



Foundation

MADISON PUBLIC LIBRARY

WINTER 2019-20

A newsletter from
Madison Public
Library Foundation

IN THIS ISSUE

**Your December
Annual Fund Gift
to Double**

**Pinney Gala,
Grand Opening
Dates Set**

**Library, Schools
Partner for
Maker Education**

**Meet Lakeview's
Teen Librarian**



Create Your Comic Story at the library



Frida Fiesta at Hawthorne Library

All Annual Fund Gifts Will Double Thanks to \$70K Match

Thanks to an anonymous donor, all contributions to Madison Public Library Foundation’s annual fund between now and December 31 will qualify for a 100 percent match!

Donations to the annual fund support Madison Public Library’s collections, programs, services, employee professional development and foundation operations. These dollars supplement the City of Madison library budget for efforts that enable our libraries to serve more people in our community — especially those who need the most help.

“The library is the most revolutionary institution in America,” our matching gift donor said. “We need to be good stewards, nourish it and grow it for future generations.”

This year, \$138,100 in annual fund grants fulfilled a variety of library needs, including:

- **Technology (\$25,000)** | Funds were used for software licenses and hiring a

consultant to draft a multi-year technology plan for the library.

- **Professional Development and Staff Day (\$25,000)** | Library staff gained job skills and career development training.
- **Equity & Innovation – Meadowridge Virtual Learning Project (\$15,000)** | This project uses virtual reality-based gaming equipment (through PlayStation) to teach information literacy concepts to children and young adults.
- **Bubbler Impact (\$15,000)** | Dollars were used to build an app prototype that helps Bubbler staff measure the effectiveness and impact of maker programs for kids, teens and other community members.

- **Dashavatar – Celebrating the 10 Avatars (\$1,500)** | A mini-grant helped staff and community partners present a celebration of Indian and South Asian heritage.
- **Collections (\$20,000)** | The library spent collections funds on eBooks, graphic novels, board books, picture books and other items.
- **Community-Driven Book Club Kits (\$2,000)** | This mini-grant covered the purchase of community-selected discussion books and encouraged authors to contribute discussion questions or other supplemental material for the kits.

Support the annual fund at mplfoundation.org/donate or mail your gift in the envelope inserted into this newsletter.

Lussier Leaves Large Estate Gift to Foundation

Madison Public Library Foundation recently learned that philanthropist John “Jack” Lussier, who died in 2018, left a nearly \$1 million charitable trust gift to support future library endeavors. The dollars received in 2018 and 2019 will be directed to the foundation’s endowment fund.

Lussier was a big library supporter who wanted to see the library benefit from his gift beyond his lifetime, foundation Executive Director Jenni Jeffress said. Lussier provided a generous gift to Central Library’s capital campaign and was a loyal contributor to the foundation’s annual fund.



John “Jack” Lussier (left) and foundation Executive Director Jenni Jeffress at Ex Libris in 2014.

Shanna Wolf

Bubbler Trains Teachers to Lead Maker Education in 15 Madison Schools

Leo loves fonts and wants to design them someday. Zoey likes to explore careers and new materials in the Spotlight Station. Amy enjoys building small cardboard houses for her dolls. Jaycob likes to build and take apart technology.

These third-graders at Madison Metropolitan School District’s Glendale Elementary School spend one period each week in teacher Sara Milewski’s class, called the FAB (Fostering Active Brains) Lab. It’s a place where STEAM (science, technology, engineering, arts and math) skills develop through maker education.

“Oh my gosh, they love it! They love, love, love it.”

—Sara Milewski, Glendale Elementary School teacher

Glendale is one of 15 MMSD schools currently offering maker education through a partnership with the Bubbler at Madison Public Library. The library’s role is to jump-start and maintain maker education in Madison’s participating classrooms. A \$200,000 grant from Schmidt Futures — obtained by Madison Public Library Foundation — provides training and support from Bubbler Youth Services Librarian Rebecca Millerjohn, instruction from various “Bubblearians,” and dollars to purchase furniture and other items for Milewski and teaching partner Nancy Engle’s classroom. The nonrestricted nature of the grant is important because it’s often hard to purchase consumable materials, furniture or professional development for teachers with other school district funds. And to measure Making Spaces’ effectiveness, the foundation awarded the Bubbler a \$15,000 grant from the Program Venture Fund to develop an observational app prototype that assesses programming with evaluation criteria.

The Making Spaces program is a research practice partnership led by Maker Ed and the Children’s Museum of Pittsburgh, with support from Google’s Making & Science initiative. The goal is to sustainably integrate making into learning environments throughout the country. The Bubbler serves as a Midwest hub for Making Spaces.

A Thriving Partnership

When the Bubbler started participating in Making Spaces in 2017, it was the only library in the program and the only site that worked with only one school district — which Millerjohn credits with its success. Madison started with seven participating schools, and today there are 15; the two newest are Black Hawk Middle School and Glenn Stephens Elementary School.

“This project has helped us form a really good relationship with the school district,” she said, which will allow the Bubbler to identify more ways to partner in the future.

At Glendale, Milewski and Engle work with kindergartners through fifth-graders throughout the day. Their class is part of MMSD’s REACH program, which stands for Reinforcing and Enriching Achievement for All Children.

Millerjohn leads personalized monthly professional development training for participating schools’ teachers and media specialists.

“In a role like this, you have to be a jack of all trades,” Milweski explained. The library connects teachers with artists-in-residence, library staff and other professionals who can help them expand their skills.

Student Skills Development

Students in the maker classes are exposed to a wide variety of activities, from sewing and tinkering with small machinery to coding and stop-motion animation on computers. Milewski presents a new focus each month — for instance, sound. In October, students learned how sound waves travel, and how to create and change sound through musical instruments. In November, the focus turned to simple machines, and December’s focus is coding.

Glendale’s maker classroom strives to build five Skills for Learning: Effort, Problem Solving, Creativity, Collaboration and Social Skills.

Perhaps the best part of Making Spaces is how much the kids enjoy the activities. “Oh my gosh, they love it!” Milewski said. “They love, love, love it.” Her student surveys show that nearly all students look forward to Glendale’s



A Glendale Elementary School student browses fonts on a FAB Lab laptop.

maker programming and don’t want to miss their FAB Lab time.

Becoming a Classroom

To become a Making Spaces classroom, schools had to apply. Millerjohn said the selection panel considered the diversity of the school’s team, as well as equity and diversity of the student population. It also looked for visions and plans that aligned with the Bubbler’s.

“We really wanted schools who wanted to do this work not just in the library, but in classrooms,” Millerjohn said. “We wanted to get schools that were trying to use maker education as a way to help kids who were struggling.”

The Bubbler presents opportunities for Making Spaces teachers to gain opportunities to connect with local experts, and to attend and present at maker conferences and workshops like Maker Ed’s in Pittsburgh and Play Make Learn at UW-Madison. Its staff also share what they learn about maker education within higher education. For instance, a UW-Madison School of Education Technology & School Leadership class was recently in the Bubbler making sock monsters and creating digital comics starring those sock monsters, as well as learning how to incorporate maker education into the classroom.

Millerjohn said the Bubbler will need to sunset the program in 2020 as it stands, but will continue to provide professional development for Making Spaces teachers and library media specialists in a larger group setting. The library also plans to apply for a \$100,000 National Endowment for Humanities grant to continue

maker education in Madison schools, but would need to find up to \$150,000 in additional support to carry out its work.



Glendale REACH teacher Sara Milewski instructs third-graders on simple machines in the FAB Lab.

Pinney Library Gala February 29

Love the Library: A Grand Opening Gala for Pinney Library is just a couple months away! Join us from 6–10 p.m. Saturday, February 29, for food stations featuring cuisine prepared by east side restaurants and caterers, along with beer and wine, multiple live music acts, library tours, a silent auction and more.

Tickets are available for purchase at mplfoundation.org. Cost is \$175 each, or \$500 for a two-ticket Community Sponsor package.

If your business, organization or club is interested in supporting the gala and grand opening events, please visit mplfoundation.org/pinney.



The interim Pinney location at 211 Cottage Grove Road will close on February 17. The new Pinney Library will open to the public on March 12 with a ribbon-cutting ceremony at 11 a.m., followed by a Grand Opening Weekend on March 14–15. Visit the library and foundation websites for details in the coming months.

Meet the Foundation’s Five Newest Board Members

Madison Public Library Foundation welcomed five new members to its board of directors this fall.



Ariel Ford | Ford was born in Talladega, Ala., but finished high school in Madison. She earned her degree in elementary education with an emphasis on K-3. She retired from IBM after holding positions in Marketing, Education, Human Resources and Customer Satisfaction. She taught kindergarten in Alpharetta, Ga., and retired from professional life in 2012 as the City of Madison Equal Opportunities Manager. She recently completed her term as President of the Friends of the Goodman South Madison Library. Ford’s hobbies include traveling, enjoying time with friends, theatre, dining out, and reading both fiction and nonfiction. She has a Kindle and has over 100 books downloaded but prefers to hold books in her hand. She said she believes in the role of public libraries in our society. Libraries enable those less privileged to become as knowledgeable as the more privileged, she said.



Jennifer Hannon | Hannon is a member of the Estate Planning, Estate & Trust Administration Practice Group at Godfrey & Kahn, S.C., and serves on the firm’s Board of Directors. She’s also an adjunct professor at the University of Wisconsin Law School, and speaks publicly on a variety of estate planning, business succession and planned giving topics. She is a member of the State Bar of Wisconsin, American Bar Association, the Madison Estate Council and the Planned Giving Council of Eastern Wisconsin. Prior to her career in law, Jennifer was an enlisted member of the United States Army serving as a combat medic.



Chris Jaye | As President of Commonwealth Companies, Inc., Jaye oversees both the asset management and property management divisions of the company, including portfolio performance and dispositions. Prior to concentrating on real estate development in 2007, Jaye spent 12 years involved in the acquisition and syndication of affordable housing developments, most recently as a Vice President of Acquisitions for a national provider of debt and

equity financing. He earned his bachelor’s degree in Political Science from the University of Wisconsin-Madison. Jaye and his wife have three children ages 21, 19 and 17. He said all of their kids utilized and benefited from Madison Public Library. His hobbies include travel, golf, and attending sporting events with friends and family.



Tom Kuplic | A Sheboygan Falls native, Kuplic has called Madison home for more than half of his life. He and his spouse, Emily, and their son, Oscar, come from many generations of library supporters and literature enthusiasts, and when not reading together, their family loves to play sports, cook and travel. Kuplic completed his Ph.D at UW-Madison. After a brief stint in academia, he moved into digital marketing and communications, which after stops in advertising agencies and software development companies has led to his current role as a Digital Transformation Consultant at American Family Insurance. After a presentation to the Library Foundation board about effective storytelling, Kuplic became a member of the Marketing Committee.



Francesca Rodriguez | Rodriguez is the Strategic Program Officer in the Office of the Dean at the School of Education. She comes to the School of Education after working since 2012 as a technology policy consultant for the Knight Foundation. She served as the lead policy researcher for the foundation in its work with the City of Detroit on a digital inclusion policy. Rodriguez also served as Foundation Officer for Madison Public Library Foundation. From 2011-13, she was Director of Technology Adoption & Digital Skills with the City of Chicago’s Department of Innovation and Technology. Rodriguez earned her master’s degree in public policy from the Harris School of Public Policy at the University of Chicago. She and her husband, Mark, have two daughters.

The foundation thanks its six outgoing board members for their years of service: Tom DeChant, Marnie Hulan, Anne Lucke, Shannon Kleiber, Dick Goldberg and Nadine Pfotenhauer.

YOUR DOLLARS AT WORK

Summer Reading Program Serves Nearly 5,700 Youth

Madison Public Library celebrated another summer of reading! Nearly 5,700 children participated in this year’s Summer Reading Club.

With the help of our Bubbler Making & Learning interns, children who completed the program were invited to end-of-summer reading celebrations. More than 450 children made digital comics adventures at eight Madison Public Library locations and at eight outreach sites on the Dream Bus throughout the month of August. Discover some of these stories at madisonpubliclibrary.org/impact.

Kids were especially excited when they realized they could incorporate their own illustrations into their work by taking photos of their drawings to use as backdrops or props. Other makers incorporated photos of illustrations from their favorite picture books in the library so they could be the main characters in their favorite stories.

We couldn’t celebrate summer reading without all the wonderful sponsors. Funding for the 2019 Summer Reading Club was provided in large part by the Steve Stricker American Family

Insurance Foundation and Madison Public Library Foundation’s Wizards in Wonderland fundraiser, with additional support from Olbrich Botanical Gardens, Overture Center for the Arts and the South Central Library System. In-kind contributions came from Madison Parks, the Madison City Clerk’s Office and Madison Water Utility’s Water Wagon.



Families celebrate the conclusion of the Summer Reading Club at the library’s Concert & Picnic at Olbrich Botanical Gardens.

Meet Lakeview’s New Teen Librarian

Robin Amado is the new Teen Librarian at Lakeview Library. She grew up outside of Chicago and has lived in Madison since 2011. She was previously a high school English teacher on the Navajo Nation in Arizona and the librarian at Memorial High School. Last winter, she lived in Phoenix, Ariz., and worked at Phoenix Public Library.

Amado has been spending time building relationships with community partners and getting to know some of Lakeview’s regular teen patrons. She has implemented an intentional approach toward the programming offered and the spaces curated for teens at Lakeview. You might have seen her at pop-up programs this fall, where she continued to get to know teens and families in the Lakeview neighborhood to inform teen services.

One program Amado brought to the library this fall was the Green Card Voices exhibit, which portrays teen immigrants through their own words. As a librarian at Memorial High School, she was instrumental in bringing the effort to Madison and having Memorial students participate along with students from a school in Milwaukee. This fall, as the book was released, Amado and colleagues brought the traveling exhibit to Madison, where it was displayed at Lakeview and Sequoya libraries through a Beyond the Page grant.

As a graduate student at the UW-Madison iSchool, Amado was involved with the

Tribal Libraries, Archives, and Museums Project. She helped plan culturally relevant professional development for tribal cultural workers, co-wrote an IMLS grant and traveled to tribal institutions all over the Midwest. She tries to stay involved in that work when she can, calling it “one of the most fulfilling and transformative experiences of my life.” She says of her time in Arizona, “I thought living in the Southwest was going to be a permanent move for me, but being away from Madison helped me realize how much I love this city and the people here.” We’re happy she’s back and serving teens in her new role at Madison Public Library.

Amado’s position is funded with a legacy gift from Cheryl Rosen Weston to Madison Public Library Foundation.

Lakeview Friends Gift Supports Teen Engagement

The Friends of Lakeview Library donated \$1,200 to Madison Public Library to help new Teen Librarian Robin Amado buy supplies for Pop-Up Library visits to schools and community centers this past fall.

“We are excited about the new programs being developed by our bequest-funded Teen Librarian,” said Lesleigh Luttrell of the Lakeview Friends group. “We look forward to being able to provide more support for 2020 programming efforts.”



Arree Macon (left), former Northside Navigator and co-organizer of Saturday Night Library; Robin Amado; and Karuna Bhat, Wanda Fullmore Intern at Lakeview Library, pictured at the Northside block party this summer.

EVENTS & HIGHLIGHTS



Shanna Wolf

Ex Libris a Winning Affair

Madison Public Library Foundation's 2019 Ex Libris set a new fundraising record! The November 8 event with the theme "Timeout to Tailgate" grossed \$72,000 to support the library's programs, collections and more. Big thanks go out to our sponsors and guests, and those who purchased silent auction items.

Giving from IRA Is a Smart Option

With fewer taxpayers itemizing their deductions due to the federal tax law changes last year, giving to Madison Public Library Foundation from an IRA has become increasingly popular.

If you're older than 70 ½, you can make a Qualified Charitable Distribution (QCD) of up to \$100,000 per year from a Traditional, Rollover, Inherited, SEP or SIMPLE IRA to the foundation. The gift stays out of your 2019 adjusted gross income if it's a direct transfer of funds from the IRA custodian to the foundation on or before December 31. It also counts toward your Required Minimum Distribution (RMD). In addition to knowing you're helping the library serve more people in our community, a QCD excludes the gift from taxable income, which is unlike regular withdrawals from an IRA.

The foundation also accepts gifts of stock and securities, contributions from donor-advised funds and trusts, and other sorts of smart giving mechanisms. For more about smart ways to give, visit mplfoundation.org or call our office at 608.266.6318.

Library Introduces Customer Service Framework at 2019 Staff Day

Madison Public Library closed its doors on September 12 for its seventh annual Staff Day. Each year, nearly three-fourths of the staff come together for a day of training and team building focused on a different theme.

This year, library management introduced a new Customer Service Framework, which brings together many aspects of the values of the library and the City of Madison into a framework that library staff at all levels can apply to their daily work. Also, a staff-only Wisconsin Book Festival event featured author Dolly Chugh, via Skype, speaking about her book, *The Person You Mean to Be: How Good People Fight Bias*. Staff had prepared for the event by reading her book throughout the summer, and Chugh answered questions from library staff after talking about her research and findings. The discussion proved to be one of the highlights of the day.

Other breakout sessions featured discussions around harassment and self-care techniques. One attendee noted, "I feel like this was the most valuable Staff Day we have had so far in terms of learning new information and being applicable to my job."



Barbara Arnold (left) and Jenni Jeffress announce a new professional development endowment fund at Staff Day in September.

Foundation Executive Director Jenni Jeffress ended the day with the presentation of the Elizabeth Moon Proctor Scholarship to Juli Jasicki, and the announcement of a new professional development endowment fund. Retired librarian Barbara Arnold encouraged the foundation to start the fund and made an initial gift, followed by a \$4,000 anonymous challenge gift that was matched by library staff. Another anonymous donor has since contributed \$11,000 more to the fund, which will sustain career growth among library staff. For a library system focused on innovation, training and exposure to new ideas are essential.

Lunch, refreshments and speakers for the day were funded by a Madison Public Library Foundation grant.

Help Your Library This Holiday Season

As you shop for gifts this holiday season, there are several ways you can support Madison Public Library and the foundation:

- make a Tribute gift in honor or in memory of a loved one at mplfoundation.org/donate
- purchase a Wisconsin Book Festival membership for a family member, friend, teacher or other book lover
- if you can't shop locally, select the foundation as your favorite recipient charity at smile.amazon.com so we can receive 0.5 percent of your purchases from the AmazonSmile Foundation

Thank you for thinking about the library as you do your shopping this month!



201 W. Mifflin Street
Madison, Wisconsin 53703
608.266.6318
mplfoundation.org
info@mplfoundation.org

MADISON PUBLIC LIBRARIES

Alicia Ashman 733 N. High Point Rd.
Hawthorne 2707 E. Washington Ave.
Lakeview 2845 N. Sherman Ave.
Meadowridge 5726 Raymond Rd.
Monroe Street 1705 Monroe St.

Executive Director Jennifer Jeffress | **Newsletter Editor** Amy Mertz
Contributing Writer Tana Elias | **Newsletter Design** Georgia Rucker

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