

## Report to the Library Board

July 2012

On your agenda for approval is the annual renewal of the contract between the **Southwest Wisconsin Library System** and Madison Public Library for the provision of resource library services.

Other business: according to the South Central Library System By-Laws, the representative to the **System's Board of Trustees** must be "a representative of the library board of the resource library as provided for in s. 43.19 (1) (b), Wisconsin Statutes." The Library Director may participate "on an ex-officio non-voting basis." We will need an official Board representative.

### **Beyond the Page Update** *(from Margie Navarre-Saaf)*

*Beyond the Page* fund raising and activities are proceeding throughout Dane County. MPL is almost a third of the way to our \$90,000 campaign goal. Throughout the county almost \$800,000 has been raised. Including the National Endowment for the Humanities match, the total is over \$1 million. BTP will be coming to libraries the week of July 9<sup>th</sup> -- staff will be refreshing humanities displays and wearing their bright yellow *Beyond the Page* t-shirts!

### **Summer Outreach Activities Update**

Our librarians have been especially busy out in the community during the last couple months. In the weeks before the end of school, our Youth Services librarians visited 36 schools, presenting our annual Summer Reading Club to 13,344 children aged 5-11.

MPL librarians also visit neighborhood festivals and area events. In June, librarians participated in the Madison Children's Museum's Twilight Wednesday, the Wisconsin Public Radio's first Kid's Day at the Zoo, and at Nuestra Fiesta. They registered residents for library cards, signed kids up for Summer Reading Club, checked out books, offered kid-friendly activities, and heard lots of great "library stories" from families. They even answered a few reference questions! Our new Koha system made it possible for staff to take the show on the road and easily handle registration and check-out.

In addition to this great community exposure, staff enjoyed the opportunity to work with and learn from staff from other locations. Look for us out and about at Olbrich Gardens, Ride the Drive Northside and various other summer events.

**Update on Strategic Planning and Rebranding** *(from Tana Elias)*

Staff have begun implementing the strategic planning initiatives, starting with a revision of our mission and vision, examining staffing, and identifying and prioritizing core services. Our Mission Working Group has identified a new mission statement for the Library – a shorter statement than our current one - which uses customer-friendly language, is easy to remember and share, was inspired by many customer survey comments, and which promotes the increasingly communal role of libraries as centers of knowledge *creation* as well as knowledge *consumption*.

That mission statement is:

**Madison Public Library: your place to learn, share, and create.**

We'll be asking the Board to approve the mission statement, a revised vision statement, and a statement of core values at the July 31<sup>st</sup> meeting, prior to the launch of the Library's new logo and brand identity on August 14<sup>th</sup>.

Happy Fourth!

*Susan*