

LIBRARY DIRECTOR REPORT

Submitted by Angela Zimmermann, Library Director

BUDGET

At the time of this report, we are at 82.4% spending of the 2018 budget. We should be at 83.3% so we are right in line. The furniture invoice for the Young Adult area was finally brought to the Board to be paid so the Donations account (5806) will now reflect an accurate number. As was discussed in the October meeting, we are showing red in the Professional Services, Contractual Services, and Outside Services due to the unexpected costs with GovHR, EnvisionWare, and the outside landscaping (landscaping was originally going to come from Donations and the Board voted it to come from Outside Services). There will be saving in salaries and a few other line items so everything should even out by the end of the year.

BUILDING AND GROUNDS

As requested by the Building and Grounds Committee, I am currently working on preparing requests for proposals in relations to our HVAC maintenance contract needs as well as RFPs for a facilities study to be done of our space.

CIRCULATION AND PROGRAMMING

Circulation was 26,419 in October, up .2% from 26,368 in October of 2017. That brings us to 2.7% in overall circulation as compared to 2017. Circulation was very quiet for the month of October and has continued as well into November. People are using the library and its resources and attending programs but not necessarily always checking items out. There was an 11.8% increase in library cards in October and 9.0% increase in patron visits.

During the month of October we held 41 adult programs of which the following were successful and popular: the Adult DIY Gnome Classes, Chair Yoga for seniors, the author talk with Catherine Labinski, the author talk with Rod Vick, and the basic soap-making class. There were 43 children's programs during the month of October and of particular interest were the witches and wizards program, the science event held in collaboration with the Wisconsin Science Festival, the indoor storywalk, and the crafting storytime Saturdays. There were also 8 teen programs through the month of October with the Teen Library Council seeing on average 15 members each meeting, a successful program around the augmented reality sandbox, and a DIY no bake snacks and treats. The Teen Library Council also held three days of well-received escape rooms for the community to enjoy.

For further details on any of the aforementioned statistics and figures, please reference the charts immediately following this report.

CONTINUED SYSTEM INVOLVEMENT / AUTOMATION

Because of the way the days have fallen in November, the next APL (Library Director's meeting) isn't until Friday, November 16th. Topics of discussion will include the iPads each library will be receiving for the upcoming survey project of the CAFÉ catalog and 2019 APL officers.

FRIENDS OF MCL

The Friends of MCL are currently prepping for their Annual Cookie Walk which will take place during Midnight Magic on Saturday, December 1st. All funds raised benefit the library. The Friends also funded and sponsored the program on Monday, November 12th: William Pack performing the Essential Edgar Allan Poe.

MEETINGS/OUTREACH

Youth Services Librarian, Jane DeAngelis, and Youth Services Assistant, Michelle Michalik continue their monthly efforts in visiting all of the local schools, churches, and daycare centers for storytime. Youth Services Librarian, Jane was also recently at Park View Middle School to conduct book talks with the students.

I had a meeting with Alli Chase (Library Director of Alice Baker Memorial in Eagle) and Angela Meyers (Coordinator of Youth and Inclusive Services) to discuss the final preparations of our 2019 Memory Café, Purple Springs which begins with the kickoff on Thursday, January 24th, 2019. The Library Memory Project is a partnership between public libraries in Waukesha, Washington, and Milwaukee Counties and the Alzheimer's Association with a mission to provide programs to those affected by memory loss, Alzheimer's disease, and other forms of dementia. Each group meets once a month for a social gatherings called a Memory Café. Libraries involved in the memory project also offer educational programs on memory loss and brain health. Purple Springs will be a collaboration between MCL and Alice Baker Memorial Library with all programs held at MCL.

The first Mukwonago Area Chamber of Commerce's Winter Farmers' Market was held in our Community Room on Saturday, November 10th from 9:00 a.m. to 12:00 p.m. These will run the 2nd and 4th Saturday of each month through April.

Midnight Magic celebrations will take place with various activities at the library on Saturday, December 1st. Wednesday, November 28th from 4:00 – 7:30 p.m. will also be various activities at the library and will also be the tree-lighting ceremony for Midnight Magic in collaboration with the Mukwonago Area Chamber of Commerce.

I recently attended the Wisconsin Library Association conference from October 23rd – 26th as well as the Library Information Technology Association (subdivision of the American Library Association) from November 8th – 9th in Minneapolis. Please see below for individual reports of each conference.

Wisconsin Library Association Conference Report

October 23rd – 26th was the WLA conference in La Crosse, WI. The keynote presentation was about empowering organizations to achieve positive outcomes for under-resourced youth and families. Much of this talk centered around how important it is to spark interest in children at every level and spoke about various coaching and professional development to improve instruction, student learning and achievement. This keynote was also very interactive and we worked with our colleagues seated next to us to talk about ways in which we are empowering

people in our daily operations. I was able to relate a lot to what is currently being done within the Teen Library Council.

Workshop: RA Rethink – Merchandising and Upselling Edition

This workshop was all about ideas to raise awareness for all of the various services and resources the library offers. I attended this session because MCL is DOING SO MUCH, I wanted to see if there were any other ideas floating around that I could pick peoples' brains about to assist in getting the word out about what we do. Since we are constantly raising the bar here, we need to ensure that patrons actually know about all that we are doing. Some examples were to always make announcements at programs, add extra tidbits to newsletters, changing our library card applications from opt-in to opt-out, creating a series of monthly tips for patrons to pick-up or to share via our newsletters and social media outlets, going live on Facebook and Instagram, show what goes on behind the scenes at the library, etc. Ultimately this session was also about listening to our patrons, validating their concerns and solving problems.

Workshop: Using Retail Customer Service Tools to Improve the Patron Experience at a Public Library

This speaker and workshop provided examples of things that were changed to improve customer experience, and how to make the library staff more efficient. Albeit the speaker came from a much larger library and consortium, there were plenty of useful tips given. Some examples had to do with removing excess signage within the library as it confuses patrons, offering paperless library card applications, using the word 'may' instead of 'can', offering the option of an e-mail receipt at the self-check-out machines, speaking directly with colleagues instead of e-mailing them as this helps with mitigating misinterpretation and confusion and questions/answers can be handled immediately, being more customer-focused as opposed to rule-focused, creating a culture where employees know that they won't be reprimanded for trying to provide the best customer service, and listen to everybody's ideas and insight and be open to trying things in a different way.

Workshop: Advocacy Toolbox for Friends and Trustees

This was a great workshop talking about the importance of providing Friends groups and Library Board members all of the tools and resources to be an advocate for the library. Much of the discussion centered around the Trustees page on the Department of Public Instruction: <https://dpi.wi.gov/pld/boards-directors>

Other workshops I attended were '*Not-So-Passive Programming*', '*Survey Smarts: Developing Effective Surveys*', '*TimesUp: Customer Service Strategies for Dealing with Sexual Harassment*', '*Who's the Boss? Your Community!*', '*Mentorship Guidelines and Better Practices*', and '*Serving Trans Youth, Students and Adults*'.

Library Information Technology Association Conference

I'll be talking more about the LITA forum at our Thursday meeting but a quick recap: November 8th – 10th was the LITA conference in Minneapolis, MN. This was my first time attending LITA and it was fantastic. The conference was really set-up quite well and was designed for lots of

networking and interaction. Attendees could decide if they wanted to attend more traditional, lecture-style workshops or if they wanted to attend more problem-solving and discussion-like workshops. I also took time to visit Minneapolis Central Library and attended the conference reception on Thursday evening at Minneapolis Institute of Art and met A TON OF COOL PEOPLE to bounce ideas off of and share cool techie stuff.

Opening Keynote: Risk and Reward: Public Interest and the Public Good at the Intersection of Law, Tech, and Libraries

This was a very informative keynote and a very engaging speaker, Nancy Sims. Nancy is a lawyer and Copyright Program Librarian at the University of Minnesota. Her job is to help individuals and groups through the university community understand how copyright may affect their work. The keynote was all about how libraries may value that we consistently provide access to everything however our library technology does not necessarily reflect our values. She argued to the benefit of the public for us to take more risks. We need to think about what it means to build technologies that are a public good.

Playtime: Not just for kids

This session was led by a Professor from the University of St. Thomas and was all about encouraging learning through playing. This was all about bringing art and technology together with education. While we played with Squishy Circuits the entire time of the workshop, we learned about why a playful approach will help any organization. This is especially applicable to MetaSpace 511.

Developing Communication Plans to Support Technology Changes

This was an important session for me to hear as it covered the issues of culture change towards technology. It stressed that communication and a plan are key to explain proposed [technology] initiatives to staff. Beginning early on and delivering effective communication will help to alleviate any fears and objectives as well as hopefully gain support for the changes. The workshop addressed how it's important to avoid terminology that staff may not yet be aware of, provide specific details of how the change initiatives will be implemented along with the proposed time frame, and keep an open door for continued communication.

Other workshops I attended were '*Gender Equity in Library Technology: How do we get there?*', '*Technological Microaggressions: How to notice them, how to undo them*', '*Building the Foundation for Women in Library IT Leadership*', '*Who put me in charge?*', '*Unlocking Awesome: Libraries, Deliberate Practice, and Instructional Technologies*', and '*OK GO Sandbox: Using the videos of OK GO to engage learners with art, music and STEM*'.

METASPACE 511

We held our first anniversary celebration of MetaSpace 511 on Saturday, November 10th which turned out to be a fabulously, successful event. We had over 25 exhibitors present enabling attendees to learn about and partake in a wide variety of topics including augmented and virtual reality, laser-engraving, woodworking, painting, soap-making, welding, bookbinding,

paper marbling, sewing, pottery, glass-making, robotics, and numerous other hands-on activities. We're estimating roughly 500 people came to the event.

OPERATIONS / PERSONNEL

All performance evaluations have been completed and each employee has been given their new goals/objectives for the coming year.

And minor changes continue to be made here and there to ensure that we are gaining the most efficiency from staff schedules and desk shifts to enhance library services and programs. I continue to applaud staff in their effort to continue cross-training and learning various functions of both the reference and circulation desks.

We will be closed Thanksgiving Day, November 22nd but will have regular library hours on Wednesday and Friday.

UPCOMING PROGRAMS (Before the next MCL Board Meeting)

*Please note this list is only an overview and does not cover everything.

Adult Programs

Saturday, November 17th at 10:00 a.m.: *Geology at the Local Level: The Kettle Moraine Region*

Saturday, November 24th at 10:00 a.m.: *Tai Chi for Beginners*

Monday, November 19th at 5:30 p.m.: *Back to Balance*

Monday, November 26th at 7:00 p.m.: *TJ and the Ukuladies*

Tuesday, November 27th at 6:00 p.m.: *Holiday Essential Oils Class*

Wednesday, November 28th at 4:00 p.m.: *Tree-Lighting Ceremony for Midnight Magic*

Wednesday, November 28th at 6:00 p.m.: *Arabic Language Lessons*

Thursday, November 29th and December 13th: *Chair Yoga for Seniors*

Thursday, November 29th at 6:00 p.m.: *Meditation and Mindfulness*

Monday, December 3rd and 17th at 6:00 p.m.: *Bluegrass Jam*

Saturday, December 8th at 2:00 p.m.: *High School Oratorical Constitutional Speech Contest*

Thursday, December 13th at 10:30 a.m.: *Real to Reel Documentary Series Film "I Am Bolt"*

Children's Programs

Every Tuesday at 9:30 a.m.: *Shake, Rattle & Roll*

Every Wednesday at 10:00 a.m.: *Preschool Storytime*

Every Thursday at 10:00 a.m.: *Lapsit Storytime*

Every Friday at 10:00 a.m.: *Fantastic Fridays (i.e. Budding Builders, Crazy for Crafts, Play with Words, Sensory Storytime, etc.)*

Various Tuesdays and Wednesdays: *Paws to Read Therapy Dogs*

Saturday, November 17th at 11:00 a.m.: *Crafting Saturday*

Monday, November 19th at 6:30 p.m.: *Pajamarama*

Tuesday, December 4th at 6:00 p.m.: *Miss Jane presents...Sarabella's Thinking Cap by Judy Schachner*

Thursday, December 6th at 6:30 p.m.: *Family Bingo Game*

Teen Programs

Wednesdays, November 28th and December 12th: *Teen Library Council*

*Please see MetaSpace 511 for more teen programs.

MetaSpace 511

Every Tuesday at 6:30 p.m.: *Computer Classes (Varying themes)*

Every Wednesday at 4:00 p.m.: *Girls Who Code*

Every Wednesday at 4:00 p.m.: *STEAM-tastic Wednesdays (Varying themes)*

Saturday, November 17th at 9:00 a.m. and Monday, November 19th at 4:00 p.m.: *Tech Savvy Tutors*

Every other Wednesday: *MetaSpace 511 for Homeschooling Families (Varying themes)*

Wednesday, November 28th at 4:00 p.m. *3D Printed Cookie Cutters / Ornaments*

Thursday, November 29th and December 6th at 6:00 p.m.: *Zentangle Untangled*

Tuesday, December 4th at 6:00 p.m.: *How to Use the Cricut Machine*

Saturday, December 8th at 10:00 a.m.: *How to Use the Memory Lab*

Thursday, December 13th at 3:30 p.m.: *Teen Territory – Twig and Ribbon Tree Ornaments*