

## **Director's Report December 2014**

### **Meetings and Visits**

SCLS staff met with Justin Riley, host of the CW57 Talk of the Town, to work out a monthly schedule for show topics and commercials. I will be recording a new segment on January 20 regarding the digital magazine product *Flipster*. [www.scls.info/flipster](http://www.scls.info/flipster)

I attended the January Columbia County Library Board meeting in Poynette.

The coordinators met to review the hiring procedures document again. Follow up to the Jefferson County annexation letter was discussed along with the March All Directors meeting agenda.

I attended the January Technology and Administrative Council meetings where I presented orientation training to the new cluster representatives. The training focuses on reaching consensus within a group and the SCLS governance structure.

### **Circulation Metrics**

In this month's board packet, you received a spreadsheet entitled *ILL & OverDrive Summary 2014*. The spreadsheet is an example of a growing concern among libraries regarding the need for different metrics for measuring libraries' progress. Every month the SCLS Board receives a report of the members' ILL statistics. This report is separate from the report of downloadable materials, i.e. OverDrive. The summary spreadsheet combines OverDrive and ILL circulation numbers to provide a clearer picture of use. OverDrive is used since it basically is electronic books and not a database where searches are performed. OverDrive use is counted in a manner similar to books and is used by all SCLS libraries. The summary shows 2013 circulation increased 4% over 2012. Then in 2014 it shows a 1% decrease from 2013 (122,678).

One contributing factor could be that digital magazines are being added to the collection. In 2014, a magazine product called Zinio was made available by Middleton Public Library who allowed access to all SCLS libraries. Its statistics are not included. A second magazine product, Flipster, was unveiled January 1, 2015 to all SCLS libraries. Flipster check outs will not be included until a later date and not in the ILL numbers.

SCLS is working with Dane County libraries on a pilot project to investigate the impact of different materials on circulation and how to tell libraries' stories better. An example of the preliminary research is that the core circulation of print books has not changed dramatically while the circulation of movies and audio materials has. The very popular and circulation increasing formats of dvd, videos, books on cd are being replaced with streaming and formats that do not require library users to check out a physical item that can be counted. Their corresponding circulation is plummeting. This makes straight circulation numbers less reliable as a usage metric.

A task force of the AC is also working on this topic to conduct an inclusive discussion and research gathering program at the March All Directors meeting to begin looking for better metrics to explain the importance of public libraries and their use by the public.

### **Jefferson County**

I was contacted by the Jefferson County Board for an interview. Vicki Teal Lovely, the Lodi Public Library co-Director and I will travel to Johnson Creek on January 27 to talk with the board and their member libraries. The 3 other adjacent systems will also be interviewed. The issue was reviewed at the January Administrative Council meeting.

### **Foundation**

The first meeting of 2015 will be held January 22 immediately after the SCLS Board of Trustees meeting. Alliant Energy awarded the SCLS Foundation a \$2,500 grant for *Full STEAM Ahead: Public Library Science Program*.

### **Personnel**

Erin Foley, Rio Library Director has been named the new Adams County Library Director. Tracy Herold started as the new director of the Dane County Library Service on January 12. Andy Barnett will begin his

new position as Director of the McMillan Library on January 16. Both Rio and Sun Prairie Libraries have posted notices for new directors.

**Good News**

The lack of snow and bad weather has made the delivery drivers very happy.

Respectfully submitted by,

*Martha Van Pelt*

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