



**CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING**

**David Riemer, President
John Gurda, Vice-President
Martin Schreiber, Financial Secretary
Paula Kiely, Secretary
Ald. Milele Coggs, Sharon Cook, Ald. Ashanti Hamilton, Dir. Charlene Hardin,
Arthur Harrington, Ald. Nik Kovac, Joan Prince, Gretchen Schuldt
Secretary's Staff Assistant: Crystal Sura (414) 286-3021**

**Wednesday April 22, 2009
8:15 a.m.
Villard Avenue Library Meeting Room
3310 W. Villard Ave.**

AGENDA

PUBLIC COMMENT

APPROVAL OF MINUTES of March 17, 2009.

ACTION Attachment A
Page 3

OLD BUSINESS

1. **2010 Budget.** Library Administration will provide an update on activities related to the 2010 budget.

INFORMATION

2. **Villard Square Update.** Director Paula Kiely will provide and update on this library project.

INFORMATION

COMMITTEE REPORTS

3. **Finance & Personnel Committee.** Report out from the April 22, 2009 meeting on the auditors' report, the review of the performance of the MPL Trust Fund investments, and internal accounting management.

ACTION

4. **Strategy Committee.** Committee Chair David Riemer will report out from the April 15, 2009 Strategy Committee meeting.

INFORMATION

NEW BUSINESS

- 5. **Bill & Melinda Gates Foundation’s Opportunity Online Hardware Grant Program.** Approval is sought to participate in this program to receive grant funds to purchase replacement computers.

ACTION Attachment B
Page 7

- 6. **Radio Frequency Identification (RFID) – Self-Check Project.** Project Manager and Technical Services Manager Bruce Gay will review the goals of this project, the process, and the timeline.

INFORMATION Attachment C
Page 8

- 7. **CountyCat Features.** Technical Services Manager Bruce Gay will demonstrate several new features of the library’s catalog including e-commerce and managing your account.

INFORMATION

- 8. **MPL Foundation Activities.** MPL Foundation Director Meg Diaz will report on Foundation activities.

INFORMATION

ADMINISTRATIVE REPORTS

- 9. **Personnel Actions.** Library administration reports the personnel activity for the month.

INFORMATION Attachment D
Page 9

- 10. **Financial Report.** Financial reports for March 2009 are presented.
Library administration reports the financial activity for the month:
U. S. Bank Certificate of Deposit #338078059 dated 03/04/09 and maturing 04/03/09
at a rate of 0.28%.....\$338,000.

INFORMATION Attachment E
Page 10

- 11. **Library Director’s Reports.**

INFORMATION Attachment F
Page 11

ADDITIONAL NEW BUSINESS

REMINDER: *Next scheduled meetings are:*

May 19 – Central Library Meeting Room 1 – 8:15 a.m.

June 17 – East Library Meeting Room – 8:15 a.m.

ADJOURNMENT

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director’s Office at (414)286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday March 17, 2009
Central Library Meeting Room 1
814 W. Wisconsin Ave.**

PRESENT: Ald. Milele Coggs, Sharon Cook, John Gurda, Art Harrington,
Joan Prince, David Riemer, Marty Schreiber, Gretchen Schuldt, Paula Kiely

EXCUSED: Ald. Ashanti Hamilton, Dir. Charlene Hardin, Ald. Nik Kovac

STAFF Meg Diaz, Bruce Gay, Joan Johnson, Dawn Lauber, Taj Schoening,
PRESENT: Crystal Sura, Paul Wilant

OTHERS Amy Hefter, Legislative Reference Bureau
PRESENT: Jake Miller, Budget and Policy Division
Leslie Silletti, Mayor's Office

President David Riemer called the meeting of the Milwaukee Public Library Board of Trustees to order at 8:15 a.m. on March 17, 2009 with a quorum present. Marty Schreiber left at 8:45 a.m. Art Harrington left at 9:09 a.m. A quorum was maintained throughout the meeting.

Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT None.

President Riemer extended his congratulations to Ms. Joan Johnson on her promotion to Deputy Library Director of Public Services.

APPROVAL OF MINUTES Trustee Prince moved and Trustee Gurda seconded a motion to approve the February 17 meeting minutes, shown as attachment A of the agenda packet. Motion passed.

OLD BUSINESS

1. **Bylaws Revision.** Bylaws Committee Chair Joan Prince referred to attachment B, page 17 of the agenda. The Committee's responsibility was to review and update the MPL Bylaws in order to meet current practices. The Committee met several times. The full Board received drafts for review and comment. The City Attorney also reviewed the bylaws and the final draft attached incorporates his recommended changes. Trustee Prince added that some information from the original bylaws that was considered procedural has been moved to a Board Operating Guidelines manual. Once the Bylaws are approved, the guidelines manual will be submitted to the Board President and the Library Director for further action if necessary. Trustee Prince moved and Trustee Schreiber seconded a motion that the Board adopt the revised MPL Bylaws as presented. Trustees Cook and Riemer requested a few minor changes to Article II, Section 4; Article III, Section 3; Article VII, Section 1; Article VII, Section 2; and, Article VIII, Section 1.

1. **Bylaws Revision**. (continued)

Trustee Prince made a friendly amendment to the motion accepting the submitted changes. The changes will be made along with an addition of a statement indicating Board approval.

Motion passed.

2. **Board Vacancies**. President Riemer announced that MPS Superintendent William Andrekopoulos appointed Gretchen Schuldt to the MPL Board. Mr. Riemer welcomed Ms. Schuldt who serves as ex-officio and replaces Ms. Kathy Williams who resigned in December of 2008. Ms. Schuldt expressed her support of the library and its mission.

Informational item.

COMMITTEE REPORTS

3. **Strategy Committee**. Committee Chair David Riemer referred to the March 4, 2009 Strategy Committee minutes, attachment D, page 29 of the agenda. Ms. Kiely explained that the purpose of the Strategy Committee was to begin to evaluate the cost of different types of libraries. Total operating costs for two current branches, a 30,000 square foot regional (also referred to as the area library), a mixed use facility and express center models were reviewed. Mr. Jake Miller, library budget analyst, summarized the cost-benefit analysis that he had prepared. President Riemer clarified the idea of an area library stating that two older neighborhood libraries that require renovation would be closed and a new library would be built to replace them. Trustee Cook asked if the City can continue to operate a neighborhood library in ten years. Ms. Kiely replied that due to budget reductions, the library cannot maintain staffing levels that would provide the services that are in demand at some locations. Ms. Kiely added that by combining libraries into one larger library, there is an economy of scale allowing similar level library services to be provided. Patrons differ, from the remote user to the user who needs the access to the computer technology and the guidance of the library staff. Trustee Schuldt asked what the level of staffing and hours would be for express center models. Ms. Kiely stated that the express center model was calculated with 2 FTE assuming two overlapping afternoon shifts of about forty hours per week. Trustee Schuldt asked if library administration has measured how many patrons at each library are driving to the library. She feels strongly that access be preserved. Ms. Kiely responded that to gather reliable data would require another survey and a larger pool of participants. Ms. Kiely added that the library does have access to maps that indicate ownership of automobiles which offers some insight. Trustee Cook suggested that a narrative explaining the service and collections at each model would be helpful in making a decision as to which model to support. Trustee Coggs stated that, as a Council member, she would like to know what the financial savings of the proposal would be, what the selling points are beyond the savings, and how the library expects to continue to provide quality service. Trustee Coggs added that it may be necessary to demonstrate the fact that maintenance and upkeep of the current libraries will be costly. The information should be provided in a comprehensible way that justifies the decision and allows those

3. **Strategy Committee.** (continued)

that voted for it to feel confident in explaining the facts to the community. The financial impact, job loss or gain, actual potential physical locations, and how the proposed library system will differ from the current system need to be outlined. Trustee Gurda commented that the system is definitely losing but decreased budgets necessitate the change. President Riemer stated the past library budgets reduced hours and cut staff. The assumption for the proposed budget in 2010 would be that open hours remain the same. President Riemer asked that a column on number of employees be added to the Costs by Various Scenarios spreadsheet. President Riemer noted that the next Strategy Committee is scheduled for April 15, 2009. At that meeting, Director Kiely will provide more specific data that will enable the Board to make an informed decision regarding the proposed budget and feel comfortable with the process.

Informational item.

4. **Building & Development Committee.** Committee Chair John Gurda referred to the March 5, 2009 Building & Development Committee meeting minutes, attachment E, page 37 of the agenda. The attachment includes a Central Library maintenance schedule that demonstrates how well-managed the building is and the importance of its maintenance.

The second item discussed at the committee meeting was a timeline for the Villard Square Project. Library administration developed the planning timeline and a building plan so they would be prepared to move forward with the project if the tax credits from the Wisconsin Housing and Economic Development Authority are awarded to the project developer, Gorman & Company. The tax credit awards are expected to be announced in April.

Informational item.

NEW BUSINESS

5. **Milwaukee Journal Sentinel and Google Project.** Director Kiely summarized the Request to Loan Microfilm memo dated March 9, 2009, attachment F, page 49 of the agenda. She stated that the Milwaukee Journal Sentinel has requested to borrow the Milwaukee Public Library's master microfilm for the Journal and the Sentinel and grant Google permission to scan these films. Google will index the entire newspaper and make the articles available online at no cost to the public. Trustee Gurda noted that this service will be invaluable to researchers. Trustee Gurda moved approval to lend use of the master microfilm of the Milwaukee Journal (1910-1920) and the Milwaukee Sentinel (1837-1909) to Google for the purpose of scanning the information for the benefit of the Milwaukee Journal Sentinel and its participation in Google News. Trustee Harrington advised Director Kiely to send a letter of the library's expectations of due care of the collection, while acknowledging the benefit to the public, and the appreciation of the partnership with the Milwaukee Journal Sentinel.

Motion passed.

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6. **Milwaukee County Federated Library System (MCFLS) Task Force.** Director Kiely explained that President Riemer received the letter from MCFLS President Paul Ziehler, attachment G, page 51 of the agenda. Mr. Ziehler intends to form an ad hoc task force of local library and system members to identify inconsistencies in the MCFLS Member Agreement on library service responsibilities that are considered as local authority from those that are MCFLS or system responsibilities. Trustee Harrington supported the formation of the task force. Trustee Gurda asked if the State mandates the levels of library service. Ms. Kiely responded that the State requires similar service and interlibrary loan. President Riemer asked Trustee Prince, immediate past-president of the MPL Board, to be the Board's representative on the task force. Trustee Harrington moved and Trustee Prince seconded a motion to support the MCFLS task force to review the member agreement with Trustee Prince as MPL's representative. Director Kiely will draft a response letter for President Riemer to send.

Motion passed.

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7. **Strategic Plan.** Director Kiely distributed an updated chart, dated February 27, 2009, of objectives and action steps from the Strategic Plan. The chart has been revised to combine the Central Library with the Neighborhood Libraries to focus on public services that are consistently executed throughout the system as a whole. After a brief review, the Board accepted the update on the progress of the 2006-2009 Strategic Plan.

Informational item.

ADMINISTRATIVE REPORTS

8. **Personnel Actions.** Personnel actions, attachment H, page 52 of the agenda, were presented and reviewed. Ms. Kiely highlighted the appointment of Security Manager Michael Weber noting that this is newly created position to provide support for all public service operations.

Informational item.

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9. **Financial Report.** The Financial reports for December 2008 and February 2009 were reviewed. The investment activity listed below was noted for the record:

U. S. Bank Certificate of Deposit #362072944 dated 02/02/09 and maturing 03/04/09 at a rate of 0.24%.....\$335,000.

Informational item.

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10. **Library Director's Reports.** The Library Director's Reports, attachment J, page 56 of the agenda was presented. Ms. Kiely brought to the Board's attention that Library Administration is working with the Mayor's Office and the Budget Office in identifying projects that could be submitted for possible funding with stimulus money.

Patron and Circulation and Electronic statistical reports were reviewed.

Informational item.

ADDITIONAL NEW BUSINESS. None.

With no further business, the Milwaukee Public Library Board of Trustees meeting of March 17, 2009 was adjourned at 9:50 a.m.



MILWAUKEE
PUBLIC LIBRARY

Paula A. Kiely
Director

Date: April 13, 2009
To: Milwaukee Public Library Board of Trustees
From: Paula Kiely, Library Director
Re: Bill & Melinda Gates Foundation's Opportunity Online Hardware Grant Program

The Milwaukee Public Library's Washington Park branch is eligible to receive a grant of \$18,200 to purchase replacement computers as part of the Gates Foundation's Opportunity Online Hardware Grant Program. These funds will be available over a two year period and are to be used to replace 11 computers. Grant funds of \$11,700 will be awarded in 2010 to replace six computers and \$6,500 will be awarded in 2011 to purchase five computers.

In order to participate in the program, the Library must agree to the following requirements.

1. MPL must commit to provide matching funds over the two-year term of the grant - \$3,900 (25%) in 2010; \$6,500 (50%) in 2011.
2. MPL must run the TechAtlas inventory program. The Gates Foundation uses the data from this inventory to determine the age of a library's PCs.
3. MPL's Director must participate in a two-day Public Library Association (PLA) advocacy symposium titled *Turning the Page*. This will likely be in fall 2009, and all expenses will be paid by PLA. One additional staff member and one library supporter are also eligible to attend.
4. MPL must complete the annual ALA Public Library Funding and Technology Access survey in the fall of 2009, 2010, and 2011.

I believe we will be able to fulfill these requirements and request approval to participate in the program and accept the \$18,200 grant.



MILWAUKEE
PUBLIC LIBRARY

April 7, 2009

To: Paula Kiely, Library Director

From: Bruce Gay, Technical Services Manager

Re: **RFID Summary**

RFID - What it is:

- **R**adio **F**requency **I**dentification—replacing barcodes and security strips with RFID tag.
- A “reader” sends a radio burst to “wake” the tag, which then sends information back.
- Tag on each item contains two pieces of information—barcode number and security bit.
- Readers transmit tag information to the library catalog, identifying item and avoiding theft.

What is involved:

- Tagging circulating items.
- Replacing security gates.
- Installing self-check stations at all locations.
- Upgrading staff circulation terminals with RFID readers.
- Installing sorting machines at some locations.

Benefits:

- Allows staff-free self-check—no need to pass items around the gates.
- Frees staff to do other work directly with the public.
- Quicker check-out and check-in—multiple items placed on reader at once can be checked out.
- Faster shelving—based on sorting machines at entry point.
- Faster inventory—“wands” can read items on shelves to identify missing, checked out, or mis-shelved items.

Costs:

- In 2009 the City appropriated \$2 million. \$1.5 million is expected in the 2010 and 2011 capital budgets.

Timeline:

- June, 2009—RFP released.
- August, 2009—vendor demonstrations.
- September/October, 2009—vendor selected, Library Board approval sought.
- December, 2009—implementation plan with vendor input written.
- January, 2010-December, 2011—RFID installed at all locations.

MILWAUKEE PUBLIC LIBRARY SYSTEM
PERSONNEL ACTIONS

COVERING PERIOD: February 22, 2009 through March 07, 2009

The Secretary reports the following personnel actions:

APPOINTMENT

Joan Johnson - Director of Central Library and Special Projects - Administration 3/8/09
TO: Deputy Library Director - Public Services - Administration

REINSTATEMENT

Rafael Ruiz- Library Circulation Assistant I - Villard Avenue 2/23/09

PROMOTION

David Beasley - Library Circulation Aide - Mill Road 3/8/09
TO: Library Circulation Assistant I - East

Ashley Emmons - Library Circulation Assistant I - East 2/22/09
TO: Library Reference Assistant - Washington Park

TRANSFER

Zarina Mohd Shah - Librarian I - Washington Park 3/8/09
TO: Librarian I - LBPH

LEAVE OF ABSENCE 24.0 or more hours

Charmari Canady - Library Circulation Assistant I - LBPH - 24.0 hours 3/2/09
Alfred Jakober - Custodial Worker II C L - Maintenance - 24.0 hours 2/24/09
Alfred Jakober - Custodial Worker II C L - Maintenance - 32.0 hours 3/9/09
Mary Jeske - Library Circulation Assistant I - Circulation - 24.0 hours 2/23/09
Raphael Jones - Custodial Worker II - City Laborer - East - 80.0 hours 2/9/09
Raphael Jones - Custodial Worker II - C L - East - 80.0 hours 3/8/09
Rose Laack - Library Technician II - Technical Services - 27.8 hours 3/3/09
Rebecca Moynahan - Library Circulation Assistant I - Tippecanoe - 24 hours 3/11/09
Leslie Roberts - Library Circulation Assistant II - YCOS - 80.0 hours 2/22/09
Leslie Roberts - Library Circulation Assistant II - Circulation - 48.0 hours 3/16/09
Joseph Seipel - Custodial Worker II C L - Maintenance - 24.0 hours 3/11/09

RETIREMENT

Sandra Melcher - Director of Neighborhood and Community Partnerships 2/28/09
25 years of service

**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
As of March 31, 2009**

REVENUES	2009			2008		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Fines	\$340,000		\$102,840	\$360,000		\$90,437
Lost Materials ,etc.	133,000		34,586	143,400		30,471
MCFLS Contracts	940,900		0	912,487		239,955
Additional City Appropriation	20,575,288		5,169,825	21,039,761		4,600,342
Total City Revenue	<u>\$21,989,188</u>	91%	<u>\$5,307,251</u>	<u>\$22,455,648</u>	91%	<u>\$4,961,205</u>
CONTRACT GRANTS						
Center Street	\$520,883		\$95,478	\$435,926		\$97,170
LBPH	920,300		600,449	961,600		625,584
ILS	92,650		60,958	78,250		54,912
Total Contract Grant Revenue	<u>\$1,533,833</u>	6%	<u>\$756,885</u>	<u>\$1,475,776</u>	6%	<u>\$777,666</u>
FOUNDATION FUNDS	\$405,424	2%	\$132,330	\$525,927	2%	\$60,079
TRUST FUND	\$144,000	1%	\$103,476	\$200,000	1%	\$14,853
TOTAL REVENUES	<u><u>\$24,072,445</u></u>	100%	<u><u>\$6,299,942</u></u>	<u><u>\$24,657,351</u></u>	100%	<u><u>\$5,813,803</u></u>

EXPENSES	2009			2008		
	Total Budget	% of Total	YTD Actual	Total Budget	% of Total	YTD Actual
CITY						
Salaries	\$12,566,216		\$2,900,353	\$12,986,992		\$2,991,745
Fringe Benefits	5,152,148		1,338,415	5,324,656		1,386,415
Supplies and Services	2,428,090		516,230	2,234,679		339,840
Equipment (Computers,etc.)	271,724		61,970	227,297		27,144
Materials (Books, media, etc.)	1,571,010		490,283	1,682,024		216,061
Reciprocal Borrowing	0		0	0		0
Total City Expenses	<u>\$21,989,188</u>	91%	<u>\$5,307,251</u>	<u>\$22,455,648</u>	91%	<u>\$4,961,205</u>
CONTRACT GRANTS						
Center Street	\$520,883		\$95,478	\$435,926		\$97,170
LBPH	920,300		600,449	961,600		625,584
ILS	92,650		60,958	78,250		54,912
Total Contract Grant Expenses	<u>\$1,533,833</u>	6%	<u>\$756,885</u>	<u>\$1,475,776</u>	6%	<u>\$777,666</u>
FOUNDATION FUNDS						
Materials	\$313,105		\$63,865	\$468,498		\$37,448
Programming	92,319		68,465	57,429		22,631
Total Foundation Expenses	<u>\$405,424</u>	2%	<u>\$132,330</u>	<u>\$525,927</u>	2%	<u>\$60,079</u>
TRUST FUND						
Materials	\$100,000		\$95,707	\$137,500		\$3,146
Programming	19,500		4,028	27,000		5,570
Training	5,000		885	9,000		887
Marketing	19,000		1,666	24,000		4,521
Contingency	500		1,190	2,500		729
Total Trust Fund Expenses	<u>\$144,000</u>	1%	<u>\$103,476</u>	<u>\$200,000</u>	1%	<u>\$14,853</u>
TOTAL EXPENSES	<u><u>\$24,072,445</u></u>	100%	<u><u>\$6,299,942</u></u>	<u><u>\$24,657,351</u></u>	100%	<u><u>\$5,813,803</u></u>

Director's Report March 2009

March saw a variety of events at our libraries along with a continuing increase in library use and circulation. Patrons are taking advantage of the free classes, cultural programs, other activities, and using the collection and computers in greater numbers.

Work began in earnest on the 2010 budget. Instructions were received from the Budget Office and we will be submitting a cost-to-continue budget by May 12. Our capital budget is due April 20.

We continued working on Stimulus Funding. Bruce Gay (Technical Services Manager) and I were assigned to city workgroups investigating opportunities for funding. Bruce and I met with the Digital Broadband Group and will be developing a proposal to enhance computer center resources at MPL.

I also participated in a Citywide Planning session looking at Community Facilities. This planning is part of the Comprehensive Plan being prepared by the Department of City Development in accordance with the State of Wisconsin's Smart Growth Law, requiring all local governments that regulate land use to have a plan in place by 2010.

I was elected as an alternate to the Wisconsin Library Service (WiLS) Board, representing Public Libraries. WiLS is a state and member funded organization that provides services to all Wisconsin Libraries. WiLS offers training opportunities, facilitates cooperative purchasing and interlibrary loan services. MPL has worked with WiLS and other partners on Wisconsin Heritage Online (WHO), a statewide online resource of digital collections from Wisconsin libraries and museums about Wisconsin. MPL is a founding member of WHO and has agreed to host the website starting in 2010.

This year I will be meeting with all Central Library Departments and every Neighborhood Library Staff. The purpose of these meetings is to share information with staff and hear their ideas and concerns. My meetings began this month with the Humanities Department and will continue through the rest of the year.

Events

Happy Birthday Dr. Seuss! Another successful Dr. Seuss birthday celebration kickoff took place at Central Library on Saturday, March 7. Attendance for the 3-hour program was 1,139, the second highest attendance for a Seuss event – topped only by the 100th Seuss Anniversary celebration in 2004. Families enjoyed the music by the Chick-a-dees, 'One Fish, Two Fish' magnetic fishing pond, an interactive story nook area with a Gertrude McFuzz costume children could wear, a Gertrude McFuzz related craft, and cookie decorating. The Milwaukee Public Museum provided an activity table related to the 'One Fish, Two Fish' theme. Special thanks to Kohl's department store for donating plush Dr. Seuss toys for each child that attended. Neighborhood libraries continued to celebrate Dr. Seuss' birthday through the month of March.

Frank P. Zeidler Memorial Lecture. Building on the success of last year's event, the second annual Frank P. Zeidler Memorial Lecture was held in Centennial Hall Tuesday March 24. Before an audience of more than 250 attendees, historian and author John Gurda gave a historical perspective on the Socialists' contributions to Milwaukee government over a period of 50 years. The lecture was very well received and was followed by a lively question and answer session, book signing and sales.

Helping the Local Economy. The Business and Technology staff were very busy with outreach to local organizations and computer classes for more than 75 attendees. Presentations included *Small Business Resources*; *Small Business 101*; and a *Patent Search* class. A group from WWBIC attended one of the classes and a group from MMAC heard a presentation on RefUSA, a collaboration with Waukesha Federated.

Hypnerotomachia Poliphili; a Hieroglyphic of the Renaissance. This presentation was the latest in the Richard E. and Lucile Krug Rare Books Room Educational Series. This illustrated lecture, given by scholar Stefano Questioli, highlighted the plot, historical context and mysteries surrounding this great treasure, published in 1499. The *Hypnerotomachia Poliphili* is not available in any other library in Wisconsin. Response to the program was very positive, including the comment, "Experts talking about works from your Rare Books collection is a great idea. More please." There were 39 attendees for this encore presentation.

Schwartz Live – the Finale. On Friday, February 27th the library hosted the final author visit sponsored by the Harry W. Schwartz Book Shops. Linda Olsson, author of *Astrid & Veronika* and *Sonata for Miriam* engaged the audience of 60 with her life story, a reading from her new book, and a piece of original music composed for the audio version of *Sonata*. The event was also an opportunity for the library to thank Schwartz and their president, Carol Grossmeyer, for their many years of service to the community and for their wonderful partnership with the library. They will be missed. Daniel Goldin, owner of the new Boswell Books, located in Schwartz's Downer Ave. location, was on hand to sell books as his first official program with the library. We wished Daniel and Boswell Books well and are looking forward to an ongoing partnership.

Programs

Read to Achieve. Milwaukee Public Library participated in the statewide Milwaukee Bucks 'Read to Achieve' program to encourage reading among children and teens in 3rd through 10th grades. This was the first year without Share the Dream class visits, which previously brought hundreds of schoolchildren in the target grade range directly into the library; in evaluation, branch librarians attribute the lower participation numbers to the absence of Share the Dream. A total of 648 students registered in 2009 compared to 1,135 in 2008. Ninety-two students completed reading 500 pages, compared to 177 in 2008. There were 105 "overtime" readers who completed 750 pages, compared to 126 in 2008. Almost 126,630 pages were scored in total, compared to 159,000 in 2008. Though fewer students participated, a higher percentage completed the program in 2009, 30.4% compared to 26.7% in 2008.

Teen Tech Week March 8–14, 2009. In celebration of the American Library Association-designated Teen Tech Week 2009, Center Street Library hosted Milwaukee Journal Sentinel technology reporter Stanley Miller II for a “gadget buffet” on Wednesday, March 11. Sixteen young adults and 3 adults enjoyed Miller’s presentation of several cutting-edge consumer technologies, including sunglasses that allow you to watch a movie in the lenses when connected to an iPod.

During that week Center Street Library also offered unlimited computer time on March 13 and 14 to teens applying for the Milwaukee Summer Youth Internship. Ten teens took advantage of the offer. Plans are in the works to expand these successful initiatives systemwide for Teen Tech Week 2010.

Grants

Financial Literacy. The Business and Technology staff are “branching out” with presentations funded by the FINRA Investor Education Foundation, as part of the SmartInvesting@YourLibrary grant MPL received for 2008 and 2009. The *Be a Smarter Investor* program was presented at East Library and a credit program was held at Mill Road Library.

Fit for Life Health Literacy. The Business and Technology staff kicked-off two *Get Fit with the Library* programs at Bay View and Martin Luther King libraries. Twenty-seven attendees at each session participated in Wii Fit exercises and brain stimulating activities. Promotional items for getting financially fit were also distributed using FINRA products from the SmartInvesting grant.

Marketing

Women’s History on MPL.org. Throughout March, the Library’s homepage featured women authors each day with a short biographical sketch and links to the library’s catalog for each title mentioned in the article. The focus on authors helped to highlight the Library’s collections and to provide reading recommendations. One of the comments received was, “I wanted to dash off a quick message expressing my enjoyment of the MPL website’s daily entries for Women’s History Month. It keeps me checking the site day by day.”

MPL Online! The Outreach Services Round Table (OSRT), a unit of the Wisconsin Library Association, featured MPL’s English Language Conversation Circles (Forest Home Library) and Smart Investing @ Your Milwaukee Public Library programs and webcasts in its Spring online issue.

MPL On The Air! Youth Services Coordinator Kelly Hughbanks was a guest on WTMJ Channel 4’s “Morning Blend” talk show on March 3 and the WITI Fox 6 Wake-Up News show on March 4 to promote the “Happy Birthday Dr. Seuss” special event on March 7. More than 1,130 people visited Central Library to wish the good doctor a happy birthday.

Read All About It! The *Milwaukee Journal Sentinel's* book editor Geeta Sharma-Jensen did a story on March 1 about Library Director Paula Kiely's efforts to help secure Russian versions of the entire Harry Potter series of books to send to a village library in the republic of Kyrgyzstan.

Paid ads promoting the "Happy Birthday Dr. Seuss" celebration ran in the March 1 and 6 *MJS* Cue sections. The March 6 Cue – and subsequent Friday Cue sections – ran notices for all Dr. Seuss events at all 13 MPL locations.

The March issue of VISIT Milwaukee's calendar of events included information on the "Happy Birthday Dr. Seuss" special event.

MJS reporter Jan Uebelherr has spotlighted MPL's book discussion groups with Cue section mentions in "Flash Forward". The March 9 edition focused on the "Anything by Twain" book discussion at Central Library, and March 16 included East Library's book discussion on *The Selected Poems of Langston Hughes*. MPL librarians at both locations report an increase in discussion group attendance due to the newspaper mention, and that all Hughes books of poetry had been checked out at East Library.

Campaigns

- Tell Me What's Happening @ MPL: March kick-off to encourage customers sign up to receive MPL news, events and services via their email account(s)
- Results: Email address list numbers up 4.77% for 1st quarter of 2009 compared to 2008 totals
- Database of the Week as part of the weekly e-message marketing effort
- Cabin Fever Reliever presence on www.milwaukeeemoms.com website
- Get A Free Library Card: This message is incorporated into all MPL branding and messaging opportunities, including on-air and print interviews and paid ads
- The *MJS*, *Shepherd Express*, *MetroParent*, www.milwaukeeemoms.com, City Channel 25, www.americantowns.com, and Milwaukee Downtown E-mail Exchange continue to feature MPL programs and events, especially children's programming, in their daily/weekly/monthly calendars.

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
March 2009
CIRCULATION

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central ◀	56,232	52,821	6.46%	154,185	147,175	4.76%
Atkinson ▶	8,358	7,096	17.78%	21,594	18,785	14.95%
Bay View	23,417	22,595	3.64%	66,856	63,627	5.07%
Capitol	18,929	18,654	1.47%	51,727	52,919	-2.25%
Center Street	5,661	5,222	8.41%	15,618	14,368	8.70%
East	22,678	20,919	8.41%	63,971	60,710	5.37%
Forest Home ▶	15,842	13,633	16.20%	41,935	36,449	15.05%
Martin Luther King ▶	8,629	6,789	27.10%	24,143	18,867	27.96%
Mill Road ◀◀	13,677	14,248	-4.01%	37,354	39,920	-6.43%
Tippecanoe ▶	17,321	17,117	1.19%	48,166	49,584	-2.86%
Villard Avenue ▶	8,710	7,762	12.21%	24,312	21,996	10.53%
Washington Park ◀◀	12,716	11,882	7.02%	33,653	33,659	-0.02%
Zablocki ◀◀	27,043	28,356	-4.63%	74,860	81,445	-8.09%
YCOS - Outreach	2,833	2,876	-1.50%	8,878	9,375	-5.30%
TOTAL	242,046	229,970	5.25%	667,252	648,879	2.83%

Factors affecting statistics this month:

Increases:

Change to media holds policy.
 Poor Economy.

Decreases:

Central, Capitol & Zablocki - one less Sunday in March.

▶	3.4% increase in hours
◀	10% cut in hours
◀◀	20% cut in hours

MILWAUKEE PUBLIC LIBRARY
Monthly Statistical Report
March 2009
PATRON COUNT

Circulation Unit	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central ◀	51,978	46,056	12.86%	147,639	147,571	0.05%
Atkinson ▶	9,527	8,887	7.20%	26,431	26,572	-0.53%
Bay View	15,825	13,764	14.97%	43,673	39,780	9.79%
Capitol	17,252	15,307	12.71%	52,951	43,910	20.59%
Center Street	11,944	12,381	-3.53%	33,253	35,549	-6.46%
East	18,031	16,236	11.06%	49,453	48,697	1.55%
Forest Home ▶	16,095	13,735	17.18%	46,635	38,308	21.74%
Martin Luther King ▶	11,033	9,851	12.00%	29,611	27,521	7.59%
Mill Road ◀◀	12,040	14,630	-17.70%	34,029	38,621	-11.89%
Tipecanoe ▶	12,863	11,302	13.81%	37,243	33,348	11.68%
Villard Avenue ▶	8,568	8,446	1.44%	24,267	22,474	7.98%
Washington Park ◀◀	15,680	17,540	-10.60%	45,084	49,296	-8.54%
Zablocki ◀◀	19,516	19,945	-2.15%	53,773	54,442	-1.23%
YCOS - Outreach	300	307	-2.28%	873	928	-5.93%
Drive-In Traffic Count	2,403	2,456	-2.16%	6,689	6,909	-3.18%
TOTAL	223,055	210,843	5.79%	631,604	613,926	2.88%

Factors affecting statistics this month:

Increases:

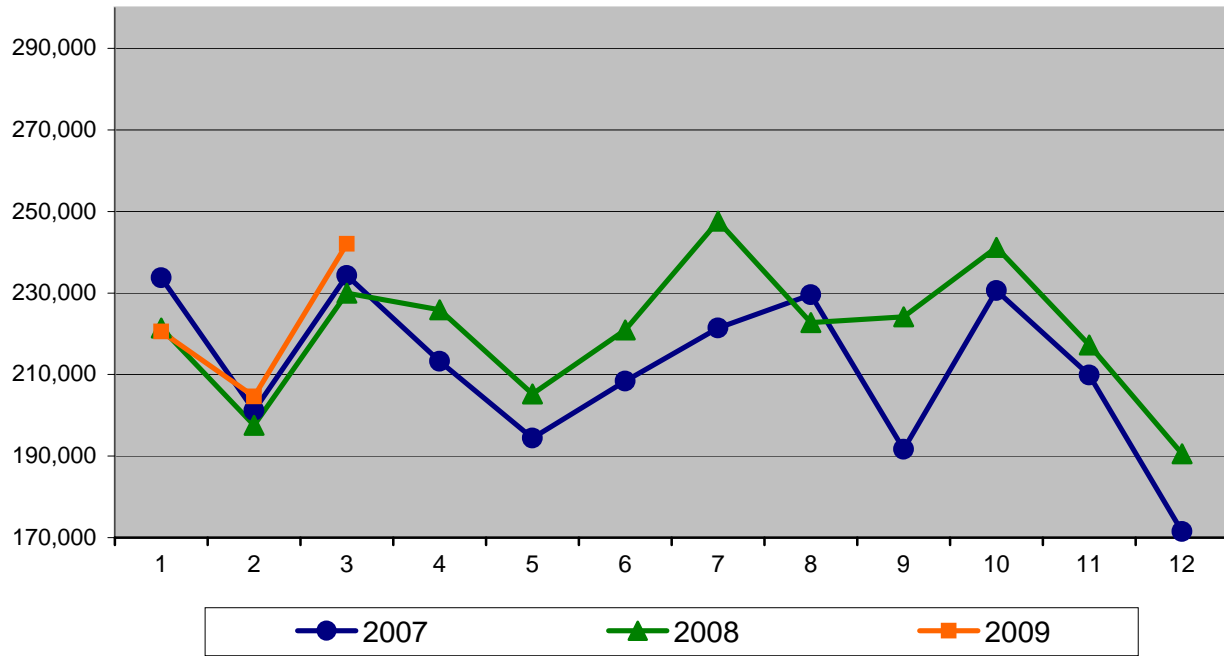
Poor Economy.

Decreases:

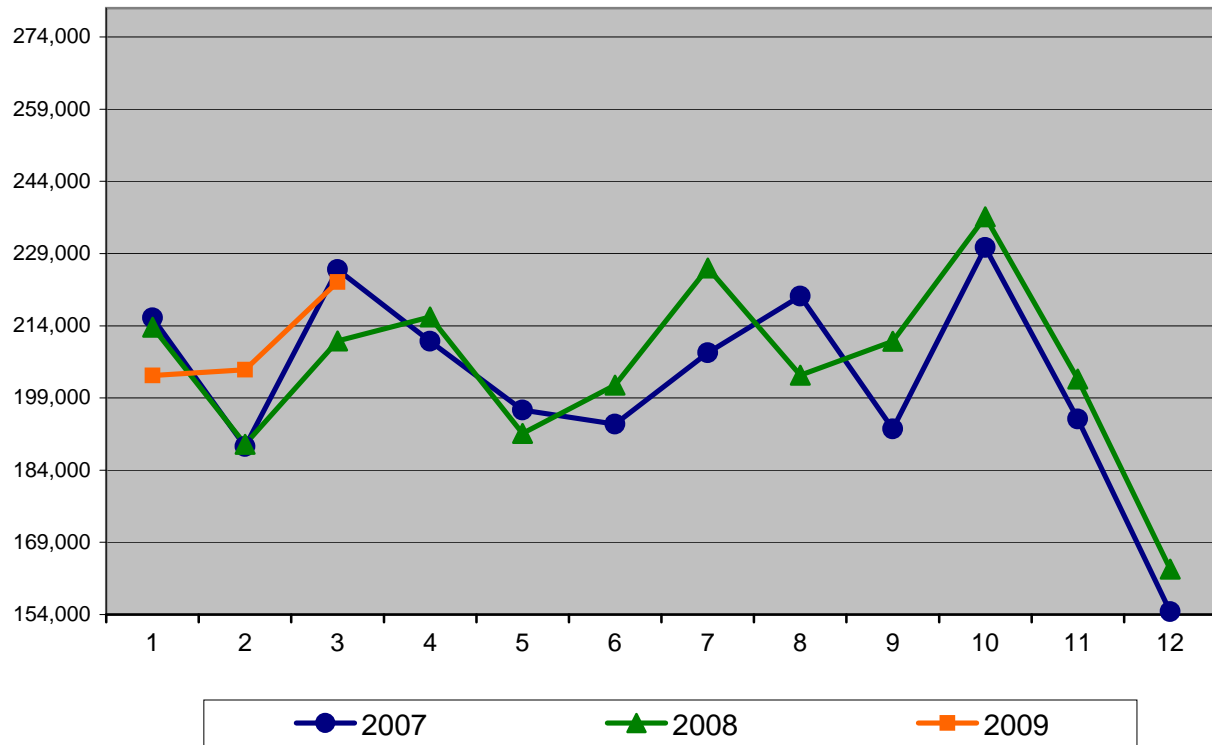
Central, Capitol & Zablocki - one less Sunday in March.

▶	3.4% increase in hours
◀	10% cut in hours
◀◀	20% cut in hours

**Milwaukee Public Library
Monthly Circulation Totals
2007 through March 2009**



**Milwaukee Public Library
Monthly Patron Totals
2007 Through March 2009**



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
March 2009**

Unique Visitors to the MPL Website ¹						
March, 2008			March, 2009			Change
	35,760			96,182		n/a

OverDrive Digital Download Circulation ²						
March, 2008			March, 2009			Change
	147			195		32.7%

Database Hits ³						
March, 2008			March, 2009			Change
Total	In-library	Remote	Total	In-library	Remote	Change
10,151	2,903	7,248	7,004	2,467	4,537	-31.0%

Milwaukee Patron Holds Placed Through CountyCat ⁴						
March, 2008			March, 2009			Change
Total	In-library	Remote	Total	In-library	Remote	Change
32,285	7,259	25,026	38,216	8,257	29,959	18.4%

Paging Slips ⁵						
	March, 2009	March, 2008	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	13,598	8,165	66.54%	32,552	25,750	26.42%
Atkinson	905	886	2.14%	2,663	2,565	3.82%
Bay View	2,645	1,315	101.14%	6,246	4,398	42.02%
Capitol	2,555	1,808	41.32%	6,364	5,165	23.21%
Center Street	666	1,091	-38.96%	1,666	2,844	-41.42%
East	2,369	1,805	31.25%	6,523	4,636	40.70%
Forest Home	981	915	7.21%	3,319	2,490	33.29%
Martin Luther King	825	774	6.59%	2,506	2,311	8.44%
Mill Road	1,255	1,330	-5.64%	4,030	3,985	1.13%
Tippecanoe	1,360	1,803	-24.57%	4,906	5,352	-8.33%
Villard Avenue	915	1,078	-15.12%	3,027	3,283	-7.80%
Washington Park	1,132	998	13.43%	3,273	3,047	7.42%
Zablocki	1,540	1,350	14.07%	5,195	3,867	34.34%
YCOS--Outreach	309	391	-20.97%	1,126	1,284	-12.31%
TOTAL	31,055	23,709	30.98%	83,396	70,977	17.50%

¹ 2008 numbers from WebTrends. 2009 numbers from Google Analytics.

² Downloadable digital audiobooks, music, and video available through OverDrive to City of Milwaukee cardholders.

³ Database hits reflect how many times users clicked on one of 85 library databases from the library's website.

⁴ Holds can be placed either remotely or in a library. This number reflects the number of items placed on hold by Milwaukee patrons.

⁵ Number of requests received by Milwaukee Public Library from all Milwaukee County library card holders.

**MILWAUKEE PUBLIC LIBRARY
COMPUTER USE REPORT**

Library Computer Use, in Hours, First Quarter of 2009						
	March			First Quarter		
	2008	2009	Change	2008	2009	Change
Central	10,690	11,588	8.4%	29,586	32,020	8.2%
Atkinson	2,654	2,756	3.8%	7,764	7,961	2.5%
Bay View	2,417	2,615	8.2%	7,025	7,504	6.8%
Capitol	3,477	3,610	3.8%	9,506	10,233	7.6%
Center Street	4,880	5,207	6.7%	13,911	14,704	5.7%
East	2,688	3,234	20.3%	8,126	8,584	5.6%
Forest Home	2,620	3,059	16.8%	7,441	8,700	16.9%
Martin Luther King	1,964	2,355	19.9%	5,767	6,514	13.0%
Mill Road	3,105	2,587	-16.7%	8,515	7,552	-11.3%
Tippecanoe	1,863	1,856	-0.4%	5,172	5,367	3.8%
Villard Avenue	1,632	1,833	12.3%	4,721	5,184	9.8%
Washington Park	3,890	3,420	-12.1%	11,200	9,793	-12.6%
Zablocki	3,018	2,649	-12.2%	8,506	7,645	-10.1%
Total	44,896	46,769	4.2%	127,240	131,761	3.6%

Hours cut in 2009

