least three basic scenarios.

1. Continue with our existing facilities in their current sites.
2. Relocation of existing facilities and possible consolidation of existing facilities
3. Expansion via additional location to our existing facilities.

I am looking for the taskforce to have their objectives established by the end of October, 2012 and documentation for a progress report at the November Board meeting.

STRATEGIC PLAN

I met with Tana Elias for an update on our strategic plan. As a result I am planning to visit with management to slightly realign the proposed agenda to narrow our focus and assignments. Tana will be leading this revision and implementing the new proposal. This is not a derivation from the intent of the strategic plan but a revision to the process of finalizing the plan. I plan to include regular updates on the progress made on the program.

2013 BUDGET UPDATE

After meeting with the Mayor I made the suggestion to management that we submit a revised Supplemental Request to the Mayor's office for consideration to his budget. The original Supplemental Budget approved by the Library Board would not be amended in any way. Any revisions would only appear in the Mayor's proposed budget. Management focused on the retention of staff as the top priority, followed by continued funding for Sunday hours. The revised Supplemental Budget was endorsed by the management team and I discussed the revision with Tripp Widder prior to its submission to Deb Simon, the library's budget representative to the Mayor. The revised Supplemental Budget is a request for less funds than the original proposal.

FINANCIAL SUMMARIES

After review of our Operating and Capital Budget financial reports included in your board packet I do not have any major concerns or highlights to point out at this time.

SHARED BY PINNEY BRANCH

I received a message from Mary Burton with an attached brochure created by a UW practicum student. I've attached a copy. It is an excellent example of how beneficial

MPL's support of UW practicum students can be to both parties. Kristopher did a great job.

MEET AND GREETINGS

I wanted to include a brief report concerning my recent Meet and Greet appearances. The events have all been well planned and with just one exceptions fairly well attended. It is always affirming when you have the opportunity to meet directly with the community and hear their praise of the library system. Our services truly are vital to many of our residents which is evident in so many testimonials to me during my visits. MPL staff is doing a fantastic job of delivering services to the public.

SEPTEMBER SCHEDULE

Business Meetings:

SCLS Board
Dane County Library Director's
Library Foundation Art Commission
Central Library Design Review
New Director's Bootcamp

Library Programs:

Meet & Greet at Monroe, Goodman South Madison, Lakeview and Hawthorne
Dish'in with Madison Foodies (Sequoia)
Betsy Proctor Scholarship Presentation

City Business:

BOE Capital Budget and BOE Capital Budget Amendment sessions
Long Range Facilities Planning
Original Madison Plan Presentation
Meadowood Eat and Meet

Public Appearances:

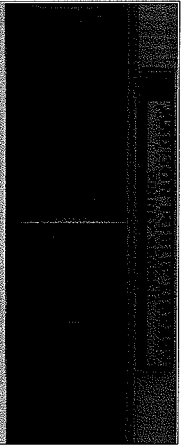
NBC 15 Interview with Carleen Wild
Interview with the Library as Incubator Project
Central Campaign Launch
WKOW's "Wake Up Wisconsin"





About Madison Public Library

- In 2010, MPL had over 2.3 million visitors, 4.75 million check-outs, which is over 20 books checked out per Madison resident.
- The Pinney Branch is located at 204 Cottage Grove Road, near Monona and Cottage Grove, and often serves patrons from these cities as well as Madison.
- The Pinney Branch is the third busiest branch of the Madison Public Library most years, and with the closing of the central branch for renovation, is currently the second-busiest (in terms of visits, check-outs and program attendance) in the city of Madison and in Dane County.



Learning Objectives of my Practicum

1. Improve Collection Management Skills by working with a specialized collection and weeding older titles. While weeding, I will suggest new items for purchases.
2. Add in developing programming for both adult and children. These programs will either be ongoing or take place in the evening or on the weekends.
3. Work with Outlibrary Loan Technology and a variety of reference librarians to improve my searching capabilities. I will become more accustomed to searching using the KOHA ILS, Wordcat, and the databases that MPL is subscribed to.
4. Enhance my public service skills at the reference desk. I will be responsible for answering any questions that come to me either in person or on the phone. I will also work with patrons in developing computer skills and searching the KOHA OPAC.

My practicum lasted 12 weeks, spanning from May 15th to July 28th. I worked mostly on Tuesday and Thursday evenings from 9 to 9, with some Saturday shifts from 9 to 5 added as well. I helped open the library on Saturdays and always closed the library on each Tuesday and Thursday night. I worked with several patrons with technological issues and was able to refresh my knowledge of the general circulation policies and connect with local businesses to help support the library.

Weeding and Collection Management

My collection management portion of the practicum was divided into two distinct projects. My first weeding and collection focus was on the pop culture section. Since KOHA had gone live, there had not been a weeding or collection report run on this section. The pop section is meant to be an up-to-date collection of books that attracts readers aged 21-35 to the library.

By the time I had finished reviewing and weeding the collection, I had withdrawn about 100 books, which were either damaged, outdated or had a very low circulation number. I provided the selectors with several areas that we need to refill, and displayed a number of books in the new area.



After I had finished with the Pop Collection, I moved onto a much more daunting area: the children's non-fiction. After speaking with the Youth Services Librarian, it became apparent that the section had not been weeded for at least five years, if not much longer. Once again, I found several areas that needed to have outdated books reordered, especially the computer science section which mostly featured books from the mid-1990s. I reviewed the collection through the KOHA, and ended up weeding nearly 300 books. Below is an example of what one night's work of weeding yielded.



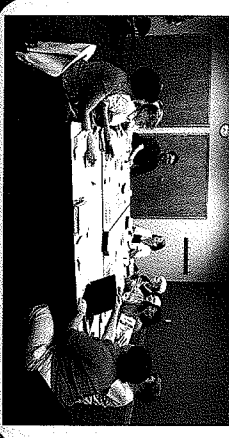
Adult and Children's Programming

One constant in MPL is the children's summer reading program. I helped kids and teens locate books they wanted to read, and handed out prizes for those who completed an entire book, or spent hours reading during the summer. It was great fun working with the kids, and I was given the picture below by one reader.



Having my writing skills become important as I began writing short book reviews for the Madison Website. Each day, there is a new review (madisonpubliclibrary.org/foodreads), and I currently have five reviews on the site. I will be continuing to write them, even though I have finished my practicum, something I am extremely excited about.

Pinney is constantly busy, and has some of the most popular adult programs in all of MPL. The program that I was most interested in was the Adult Book Group, which normally has 15 attendees once a month. I sat in on the June meeting, and was excited to be able to lead the July meeting. We discussed Lev Grossman's *The Magicians*, and had a lively and friendly discussion about whether the book was well-written, worthwhile, or what it was truly about. Below is a picture of the group during the debate.



Reference Work and Searching

I very rarely took off-desk time. Working in a public library, especially at the reference desk, means multi-tasking, and I quickly learned how to do it. I was given a variety of very challenging reference questions that ranged from an author's last name to corn production in the US in 2011. The variety of unique questions is what made my Pinney reference time so interesting, and I learned not only how to handle these questions, but useful information that I can use myself.

I had a surprising number of patrons ask for Interlibrary Loans, and I became proficient at Wordcat searching. There were also many database requests, especially for Consumer Reports, to which MPL subscribes. Many patrons were looking for new air conditioners in the heat of the summer, and finding the most reliable and fairly priced meant a trip to the reference desk at Pinney. I never truly utilized the databases until this practicum, and I now feel confident in navigating this powerful and underutilized resource.

Conclusions and Meeting my Objectives

It is hard to believe how fast my practicum went. Upon reviewing my learning objectives, I feel that I am better at all aspects of public librarianship, and feel prepared to enter my professional career as a more polished public servant. I was able to manage two unique collections, oversee several types of programs, expand my searching capabilities, gain useful experience answering a wide range of reference questions, and most importantly, meeting many professionals who were able to give me wonderful direction on how to improve myself as a librarian. The practicum was one of the best learning environments that I experienced in my time at SLIS. I feel that I either met or exceeded my goals for my summer practicum, and that Pinney Public Library is a great place to learn how to be a better public librarian. The skills that I now possess were either gained or sharpened at Pinney, and I would recommend working there to any interested SLIS student.

Acknowledgements

Many thanks to all the librarians who work so tirelessly to keep the Pinney Branch one of the most popular and well-run locations in Madison. Robin, Jenny, Jamie, Lesley, Maia, Kathy, Jane, Denise, and Mary were all very accommodating to me and I learned a great amount from watching each one of them.

The circulation staff were all great and helpful as well. They don't get the accolades that they should, and I appreciated all their hard work and help whenever I asked for it. The entire experience was wonderful, and I feel much better equipped for my career in library studies because of it.