



MILWAUKEE  
PUBLIC LIBRARY

Paula A. Kiely  
Director

April 29, 2014

To: Library Services & Programs Committee of the  
Milwaukee Public Library Board of Trustees:  
Chairperson Sharon Cook, Denise Callaway, Ald. Milele Coggs,  
Chris Layden, Sam McGovern-Rowen, *all trustees are welcome to attend*  
MPL: Ryan Daniels, Joan Johnson

From: Paula A. Kiely  
Library Director

Re: Library Services & Programs Committee Meeting  
May 5, 2014 5:30 p.m.-6:30 p.m.  
Central Library Meeting Room 1  
814 W. Wisconsin Ave.

**MEETING NOTICE AND AGENDA**

1. **MPL Code of Conduct.** The committee will be asked to review and approve the revised MPL Code of Conduct, including the use of sign-in.  
Attachment A, page 2
2. **Marketing and Fundraising Mailing List.** The committee will consider using the patron database for marketing and fundraising purposes.  
Attachment B, page 5
3. **Library Card Campaign.** Library administration will report on progress made to increase the number of library card holders.

*Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at [www.milwaukee.gov/lobby](http://www.milwaukee.gov/lobby) or by calling (414) 286-2238.*

*Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.*

*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.*

**MPL Services & Programs Comm-  
AGENDA 05/05/14  
p. 1**



# MEMO



April 28, 2014

To: Paula Kiely  
Fm: Joan Johnson

**RE: Summary of Revisions to Code of Conduct Policy**

The Code of Conduct policy was last revised and approved by the Board of Trustees in 2006. In an attempt to remain in step with the current pace and trends of society, the administrative staff has reviewed the existing policy and recommends the following changes:

Existing Policy	Revised Policy
Contained a combination of policy and procedural language	Contains only policy language—procedural information for staff is documented separately
Examples of desired behavior not included in policy, but does appear on publication MPL-77PC.CIR	Added list of acceptable and desirable behaviors at the beginning of the policy statement
Eating, drinking, and smoking all listed together as prohibited	Changed policy to allow drinking beverages from a covered container; eating is still prohibited
	Added clarifying statements to policy prohibiting smoking any type of substance, including use of electronic devices
Sleeping and socializing listed together as prohibited	Clarified language to emphasize behavior and to prohibit only socializing that is disruptive; sleeping is still prohibited
Using cell phones in a non-designated area prohibited	Changed policy to allow use of cell phones anywhere as long as behavior is not disruptive to others

The policy also gives more examples of prohibited activities including: engaging in illegal activities, carrying in firearms and weapons, entering without shoes and shirt, and entering/trespassing during the banning period.

If approved, the revised policy language will replace what is posted on the web site and printed as part of publication MPL-77PC.CIR, “Library User Rights and Responsibilities.”

There is a companion staff procedure outlining the process for banning an individual and the subsequent appeals process. Much of that information is also published on the web page. There have been no substantive changes to the procedure.

## Code of Conduct Milwaukee Public Libraries

In keeping with its mission to help people read, learn and connect, the Board of Trustees of the Milwaukee Public Library and staff are committed to providing excellent customer service in a safe and inviting atmosphere conducive to the successful completion of library business. Staff and library patrons share responsibilities to ensure this atmosphere is maintained at all times. The following guidelines are set forth to define those behaviors and activities that are and are not allowed on library property. Library staff will enforce these guidelines in a consistent and impartial manner.

Staff is committed to providing:

- Courteous and knowledgeable assistance
- Access to library resources
- A reasonably quiet environment
- A clean physical environment

Library patrons have the obligation to:

- Interact courteously with other users and library staff
- Properly check out materials that leave the library
- Return books by the due date
- Keep library materials clean, unmarked and intact
- Follow established computer use guidelines
- Maintain a quiet environment in study areas and computer zones, and observe appropriate noise levels in more active zones and at programs
- Maintain a clean environment

The following behaviors and activities are examples of conduct not allowed on Library property:

- All illegal activities
- Entering with concealed or openly visible firearms or other dangerous weapons, with the exception of those carried by authorized law enforcement agents
- Damaging, defacing, destroying, or stealing library property
- Carrying, consuming, and/or being under the influence of drugs or alcohol
- Harassing or threatening another person or staff
- Behaving in a disorderly, boisterous, or loud manner
- Panhandling or soliciting
- Using library restroom facilities for inappropriate purposes such as loitering, bathing, etc.
- Sleeping
- Eating food or drinking beverages from an uncovered container
- Smoking or use of electronic smoking devices
- Loitering or interfering with free passage
- Creating an offensive atmosphere from poor hygiene, eating food, wearing perfume, smoking, etc.

Code of Conduct  
Continued

- Entering without shoes or shirt and any other manner of dress resulting in indecent exposure
- Using cell phones, audio, or personal equipment in a manner that disturbs others or interferes with library use and service
- Skateboarding, rollerblading, etc.
- Socializing in a disruptive manner
- Violating computer use policies
- Carrying in excessive items that cannot be stowed under a standard study chair
- Using another person's library card to access library computers or check out library materials without their signed permission slip being on file
- Bringing in animals except as required by persons with disabilities [Service animals such as a therapy dog]
- Refusing to provide library card or other identification to library staff or security guards when requested
- Refusing to sign in when requested
- Creating a disruptive atmosphere by allowing unruly children to go unsupervised by the caregiver
- Trespassing on library property during banning period

Anyone who disregards the above-listed prohibited behaviors or engages in any other conduct deemed inappropriate by Library staff is subject to removal from library property and/or restriction of library privileges. Violations of the Milwaukee Public Library Code of Conduct may also result in a formal banning from all Milwaukee Public Library locations and/or criminal prosecution.



**MILWAUKEE**  

---

**PUBLIC LIBRARY**

Date: April 28, 2014  
To: Milwaukee Public Library – Services and Programs Committee  
From: Paula A. Kiely, Director  
Re: Patron Database – Marketing and Fundraising

Library Administration is seeking permission from the Library Board to use patron information for marketing and fundraising purposes, allowing patrons who do not wish to be contacted to opt-out.

The Library would like to improve its marketing of library programs and services to library patrons. The Library Foundation would also like to improve communication with library users in its efforts to raise private funds for the library. The library maintains a record of each person who registers for a library card, including contact information. Currently, there are approximately 336,000 Milwaukee patrons in the database.

The Library previously developed mailing lists for marketing and communications purposes. Patrons were added to a separately maintained list if they elected to opt-in by completing a form at the time of registering for a library card. With the change to electronic applications, this process has fallen out of use and the list is no longer current or useful.

John DeBacher, Director of Public Library Development at the Wisconsin Department of Public Instruction, Division for Libraries and Technology, has stated that the library may not share patron information with the Foundation, but it is permissible for the Library to use patron information for marketing and fundraising, if explicitly approved by the library board.

C: Ryan Daniels, Milwaukee Public Library Foundation