

LIBRARY DIRECTOR REPORT

*Submitted by Angela Zimmermann, Library Director
August 2019*

BUDGET

We are on track for spending of the 2019 budget however we do show a few lines in the red, which was expected. The areas we are in red are indeed the areas I had to decrease or keep flat for the 2019 budget because there was nowhere else to pull the money from when preparing the budget last year. On a plus note, I know we will be ok as there will be and can be even more significant savings in Salaries.

I have a preliminary version of the 2020 budget and am hoping that the Finance Committee is able to convene in the next month or so to take a look at it.

BUILDING AND GROUNDS

Engberg Anderson will be in attendance this evening to provide an update on the project.

Prior to my vacation, we were having issues with the projector in the Community Room. During movies, it would suddenly shut off or not function at all. We troubleshot as much as we could (new air filter, new light, etc.) but it was determined that the age of the projector was the problem (it was put in with the new building). Ultimately, we had to invest in a new projector. This is a highly utilized resource in the Community Room for either movies, presentations, outside groups, etc.

CIRCULATION AND PROGRAMMING

Circulation was 31,386 in June, down 9.0% from June of 2018. Circulation was 34,493 in July, up 1.2% from July of 2018. With that, we are currently down 3.0% for the year as compared to 2018. Throughout both months of June and July, we did see an increase in new library cards added.

Many of the children's Summer Library Programs were quite well-received from Snake Discovery to the Star Wars Storm Troopers with the American Legion and all of the special Wednesday performers. Adult programs always slow down a bit during the summer but nonetheless our Tech Camp / Computer Classes and Tech Savvy Tutors were shockingly well-received. The IT Academy students do a tremendous job in leading these various classes in MetaSpace 511. Adult programs will now start to pick up again a bit more in September.

For further details on any of the aforementioned statistics and figures, please reference the charts immediately following this report. *Both June and July statistics are included.*

CONTINUED SYSTEM INVOLVEMENT/AUTOMATION

The next APL (Alliance of Public Librarians) director's meeting was to be on Friday, August 16th but has been cancelled due to lack of agenda items. Several things were decided at the July

meeting for Bridges 2020 budget. We will be dropping Reference USA as a database and going forward in a pilot project for Hoopla. Hoopla is a web and mobile library media streaming platform for audio books, comics, ebooks, movies, music, and TV. Hoopla allows library patrons to download or stream media content. The system will also be moving forward with pursuing an app for the CAFÉ catalog. This is super exciting and one of the results from the CAFÉ catalog survey that was done earlier this year.

And as a reminder again, the annual Bridges Library System Trustees Dinner this year will be held on **Wednesday, September 25th from 5:00 - 8:30 p.m.** at the Ingleside Hotel. I have all of the trustees' individual invitations and will bring these to Thursday's meeting.

FRIENDS OF THE LIBRARY

The Friends of the Library had an overall successful annual rummage sale. They raised near \$1600. The Friends last met on July 24th. I requested funds for and they willingly gave: funds towards the Backyard Bash celebration, funds to purchase soundproof paneling for the oral history section of the History Room, and funds to purchase a lightbox for the children's area or MetaSpace 511. A lightbox helps in teaching spatial relationship, part-whole relationships, sequencing, pattern duplication, and visual memory skills and can also be used for a variety of DIY projects. The next Friends of the Library meeting will be in October.

MEETINGS/OUTREACH

On Thursday, August 8th, I sent all of the department heads and administrative staff on a field trip to the Beloit Public Library. BPL has made significant strides already in changes to their daily operations to tailor library services more to the needs of the community and patrons of 2019. These are all very similar to the ideas of which I speak of to begin in Mukwonago: focus is always on customer service, eliminating barriers, eliminating departments with new positions being created that focus on current needs (outreach, customer service, programming, etc.) Essentially collapsing those antiquated ideas of a library (adult services, reference, circulation, and children's desks) and creating the library of 2019. It was essential for the department heads of MCL to see this, ask questions, and really try and think of what the library nowadays looks like because these changes will be coming to Mukwonago. Many of the changes I'm already making is to get the staff to alter their mindsets. It's no longer your grandmother's library!

Technology Supervisor, Craig, was also on the road on August 8th and 9th attending the Play, Make, Learn Conference in Madison. The Play, Make, Learn Conference promotes high-quality learning opportunities for educators, researchers, developers, designers, foundation leaders, policy makers, museum and library professionals, and school leaders who are dedicated to promoting making, gaming, and playful learning. This was a very fitting conference for Craig to attend considering everything we are doing in MetaSpace 511. The conference provided hands-on workshops that engaged attendees in cutting-edge science ideas and experience. We very much want to quantify our initiatives in virtual/augmented/mixed reality and coding so this conference gave Craig an excellent amount of ideas to return to MCL with.

We continue to be present at YMCA Family Fun every two months. We will be there again on September 6th for Back to School Night. I also reported back at the beginning of summer the partnership that we created with the YMCA in regards to the pass that we circulate that patrons can check-out and then use at the YMCA for three days. This has been working very well and has been an excellent collaboration.

The MCL Book Bike continues to be present around the Village, particularly every week at the Farmers' Market. The Book Bike will also be present this coming Saturday at Maxwell Street Days.

On Wednesday, August 8th, I was invited for dinner and to speak before the Mukwonago Kiwanis Club so I spent the evening with them explaining all of the great initiatives and strides the library has made and what the future holds. There was also time for Q&A. They are interested in coming as a group to MCL for a tour.

On Wednesday, August 14th, Craig and I will represent the library with a booth at the Mukwonago Economic Development Summit to be held at the Greenwald Performing Arts Center. There will be speakers from the School District, Village Hall, and a guest panel with people from around the community to discuss downtown development.

We will continue our partnership with Waukesha County Parks and their Fit in the Parks initiative. They contacted me again to be involved with this because of the activities we have at the library such as Yoga, Tai Chi, and Zumba. This simply means an excellent partnership and more publicity for the library.

I, personally, went as a citizen to Mukwonago's National Night Out on August 6th. I don't know if I've been sleeping through the past years' National Night Outs but I'm not sure why it didn't dawn on me until this year as to 'how and why is the library not present here?!?' I think in my mind I thought it was simply Fire and Police Departments involved. Obviously, I learned differently this last week so I immediately introduced myself to the organizer of the event and the library will be present and have a spot for National Night Out in 2020.

We continue our monthly visits to Linden Grove. I will be tagging along this month (on the 19th) with Adult Services Librarian, Chris. I want to ensure that Linden Grove is aware of the excellent Memory Café program we have here at MCL in partnership with Alice Baker Memorial Library and the Alzheimer's Association.

On Tuesday, August 13th, Operations Manager, Laura, and I will attend a Memory Café refresher training at the Pauline Haass Public Library in Sussex. This training will be led by the ADRC (Aging and Disability Resource Center). For Memory Cafes, there has to be a primary and

secondary contact at each library. I am currently the primary and secondary responsibilities have recently and temporarily shifted from the Adult Services Librarian to the Operations Supervisor.

I have been asked to present and speak with Beloit Public Library Director, Nick Dimassis, at this year's Director's Retreat which will be held on Friday, November 1st. The Director's Retreat is open to all directors in the SEWI area (Southeastern WI). We've been asked to speak on the following topic: "From Desks to Service Points: Why Sitting is Not Serving". Nick will present from the angle that he has already implemented this mindset (see first paragraph of Meetings/Outreach, as well as my tidbit on this under Operations) and I'll present from the angle that Mukwonago's mindset is heavily and quickly changing in this direction with many changes to be implemented by the end of the year.

I also must stress the considerable amount of time I've spent working with other libraries and acting as a resource for them. The following libraries have made contact with me in the past month: Franklin Public Library, Marathon County Public Library, Oconomowoc Public Library, Pauline Haass Public Library, South Milwaukee Public Library, Rockford Public Library (IL), and Cedarburg Public Library. These libraries are contacting me either in regards to the ingenuities we've taken in MetaSpace 511, The Thingery, the Explore Passes, or our changes in customer and library service. Quite the honor to be recognized not only throughout the state but also outside of the state, in regards to the services we offer and to be used as a resource in such a manner.

I am working with the Teen Library Council on several different initiatives. They recently just executed the Backyard Bash in collaboration with the library. They are currently overseeing a Summer Art Competition. They also plan to execute an escape room program in MetaSpace 511 and a karaoke night for families.

Upcoming Outreach Initiatives:

- Maxwell Street Days on Saturday, August 17th
- Linden Grove on Monday, August 19th
- Book Bike - Every week at the Farmers' Market from 2:00 – 4:00 p.m. On August 21st, we are community partner, so we will be there from 2:00 – 6:00 p.m. with a storytime at 4:00 p.m.
- YMCA Back-to-School Night on Friday, September 6th
- Milwaukee Maker Faire on Saturday, September 14th and Sunday, September 15th. MetaSpace 511 will once again represent MCL!
- Mukwonago Fall Fest on Saturday, September 21st

OPERATIONS

The library will be closed Monday, September 2nd in observation of Labor Day. Depending on the outcome of Thursday's meeting, the library would then begin Sunday openings again on Sunday, September 8th.

The History Room is still a work-in-progress as it officially transitions to acting as a History Room. The Memory Lab and the microfiche have been relocated to the room. As I mentioned already, the Friends have funded most of the items needed for the oral history station and that will be the next phase/focus of the room.

I'd very much like to request that the Building & Grounds committee, as well as the Personnel Committee, come together in the following weeks. To tailor the future library services of MCL to the needs of the community/patrons, we must start looking at things like current job positions and the feasibility of eliminating the desks and creating service stations. Cross-training continues among staff with most paraprofessionals now working at the Information Desk. I've had staff track the majority of questions received at the desk with more than 90% related to opening a study room door, assisting with printing or faxing, or directional questions. When and if a reference question arises that requires one of the four professional librarians, they would be called for.

SUMMER LIBRARY PROGRAM

The Summer Library Program was somewhat of a success for us this year. We saw 1,463 children and teen register, which is 37 more registrants than last year with a 53% completion rate. The adult program saw 419 adults register, which was 88 registrants less than last year and 27% completion rate. I'm working with both children and adult services librarians to assess what we can do differently for the 2020 summer.

The Backyard Bash to celebrate the end of the Summer Library Program was a success. This was put on this year by the Teen Library Council and the library. The Friends of the Library served ice cream as well during the day. The weather didn't cooperate for us but despite this, the attendees stated they had a fantastic time. We're estimating more than 400 attended the event.

UPCOMING PROGRAMS (Before the next MCL Board Meeting)

Programs slow down a bit overall now, not only as a break from the Summer Library Program but many start preparing for the new school year to start, so the library tends to slow down a bit. Everything resumes again in full swing in September.

Adult Programs

Every Tuesday at 2:00 p.m.: *Seniors Day (variety of topics from health, wellness, advanced card planning, recreational activities, etc.)*

Every Friday at 2:00 p.m.: *Friday Flicks @ the Library*
Various Wednesdays and Saturdays: *Tai Chi for Beginners*
Various Fridays at 9:30 a.m.: *Chair Yoga for Seniors*
Monday, August 19th at 6:00 p.m.: *Easy Days Barbership Quartet*
Thursday, August 22nd at 9:30 a.m.: *Purple Springs Memory Café: Flower Arranging*
Thursday, August 22nd at 1:00 p.m.: *Free Healthy Hearing Screenings*
Tuesday, August 27th at 4:00 p.m.: *Considering Weight Loss? With Bariatric Surgeons Dr. Peter Garza and Christina Muresanu*
Wednesday, August 28th at 6:00 p.m.: *The Flavor of Wisconsin with Author Terese Allen*

Children's Programs

**There is a break in storytimes during the month of August. Preschool, lapsit storytimes and Fantastic Fridays resume in September.

Every Tuesday at 9:30 a.m.: *Shake, Rattle & Roll*
Various Mondays at 10:00 a.m.: *Zumba for Kids*
Various Tuesdays and Wednesdays: *Paws to Read Therapy Dogs*
Saturday, August 17th at 10:00 a.m.: *Baby Shark Day: A Saturday Station Play Event*
Wednesday, August 21st at 11:00 a.m.: *Toy Story Party*
Thursday, August 22nd at 6:00 p.m.: *Shake, Rattle, and Roll – Special Event*
Saturday, August 24th at 11:00 a.m.: *Dog Days of Summer Storytime, featuring furry friends from the Golden Retriever Rescue of Wisconsin*

Teen Programs

Every Wednesday at 4:00 p.m.: *Teen Library Council*
Friday, August 16th at 6:00 p.m.: *Family Karaoke Night as sponsored by the Teen Library Council*
Thursday, August 22nd from 10:00 a.m. – 5:00 p.m.: *MetaSpace 511 Escape Room as sponsored by the Teen Library Council*

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)*
Various Saturdays and Mondays: *Tech Camps*
Various Mondays at 4:30 p.m.: *Immerse Yourself in Virtual and Augmented Reality*
Various Thursdays at 6:00 p.m.: *Zentangle Untangled*
Thursday, August 15th at 6:00 p.m.: *DIY Block Printing*
Saturday, August 17th from 9:00 a.m. – 12:00 p.m.: *Open Arts Cabinet Day*
Tuesday, August 20th at 10:00 a.m.: *LEGO Construction Challenge*
Wednesday, August 21st at 1:00 p.m.: *Electronics Exploratory Club*

