

**Marathon County Public Library  
Director's Report for WVLS Board of Trustees  
December 2014**

**THE PAST MONTH**

Meetings with the Management Team are scheduled weekly on Thursday mornings.

**Media Summary**

**Social Media Statistics:**

MCPL Facebook Likes: 1,744 (up 50)

MCPL Teen Zone Likes: 60 (up 3)

Twitter Followers: 693 (up 21)

Pinterest Followers: 600 (up 70)

Goodreads followers: 157 followers (up 7) 429 reviews

- Hot Happenings in the River District (email newsletter)
  - November 5: Knit Night mentioned
  - November 12: Boat Science mentioned
  - November 19: Teen Movie Night mentioned
  - November 26: How to Train Your Dragon 2 screening mentioned
- Rely Local Wausau Newsletter
  - November 13: International Games Day mentioned
  - November 26 : Holiday Home Movies mentioned
- WXCO Sunny 1230 AM
  - November 18: "Coffee Break" segment with MCPL's Chad Dally
- WSAU 550 AM:
  - International Games Day interview with MCPL's Kathleen Kosiec  
<http://wsau.com/news/articles/2014/nov/14/celebrate-international-games-day-at-the-marathon-county-public-library-on-saturday/>
- WSAW Channel 7
  - November 1: G.I. Joe Diorama Pays Tribute to the Military  
<http://www.wsaw.com/home/headlines/GI-Joe-Diorama-Pays-Tribute-to-the-Military--281195461.html>

- November 15: Library Celebrates International Games Day  
<http://www.wsaw.com/home/headlines/Marathon-Co-Library-Celebrates-International-Game-Day--282833761.html>
- Wausau Daily Herald
  - November 9 : Native Americans Share Tales During Heritage Month  
<http://www.wausaudailyherald.com/story/news/local/2014/11/08/native-americans-share-tales-dances-heritage-month/18724503/>
  - November 12: International Games Day at the Library  
<http://www.wausaudailyherald.com/story/entertainment/2014/11/12/international-games-day-library/18909233/>
  - November 29: Book review by Kathleen Kosiec  
<http://www.wausaudailyherald.com/story/life/2014/11/29/book-review-time-dance/70047018/>
  - November 30: Marathon County Public Library/Friends book donation to Azura Memory Care  
 (print edition only)
- City Pages
  - October 30-November 6: Big Guide- Knit Night, Teen Movie Night, Tween club, Family LEGO club, story times at branch and Wausau headquarters mentioned.
  - November 6-13: Big Guide- A Most Wanted Man screening, Knit Night, S.T.E.A.M. station, LEGO club, story times at branches and Wausau headquarters mentioned.
  - November 20-26: Big Guide-Wish I Was Here screening, Teen Movie Night, Maleficent & How to Train your Dragon 2 screenings, Learn to Zentangle. Family LEGO clubs and story times at branches and Wausau headquarters mentioned.  
Holiday and Winter Book (special insert)  
 Wish I Was Here screening, Maleficent and How to Train Your Dragon 2 screenings, Zentangle events, Knit Night, Windows 8 and iPad basics classes, Altered Books, Family Fun Night at Edgar, Happy Holidays at Rothschild, Jersey Boys screening, Teen Movie Night, Children’s Movie Marathon, Volcano Science at Rothschild, Lord of the Rings Pajama Party, Winter break LEGO club, Downton Abbey, Movin’ and Groovin’ miniseries, Library Learning: Overdrive, Library Learning: Learning Express, Grief and Grieving for Teens, January Family Fun Night, Library Learning: Small Engine Repair mentioned.
  - November 26-December 4: Learn to Zentangle event mentioned in the Highlights section  
 Big Guide: Dolly Faulkner author visit, Knit Night, Maleficent and How to Train Your Dragon 2 movie matinees, Learn to Zentangle, story times at branches and Wausau headquarters mentioned.

- Record Review
  - November 5 edition: Stratford book club meeting of “The Art of Hearing Heartbeats” and LEGO club mentioned in the community briefs. Edgar Family Fun Night and book club meeting of “Courage Has No Color” mentioned in the community briefs. Marathon book club meeting of “The Invention of Wings” mentioned in the community briefs.
  - November 12 edition: Edgar Family Fun Night mentioned in the community briefs and 1976 Open House mentioned in the history corner section. Stratford Family LEGO club and story time mentioned in the community briefs.
  - November 19 edition: Stratford book club meeting of “The Christmas Train” and story time mentioned in the community briefs. Author Dolly Faulkner visit mentioned in the Athens community briefs.
  - November 26 edition: Athens book club meeting of “Some Kind of Fairy Tale,” Dolly Faulkner visit, and notice of holiday story time changes mentioned in the community briefs. Stratford book club meeting and story time mentioned in the community briefs. Edgar book club meeting mentioned in the community briefs.
  
- Families First:
  - November-December edition: Tween club and Native American Heritage celebration mentioned.

## Materials

- Youth

	Annual Budget	December Free Balance	Spent as of December 1	% Spent	Funds for Remainder of 2014
<b>Juv Audiobooks</b>	\$4,000.00	\$78.07	\$3,921.93	98%	\$ 78.07
<b>Juv CD</b>	\$900.00	\$4.87	\$895.13	99%	\$ 4.87
<b>Juv DVD</b>	\$7,750.00	(\$2.69)	\$7,752.69	100%	\$ (2.69)
<b>Juv VG</b>	\$750.00	\$38.45	\$711.55	95%	\$ 38.45
<b>Standing order DVD</b>	\$3,100.00			100%	\$ -
<b>Juv AV Subtotal</b>	\$16,500.00	\$118.70	\$13,281.30	<b>99%</b>	<b>\$118.70</b>
<b>Juv Fic</b>	\$13,025.00	\$629.68	\$12,395.32	95%	\$ 629.68
<b>Juv NF</b>	\$27,584.00	(\$150.62)	\$27,734.62	101%	\$ (150.62)
<b>Juv PB</b>	\$4,500.00	\$442.42	\$4,057.58	90%	\$ 442.42
<b>Juv Picture</b>	\$25,851.00	\$1,387.51	\$24,463.49	95%	\$ 1,387.51
<b>Juv Spanish</b>	\$750.00	\$51.02	\$698.98	93%	\$ 51.02
<b>Juv Print Subtotal</b>	\$71,710.00	\$2,360.01	\$69,349.99	<b>97%</b>	<b>\$ 2,360.01</b>

<b>Juv Print Standing Order</b>	\$19,098.00	\$1,115.24	\$17,982.76	<b>94%</b>	<b>\$ 1,115.24</b>
<b>Juvenile TOTAL</b>	<b>\$107,308.00</b>	<b>\$3,593.95</b>	<b>\$100,614.05</b>	<b>97%</b>	<b>\$3,593.95</b>
<b>YA Fic</b>	\$11,500.00	\$855.66	\$10,644.34	93%	\$ 855.66
<b>YA GN</b>	\$4,500.00	(\$1.25)	\$4,501.25	100%	\$ (1.25)
<b>YA NF</b>	\$2,300.00	\$39.54	\$2,260.46	98%	\$ 39.54
<b>YA Audiobooks</b>	\$700.00	\$10.10	\$689.90	99%	\$ 10.10
<b>YA TOTAL</b>	<b>\$19,000.00</b>	<b>\$904.05</b>	<b>\$18,095.95</b>	<b>95%</b>	<b>\$ 904.05</b>

- Adult

	Annual Budget	December Free Balance	Spent as of December 1	% Spent	Monthly budget for remainder
<b>Ad CD</b>	\$10,000.00	(\$45.97)	10,045.97	100%	\$(22.99)
<b>AD DVD</b>	\$24,000.00	\$111.37	23,888.63	100%	\$55.69
<b>AD VG</b>	\$1,050.00	\$3.33	1,046.67	100%	\$1.67
<b>AD Bks on CD</b>	\$9,565.00	(\$346.35)	9,911.35	104%	\$(173.18)
<b>Ad AV Subtotal</b>	<b>\$44,615.00</b>	<b>-\$277.62</b>	<b>\$44,892.62</b>	<b>101%</b>	<b>-\$138.81</b>
<b>AD Fic</b>	\$37,000.00	\$3,117.69	33,882.31	92%	\$1,039.23
<b>AD Fic LT</b>	\$9,675.60	\$5.02			
<b>Ad NF</b>	\$84,887.00	\$694.76	84,192.24	99%	\$231.59
<b>AD Bio</b>	\$10,500.00	\$233.78	10,266.22	98%	\$77.93
<b>AD Hmong</b>	\$606.40	\$0	606.40	100%	\$-
<b>Ad Sp</b>	\$650.00	\$59.94	590.06	91%	\$19.98
<b>AD Print Subtotal</b>	<b>\$143,319.00</b>	<b>\$4,111.19</b>	<b>\$129,537.23</b>	<b>97%</b>	<b>\$1,368.72</b>
<b>Ad standing order PB</b>	<b>\$30,983.00</b>	<b>\$5,273.99</b>	<b>\$25,709.01</b>	<b>83%</b>	<b>\$1,758.00</b>

<b>Adult total</b>	<b>\$218,917.00</b>	<b>\$9,107.56</b>	<b>\$200,138.86</b>	<b>96%</b>	<b>\$ 3,035.85</b>

- Circulation Summary – November 2014 statistics versus November 2013 statistics
  - All circulation reports can be viewed at <http://www.wvls.org/reports/>
  - Athens -7.25%
  - Edgar -22.94%
  - Hatley -9.50%
  - Marathon -13.32%
  - Mosinee -3.93%
  - Rothschild -5.24%
  - Spencer -6.88%
  - Stratford -25.16%
  - Wausau -9.40%
  - Wausau Drive-up +0.21%
  - Homebound +20.42%
  - ILL +16.67%
  - Overdrive +33.22%

### Branch Report November 2014

#### Athens Monthly Report

##### Events and Programs

- In the month of November, Athens held four story times with 17 adults and 60 children attending.
- On November 13<sup>th</sup>, two individuals gathered to discuss the book “Where’d You Go, Bernadette” by Maria Semple.
- LEGO Club was held on November 20<sup>th</sup>. Only one child participated in the event.
- As a passive program, we had patrons put a caption on a picture we displayed. We had a total of 14 captions at the end of the month.
- Throughout the month, we had a total of 12 classroom visits come into the library to check out books.

##### Circulation Statistics

- Athens circulated 2,111 items in November 2014. This is a 7.25% decrease. Athens has circulated 26,492 items in 2014. This is a 0.89% decrease.

### Library News

- We put up a bulletin board informing patrons that November is National Novel Writing Month. We also put up a few writing tips on the board. At the tables, we put out writing books for patrons to check out. A few of these books went out.
- This month we welcomed Heather to Athens. She is the branch assistant.

### Edgar Monthly Report

#### Events and Programs

- The Edgar Book Club met on November 13, 2014 at 11:30am to discuss the book *Courage Has No Color* by Tanya Lee Stone, with five people present. The author was in Edgar for a presentation to the public at the Auditorium, and spent the following day with students throughout the area.
- Pre-School Story Time was held three times in November, 2014, with a total of 28 children.
- Regular class visits in November with St. Johns classes. Pre-k/K came twice, First grade 2 times, and second grade 2 times for a total of 32 students for all visits.
- The Family Story Time was held on November 18, 2014 with Fall Fun Stories. There were ten adults and eighteen children. The next one will be on December 15, 2014 at 6pm.
- The Edgar Woman's Club has again provided the craft projects for use during Family Story time.
- The children that visited the library did 86 coloring activities throughout the month.

#### Circulation Statistics

- The circulation statistics for the month of November 2014 there were 1663 items checked out, this is a 22.94% decrease for the same month last year and an 4.75% decrease from 2013.

### Library News

- The Juvenile fiction section has been reset and is looking much better.
- A White-tail Night was held in Edgar and a display was put with hunting books.

### Hatley Monthly Report

#### Events and Programs

- **Family Story Time** held each Tuesday from 10:30 to 11am November themes were *Bears and Hibernation, Owls, and Thanksgiving*. Along with stories and songs, early literacy learning was emphasized with the letters of "B", "N", "O" and "I" highlighted. Many new faces of preschool age children are attending with 14 adults and 18 children (total 32) this month.
- Our "**Grow With Reading**" program (passive, ongoing) added 2 new participants with a total of 10 "growing with books". To encourage young readers, we display a growth

chart i.e. you will “grow” if you read. Children log in their name, date and current height. In future, they “re-measure” themselves and note their “growth”. Our **1KB4K Program** continues to log early reader progress i.e. 1 child completed 1KB4K this month. Our “**Giving Thanks**” passive program (patrons were asked to share what they are grateful for) had 14 adult and 23 youth participants (37 total). Gratitude for family topped the list and the Hatley Branch itself received votes including e.g. “the great selection of books for young adult readers”.

- **Hatley Book Club** met November 11, at 2pm and discussed “*The Hunger Games*” by Suzanne Collins. The book club selection was a departure for the club i.e. YA Fiction, futuristic themed; interestingly, a number of readers refused to read it, but the ones who read it enjoyed it! Eight (8) members including 1 new member joined in the most lively discussion to date.
- Programs ahead e.g. December 4 from 5:30 to 8pm “*A Place at the Table*” (Poverty program). 2015 events are being scheduled including *Book Club dates* and March 5, *Parenting program*.

#### Circulation Statistics

- Circulation for the current month (November) 2,533(-9.50%), and year-to-date 33.619(-4.89%).

#### Library News

- Along with *Book Bundles (Winter, the Cold, O Christmas Tree!)* themes, we have continued to re-organize a number of areas this month, including, *Our American Girl collection, New Easy Reader, New Picture books, New LT Fiction and adult DVD’s*. Because DVD’s now float, we ran out of space and needed to shift and add to our display units. November *special displays* included e.g. *Elections, Honoring Vets, Deer Hunting and Thanksgiving*. We are transitioning from fall to winter themes and decorations.
- *Early literacy calendars* were updated. *Collection updates* included e.g. *14 to 28 day (34 items), Collection HQ transfers (54) popular authors and themes. Mead Witter grant (to \$2,500)* was submitted earlier and we were notified it was granted. Our laptop was returned from repair.
- Staff news: On November 5, Marsha Y. (Branch Coordinator) attended the *LMPD Program* and (one more in December) and the BC meeting on the 21<sup>st</sup> and shared information with staff. She also completed WISPUBLIC *webinars “Stressed Out? Stay Positive” and “Library Marketing Words to Avoid”*. After a vacation, on 11/17-18 Janice A. made up some of her hours at the Hatley Branch. *Staff midyear Evaluations* were completed before the holiday.

#### Marathon City Monthly Report

##### Events and Programs

- Family Story Time: Marathon held three family story time events with a total of 40 children and 24 adults attending.

- Book Club: Our evening book club met on November 10 and 2 members discussed the novel, *The Invention of Wings* by Sue Monk Kidd. In December, we will meet to discuss the novel, *The Christmas Train* by David Baldacci.
- Family Lego Club was held on November 18 with 2 participants. Lego Club meets the third Tuesday of the month from 3:30-4:30.
- Passive Programs: Thirty-nine patrons participated in our November passive program telling us what or who they were thankful for.
- On Saturday, November 15 the Marathon Branch participated in International Game Day where 6 children and 2 adults played games at the library.
- Upcoming Events and Programs: Our Family Story Time, Lego Club, and Book Club will continue as usual. We will be hosting an opportunity for teens in grades 6-12 to create "Homemade Spa Gifts" on Wednesday, December 10 from 1:30 – 4:00 pm. All necessary supplies will be provided to create natural scrubs to use as gifts for friends and family.

#### Circulation Statistics

- Marathon circulated 3,208 items during the month of November. This is a 13.32% decrease. So far, in 2014, Marathon has circulated 43,168 items. This is a 4.38% decrease from last year.

#### Library News

- Lisa will be completing her LMDP training during the first week of December.
- We have two patriotic dioramas on display in Marathon created by local students. One is a World War II scene honoring General George Patton and the other is a scene from Valley Forge, honoring General George Washington.
- We are decorating the branch for the holiday season and are looking forward to sharing our holiday and seasonal resources with our patrons.

#### **Mosinee Monthly Report**

##### Programs and Events

- Mosinee Branch hosted a "Thanksgiving Recipe Swap" passive program. Visitors were invited to take a recipe card and fill it out for display in the library. Copies could also be made of recipes for patrons to take home. 3 recipes were swapped.
- Our book club met on November 17 to discuss *Eighty Days* by Matthew Goodman. This nonfiction book discussed Elizabeth Bisland and Nellie Bly's competitive race around the world in 1889-1890. 4 people attended.
- We held four storytimes in November. All were led by Dave Gregersen. A total of 66 children and 44 adults attended.
- We also have a display called "Good Reads for Good Eats," which featured cookbooks to help patrons prepare a superlative Thanksgiving feast. Many books were pulled from this display.



- The Bridgewater Community Health Clinic began holding open sessions to help patrons to sign up for the Affordable Care Act health plan. The sessions are Monday evenings and Wednesday afternoons and will continue until mid-February 2015.

#### Circulation Statistics

- Mosinee circulated 3,399 items in November 2014. This is a 3.93% decrease. Mosinee has circulated 42,047 items in 2014. This is an 8.66% decrease.

#### Library News

- Anna Conrad attended a seminar called “Making the Transition from Staff to Supervisor” on November 20 in Appleton, WI. She believes she has acquired useful new managerial skills that will help her in her new position.
- Anna also attended the Branch Coordinators Meeting held in Wausau on November 21.
- Anna and LeeAnn Knutson have been completing all assigned lists, collection tasks, and other collection maintenance as needed. They have also been performing rounding sessions and evaluations each month and are working toward development goals.
- On December 9, 2014, Mosinee Branch will hold a Holiday Craft Day program from 12:00 to 3:00 pm. We spent November promoting and preparing for the program. Much interest has been shown for the upcoming event.
- We are also planning a Christmas Favorites passive program as well as several displays.
- We have been promoting the use of our newly repaired microfilm machine and have had interest from one individual.

#### **Rothschild Monthly Report**

##### Events and Programs

- Family Story Time: Rothschild held 7 regular family story times with a total of 29 adults and 44 children attending. The cold and snow kept away some of our regular attendees. Starting in December, our Thursday afternoon will move from 1:30 to 2:30, which will hopefully allow more families to attend.
- Family LEGO Club: Rothschild held Family LEGO Club on October 18<sup>th</sup>. 2 children participated.
- Book Club: Book club met and 13 people discussed *The Cuckoo’s Calling* by Robert Galbraith. In December, the club will not meet at the library. Meetings will resume in January with *Night Road* by Kristin Hannah
- International Games Day at Your Library: 8 children, 1 teen, and 5 adults participated in our International Games Day event. The participants really enjoyed chess, Skip-Bo, Candy Land, and Chutes and Ladders.
- A Place at the Table: 9 adults and 2 children joined us for the UW-Extension film showing of *A Place at the Table* about hunger and poverty on November 18<sup>th</sup>.
- Passive Programs: 68 people added a leaf to our “What Are You Thankful For? Tree” to celebrate Thanksgiving. The most popular responses were family, friends, and the library.

- Upcoming Programs: Family Story Time, LEGO Club, and Book Club will continue as usual. In November, we will also have a special story time to celebrate the holiday season. We will also be having a tween event over winter break where kids can come to the library to learn about volcanoes, build their own volcano, and watch it erupt!

#### Circulation Statistics

- Rothschild circulated 10,349 items in November. This is a 5.24% decrease from last year. In 2014, Rothschild circulated 125,283 items. This is a 3.6% increase from last year.

### **Spencer Monthly Report**

#### Events and Programs

- In the month of November, Spencer held three story times with a total of nine adults and seven children in attendance.
- On November 7<sup>th</sup>, the Spencer police department was scheduled to give a presentation on winter safety and preparedness. No one attended this program.
- Book club gathered on November 17<sup>th</sup> and November 20<sup>th</sup> to discuss “The Round House” by Louise Erdrich. There were ten people in total between the two dates.
- On November 24<sup>th</sup>, we held LEGO Club. Two children participated in this event.
- Two individuals participated in the passive program we had this month. As part of National Novel Writing Month, we put up a picture and had patrons put a caption on it.

#### Circulation Statistics

- Spencer circulated 1,907 items in November 2014. This is a 6.88% decrease. Spencer has circulated 24,395 items in 2014. This is a 6.54% decrease.

#### Library News

- We put up a bulletin board informing patrons that November is National Novel Writing Month. We included some tips to help people get started on writing.
- We also had some writing books out on display. These books were looked at occasionally, but not many were checked out.
- Spencer has had a number of people helping to cover shifts this month. We are appreciative of all the extra assistance.

### **Stratford Monthly Report**

#### Events and Programs

- In the month of November, Stratford held 4 story times with 27 children and 16 adults attending. Two preschool story times were held with 20 children and 2 adults in attendance. Five classes from St. Joseph’s school visited the library to check out books this month with a total of 41 students.
- Family LEGO club was held with 1 adult and 3 children attending on November 18. Stratford Book Club discussed the book *The Art of Hearing Heartbeats* by Jan-Philipp Sendker on November 17 with 9 adults present.

- December programs will continue with Family Story Time and LEGO Club. December Book Club will be conversing about the book *The Christmas Train* by David Baldacci on December 15.

#### Circulation Statistics

- Stratford circulated 1,597 items for November 2014. This is a 25.16% decrease from 2013. For the year Stratford circulated 24,530 items a -13.85% decrease from 2013.

#### Library News

- Stratford Public School held a literacy night on November 6 and the library was invited to promote our services. A display of library brochures covering the library services and early literacy was set up. 145 were in attendance for the night. Janice held one of the half hour sessions with stories and a small craft with 35 adults and children listening to stories.
- November book displays covered Veterans Day with historical books about the wars and the veterans that fought in them. Fiction books with a war theme were also on display. Holiday Thanksgiving cookbooks were set out for patrons to browse for new recipes for their Thanksgiving dinners.
- A passive program on National Games and Puzzle Week which was November 23-29, game and activity books were displayed. Puzzle sheets for both adults and children were promoted.
- Audrey Kohlbeck will be starting as Branch Coordinator at Spencer Branch on December 8<sup>th</sup>. Story Time children will miss her stories here at Stratford. Stratford will be getting a new assistant soon.

### Monthly Report – December, 2014

#### Finance / Support Services:

The zip tie sealing of transfer bins project that the MCPL Support Services Team has undertaken has successfully reduced “lost in transit” items by two thirds. The project was expanded to other V-Cat bin transfers since our implementation and the minor expense has yielded great benefits in that patrons more consistently receive their materials and the libraries save the expense of replacing items. Preparation for year-end financial reporting and fiscal year closure are well underway. Auditors hired by Marathon County visited the library in early December to review selected documents as they have done in prior years. No issues were found.

<b>Director’s Activities:</b>
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- 11-17-14 Marathon County Public Library Board of Trustees Meeting
- 11-19-14 County Dept. Heads Retreat/Meeting
- 11-20-14 Altrusa Int'l Anniversary Banquet
- 11-21-14 Branch Coordinators Meeting
- 11-21-14 WIPPS and Marathon County Collaboration re: citizen involvement initiative
- 11-24-14 Friends of the Marathon County Public Library Meeting
- 12-3-14 County Leadership Training
- 12-8-14 Develop Departmental Scorecard
- 12-8-14 Monthly meeting with Library Board President Audrey Ascher
- 12-10-14 WIPPS and Marathon County Collaboration re: citizen involvement initiative
- 12-12-14 County Dept. Heads Retreat/Meeting
- 12-15-14 Marathon County Public Library Board of Trustees Meeting

**NEXT MONTH DIRECTOR'S ACTIVITIES:**

- 12-15-14 Marathon County Public Library Board of Trustees Meeting
- 12-15-14 Policy reviews w/Leah and Becky
- 12-16-14 Right Stuff Award at County Board Meeting
- 12-22-14 Early Years Coalition Meeting
- 12-22-14 Friends of the Marathon County Public Library Meeting
- 1-9-14 LIFE Report Steering Committee
- 1-12-14 Develop Departmental Scorecard
- 1-15-14 Policy reviews w/Leah and Becky
- TBD Monthly meeting with Library Board President Audrey Ascher
- 1-19-14 Marathon County Public Library Board of Trustees Meeting

**LIBRARY PROJECTS, PROGRAMS, EVENTS:**

**UPCOMING CONFERENCES, CONTINUING ED, WORKSHOPS:**

**UPCOMING LIBRARY PROJECTS, PROGRAMS, EVENTS:**

Programs listing is located on the MCPL website.

**Any other issues or items of note:**

Letters and notes are posted at the Library Board Meeting.