



**Foundation**

MADISON PUBLIC LIBRARY

**WINTER 2021-22**

A newsletter from  
Madison Public  
Library Foundation

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## Your Gift Has Twice the Impact All Month Long

All gifts made to Madison Public Library Foundation through December 31 will double, thanks to an anonymous donor who committed a match of \$80,000!

Annual fund donations boost literacy and lifelong learning for Madisonians in the form of collection items, technology improvements, programming, staff professional development



The library purchases materials for its collection with annual fund dollars.

and much more. A small portion of the gifts also fund foundation operations. Privately raised funds allow the library to elevate the patron experience and serve even more people in the community.

Throughout 2021, annual fund dollars were granted to the library for:

- books, eBooks, newspaper and magazine subscriptions, music and movies
- improved technology, based on recommendations from a consultant who identified gaps and shortcomings in equipment and infrastructure
- employee training and conferences
- smaller projects like Library Takeover and the Native American Storyteller-in-Residence program

Ten percent of annual fund proceeds are invested in the foundation’s permanent endowment, which provides stability and longevity for library support.

Mailed gifts must be postmarked by December 31 to count toward 2021 and to qualify for the match. To give, visit [mplfoundation.org](https://mplfoundation.org) or mail your contribution in the envelope inside this newsletter.

## Library Receives \$242K National Leadership Grant

Thanks to a \$242,000 National Leadership Grant for Libraries from the Institute of Museum and Library Services (IMLS), Madison Public Library will be able to effectively measure its programs’ impact and serve as a model for other U.S. libraries to do the same.

The “Librarian’s Toolkit for Digital Observation, Assessment, and Analysis” project will create and pilot a toolkit for librarians to digitally collect, organize, and analyze qualitative, observational data on creative programming for all ages in libraries of varying sizes and capacities. It will also design a model to disseminate these tools to other public libraries nationwide.

The project will result in a framework for consistent cycles of observation and reflection to help libraries demonstrate their ability to support learning through hands-on experiential programs. Local partners Skokie Public Library (Ill.) and Waupaca Public Library (Wis.) will help test the model in differently sized libraries, and national organizations Public Library Association and Maker Ed will help disseminate the findings and toolkit when complete.

“We’ve been working on creative ways to capture the amazing learning that is happening in our spaces and with our partners for a long time,” said Project Leader Rebecca Millerjohn. “It is really exciting and encouraging that IMLS believes in us and sees the potential for this work so libraries across the country can better share their impact.”

Millerjohn co-led a previous National Leadership Grant-funded project in partnership with the UW-Madison iSchool and School of Education centered around interactive learning. The new grant builds on the work formerly done with the library’s nationally recognized arts and maker program, The Bubbler.

“Madison Public Library is recognized at a national level for its innovation and emphasis on community-driven programming and initiatives,” said Madison Public Library Director Greg Mickells.

“We’re honored to advance the work in this field, to be able to contribute to the library profession on a national scale, and to use this work to better serve our library visitors.”

The Bubbler @ Madison Public Library has been partially funded through a variety of grants and Madison Public Library Foundation donations.



Programs like Black Girl Magic will benefit from a grant that helps the library measure effectiveness and impact.

## My Day on the Dream Bus

Madison Public Library Marketing Specialist Liz Boyd recently did a ride-along with the Dream Bus staff. We asked her to share her experience with our donors.

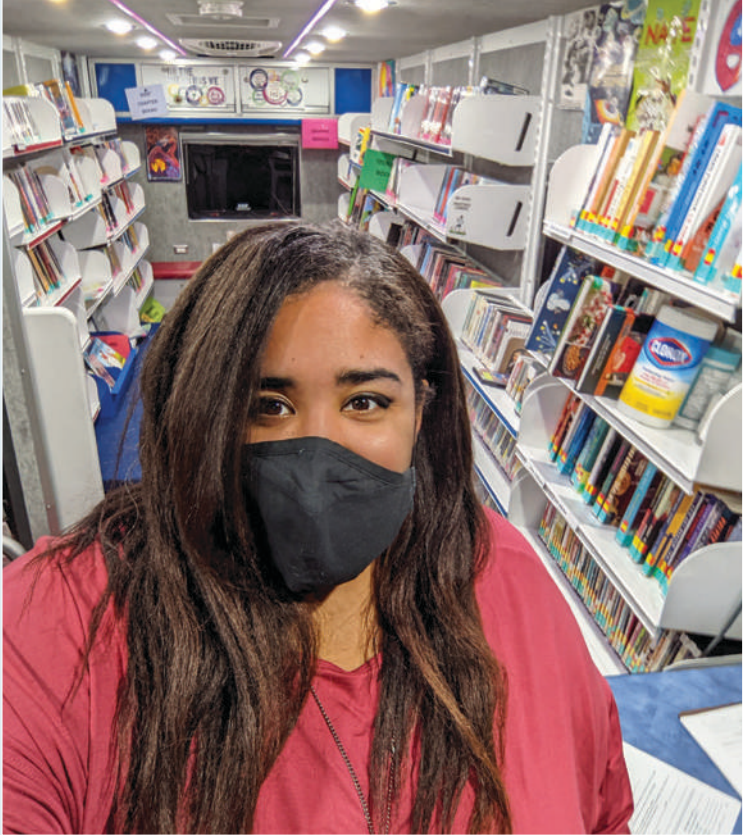
I’ve been promoting the Dream Bus on social media for more than a year, and I really wanted to get a better sense for what it’s like on the bus! During the pandemic, our Youth Services librarians were going to Dream Bus stops to meet kids and pass out *We Read* materials, so I had been to one stop before — but it was such a fast stop that I didn’t really get to enjoy the process. This time, I was able to ride along on the Dream Bus itself for a full day, which included four stops. The stops were at Allied Drive in Madison, and then around different apartment and community centers in Sun Prairie. I got to ride along with Dane County Library Service Director Tracy Herold, who helps run the Dream Bus program, and Ricardo Marroquin, who has been a driver since the first routes of the Dream Bus back in spring 2019.

One thing that surprised me was the range of materials on the bus. There were tons of picture books, graphic novels and books for middle grades, which I expected; but there were lots of materials for adults as well. In particular, the DVD collection seemed to be a big hit with the kids I met along the way, and they were delighted to be able to check out a DVD using their library card and to keep it for a full week. I really enjoyed interacting with the kids to ask what they liked to read or watch. One little boy kept bringing me picture book after picture book with lots of different animals.



Kids wait their turn to check out Dream Bus materials.

Another thing that surprised me was how different the stops were from each other, just in the short day I was on the Dream Bus. For instance, at Allied Drive, the kids were separated into two classes, and they came onto the bus in an orderly manner with a teacher in tow who helped them pick out a book and add it to a big box. The teacher returned the books from the week before and helped the kids choose



Liz Boyd takes a selfie during her insider experience on the Dream Bus.

new books. The 20 students were on and off the bus within a span of probably only 15 minutes, whereas when we got to the new stops in Sun Prairie, we saw more kids coming on and off the bus in groups and without parents. Many of them were curious about how the Dream Bus worked and wanted to learn how they could check out materials to take home. Ricardo is so amazing at explaining how the library works to kids — his patience and kindness shine through. Kids were able to browse and see what materials we had, and then were invited to come back the next week with their filled-out library card applications to start taking home items.

One other thing that I loved about my time on the Dream Bus was seeing all of the notes, cards, drawings and thank-yous from kids who had visited before. It was awesome to see the impact the Dream Bus has had during its two short years on the road! Now, my promotions of the Dream Bus can come to life in a way they couldn’t before because when I write about the Dream Bus, it makes me think of the pure excitement and joy I felt from the kids when they saw the bus pull up in their neighborhood.

## Monroe Street Library to Be Open 5 Days a Week

Monroe Street Library will soon be open five days a week, up from its current three-days-a-week operation.

An amendment to the 2022 Operating Budget — proposed by Aids. Juliana Bennett, Tag Evers and Regina Vidaver — called for an increase in library hours from 24 (three days a week) to 40 (five days a week), to be funded with the library’s reserves for 2022. Approved unanimously by the Common Council on November 10, the change will take effect as

soon as the library is able to hire and train additional staff — likely in early spring.

The Madison Public Library board, Monroe Street Library staff and patrons, Monroe Street Library League and Madison Public Library Foundation all did advocacy work to support the hours expansion.

Monroe Street Library hours were reduced due to budget constraints in 2021. Prior to the COVID-19 pandemic, the library was open 46 hours per week.



Monroe Street Library will go from being open three days to a week to five days a week by early spring.



## Two Join Foundation Board; Clefisch Takes Over Presidency

Madison Public Library Foundation’s board of directors has a new President and two new members whose terms began in October. Heather Clefisch will serve as President, taking over for Susie Younkle. The foundation thanks departing board members Allen Arntsen, Ariel Ford and Younkle for their years of service.

Joining the board are **Aaron Olver** and **Kathy Michaelis**.



Aaron Olver

Olver is the Managing Director at University Research Park, a nonprofit organization dedicated to supporting the University of Wisconsin-Madison by developing real estate aimed at science, research and technology organizations. He previously served as the Director of Economic Development for the City of Madison and Secretary of Commerce for the State of Wisconsin. He graduated from UW-Madison with a degree in economics and from Oxford University, where he was a Rhodes Scholar.

Olver grew up and lives again in Middleton with his wife, Erin Ceello; two sons, a considerate older Vizsla; an “unruly Vizsla puppy with surprisingly destructive teeth”; and a one-eyed cat. Olver and his wife met writing speeches for then-Governor Jim Doyle and bonded over their shared love of fiction, wine, food and traveling. Ceello is a novelist and professor of creative writing at UW-Whitewater, and Olver pokes away at his own novel in his spare time. He’s delighted to have the opportunity to support libraries, literacy, and the Wisconsin Book Festival.



Kathy Michaelis

Michaelis is the board’s Friends representative and also President of the Friends of Pinney Library. She is looking forward to working toward strengthening the connection between the foundation and the Friends groups.

Originally from Pewaukee, Wis., she moved to Madison to attend UW-Madison, where she earned her bachelor’s degree in English, her master’s degree in library science and her master’s in public administration. She is retired after spending 30 years as Director of WiLS (Wisconsin Library Services) and seven years

## Greater Diversity in *Ex Libris*: New Recipe Vendors

Madison Public Library Foundation’s 11th annual *Ex Libris* fall fundraiser returned to an in-person format on November 5. About 400 guests sampled local food and beverages from 31 area tasting partners, including restaurants, caterers and breweries. The event grossed more than \$70,000, including a large silent auction that raised more than \$23,000.

To support the foundation’s strategic goals and in response to donor feedback, a special effort was made to extend tasting partner invitations to BIPOC and women business owners for an event that more fully represented the Madison community.



Photo by Amadou Kromah

Keur Fatou Catering, which serves West African cuisine, was one of several new tasting partners at *Ex Libris*: *New Recipe*.



Former foundation board President Susie Younkle (left, front) handed the reins off to Heather Clefisch (right, front) this fall. Ariel Ford (left, back) and Allen Arntsen (right, back) served their final meetings in September.

with the state Department of Public Instruction at the Reference & Loan Library as Government Services Librarian. She has been married for 47 years, and has two grown children and three grandchildren.

Since her retirement, Michaelis has served on the boards of the Wisconsin Library Association and the South Central Library System. She volunteers at Second Harvest Food Bank, United Way of Dane County and the Nehemiah Center/Justified Anger. She’s also an active participant of PLATO (Participatory Learning and Teaching Organization), including coordinating courses and chairing the Diversity Awareness Committee. She describes herself as an “avid, but not very good, golfer,” takes a weekly weightlifting class and does a considerable amount of babysitting for her three young grandchildren.

## Select Book Festival Programs Back in Person

As we near the end of 2021, we’re reflecting on a great year for the Wisconsin Book Festival. We were so excited to host some events in person and are looking forward to continuing with more in-person programming in 2022. We hosted 73 virtual and in-person events this year, and more than 14,000 people attended!

Looking ahead at 2022, we already have a few exciting author talks lined up. Carnegie Medal finalist Lauren Groff will join us at **7 p.m. Thursday, February 3**, at Central Library to discuss her novel, *Matrix*, a defiant and timely exploration of the raw power of female creativity in a corrupted world. Equally alive to the sacred and the profane, *Matrix* gathers currents of violence, sensuality and religious ecstasy in a mesmerizing portrait of consuming passion, aberrant faith, and a woman that history moves both through and around.

On **Thursday, February 24, at 7 p.m.**, the acclaimed Jericho Brown will present his Pulitzer Prize-winning collection, *The Tradition*, which questions why and how we’ve become accustomed to terror: in the bedroom, the classroom, the workplace and the movie theater. From mass shootings to rape to the murder of unarmed people by police, Brown interrupts complacency by locating each emergency in the garden of the body, where living things grow and wither — or survive. This event will also take place at Central Library.

### Gift a Wisconsin Book Festival Membership

With the holidays fast approaching, now is the perfect time to purchase a Wisconsin Book Festival membership! A great gift for the book lover in your life, members receive an invitation to an exclusive season launch party, book discounts, reserved seating at select in-person events and more. Purchase yours today at [wisconsinbookfestival.org/give](https://wisconsinbookfestival.org/give).

Finally, we’d like to express our gratitude to our sponsors — including Signature Sponsor Marvin J. Levy — and our members and attendees for another great year. See you in 2022!



Jarrett Adams, author of *Redeeming Justice*, signs books following his Wisconsin Book Festival talk on October 23.



## Library Hosts Native American Storyteller-in-Residence



One of the Native American Storyteller-in-Residence programs was a Harvest Walk in Edna Taylor Conservation Park on November 20.

From October through December, Ho-Chunk Nation storyteller and tribal member AJ (Andi) Cloud served as Madison Public Library’s first Native American Storyteller-in-Residence. Andi Cloud is an enrolled member of the Ho-Chunk Nation. The residency was intended to promote intercultural understanding and story sharing. In light of both the COVID-19 pandemic and movements for racial justice, it is also an opportunity to make space for healing and connection.

Cloud has hosted a variety of interactive storytelling and creative learning opportunities for all ages, including art workshops, activity kits, outdoor story walks, digital stories, online programs and in-library exhibits. Programs began on Indigenous Peoples’ Day (October 11) and wrap up on December 18. Funds raised by Madison Public Library Foundation provided the supplies and stipends for these programs, as well as marketing funds, with the majority of the dollars supporting Indigenous contractors and businesses. There are just a couple remaining programs in December; visit [madpl.org/storyteller](https://madpl.org/storyteller) to learn more.

*“Ho-Chunk culture and life is complex and beautiful. It is my hope that the Madison community will engage in learning about the Ho-Chunk through this residency.”* — Andi Cloud



# EVENTS & HIGHLIGHTS



The BIPOC Affinity Group has been meeting for a year and recently celebrated with catered food at Goodman South Madison Library.

## BIPOC Affinity Group Marks One Year

Madison Public Library's Black, Indigenous & People of Color Affinity Group held an anniversary networking party at Goodman South Madison Library to celebrate one year since it was founded, and to thank speakers and others the group worked with throughout the year. Madison Public Library Foundation funded the gathering, which included food from Melly Mell's Catering and door prizes.

The BIPOC Affinity Group is a supportive platform and resource for library staff of color. It exists to provide allyship, celebrate culture and ideas, promote creativity, connect people and enrich the lives of library staff of color through networking, professional development, meaningful conversations and community service. The group's monthly meetings center on four major themes:

- personal development
- professional development
- community/civic engagement
- advocacy

The group began in part as a response to the violence of summer 2020. The Racial Equity Change Team had organized some space for people to get together to talk about the George Floyd murder, and there was a session just for BIPOC staff. Those who attended realized that BIPOC staff should meet regularly. The group held visioning sessions to identify goals and determine what meetings would look like. Its leaders usually invite community partners or individuals to speak on a topic at the monthly meetings.



Check out our cute Friends of Lakeview Library! The group hosted a pop-up cookbook sale this fall and dressed to match the theme.

## Friends Sales & Other News

The Friends of Sequoya Library Book Shop, located in the Market Square Shopping Center at 6672 Odana Road, will hold its next book sales from 9 a.m.-4 p.m. December 18 and January 8. Thanks to generous donations from Sequoya patrons, the Friends shop has many holiday books and stocking stuffers to choose from, and hundreds of other gently used books, DVDs, CDs, puzzles and games for thrifty holiday shopping. Volunteers are at the shop on Mondays and Thursdays between 10 a.m. and noon to accept donations. Visit the Friends of Sequoya Library's Facebook page for more information.

Taking a little longer than expected, the new tables and chairs for the Sequoya Branch patio arrived — just in time for the cold weather! The Friends of Sequoya Library group was happy to purchase the outdoor furniture to provide space for people who are more comfortable outdoors.

The Friends of Hawthorne Library group is running a small ongoing book sale inside its library. More books, CDs and DVDs are added each week. Stop in to check it out if you're in the area!

The Friends of Lakeview Library recently held a pop-up cookbook sale, and its members sported cooking attire just for fun. If you haven't been to Lakeview recently, check out the many facility improvements and new furniture, some of which was funded by the Friends and donations to Madison Public Library Foundation.

## Year-End Giving Workshop Recording Online

If you missed last month's virtual workshop, *Making the Most of Year-End Charitable Giving*, not to worry! We record all of our Educational Series presentations and make them available on our website. Visit [mplfoundation.org](https://mplfoundation.org) for great tips on how to maximize your donations.

We're grateful to our panel of experts:

- Laura Murray, Financial Advisor at Baird – The Murray Nemeckay Group

- Jessica Schwantes, Partner and CPA at Wipfli LLP, and a former foundation board member
- Sheila Boothby Stevens, Partner and member of the Wealth Planning Services practice group at Michael Best & Friedrich LLP, and a former foundation board member

And special thanks to our moderator, Angela Davis, Development Director at Madison Community Foundation.



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## 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.

Pinney 516 Cottage Grove Rd.  
Sequoya 4340 Tokay Blvd.  
Goodman South 2222 S. Park St.  
Central 201 W. Mifflin St.

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