

Circulation/Usage Update

1. Circulation in December (6,089 items) is down by 8% when compared to November 2016 (6,640 items) but is relatively flat when compared to December 2015 (6,115 items). Circulation in 2016 was higher than 2015 by nearly 1000 items or about 1%. Newtown Public Library circulated 89,227 physical items in 2016. Additionally, Newtown Public Library patrons checked out 6,488 eBooks and 1,069 electronic magazines.
2. New library cards in December (26 new cards) were down substantially compared to November (52 cards) but is in line with December on average. As usual, the majority of these cards, approximately 77%, are for Newtown Township adult residents. New library cards are down by 9% when compared to 2015.
3. Our public computer usage in December (292 sessions) is down when compared to November (320 sessions). This is the lowest amount of sessions in 2016 and the lowest amount in 8 years. This trend of public computer usage decline is not surprising since many residents have the means to have computers or devices of their own.
4. Our patron visits in December (4,512 visits) were marginally less than November (4,619 visits). This is not surprising since the library was closed 3 days over Christmas and one day on New Year's Eve plus for a snow day in mid-December. The library was busiest from 1-2 p.m.

Adult Services Update

Arlene has partnered with two local agencies to bring Medicare information to patrons. First, the Library has partnered with CARIE (Center for Advocacy for the Rights and Interests of the Elderly) to provide a Medicare fraud prevention program at the library in the spring. CARIE's mission is to improve the well-being, rights and autonomy of older persons through advocacy, education and action. Second, Arlene has partnered again with APPRISE (Pennsylvania's free health insurance counseling program). The library has invited APPRISE counselors to present a Medicare 101 program and a Medicare Savings Plan program in the spring.

Arlene has begun publishing a quarterly schedule of adult events (attached). That being said, she has held off scheduling many adult programs this winter since the Township anticipates that the community room may be under construction for a period in February-March.

Youth Services Update

Angela Hegadorn, Youth Services Librarian, reports: "We ended a fun year of programming with our New Year's Eve Party, which featured food, dancing and a balloon drop at noon. Arlene provided the music, as DJ of this fun, low-cost event. 2016 featured a lot of outreach and partnering with local community members and organizations. New collaborations include free programming from the US Forestry Service, BSD Coding Academy and Springfield's MyGym. Increased outreach to local elementary schools and preschools helped to boost total attendance for the year by **34%**. We hope to extend our reach even farther this year. Total attendance for youth programs in 2016 was 9,519, as compared to 6,315 in 2015."

Upcoming Events:

In addition to regular toddler and baby story times scheduled on Tuesdays and Wednesdays each week, and Color Me Happy Friday afternoons, the following programs are scheduled in the coming weeks:

- TeamLiz Preschool Fitness: Friday, January 20 & 27 @ 10 a.m.
- Mommy & Me Yoga: Monday, January 23 & February 13 @ 10:30 a.m.
- Fourth Thursday Book Club: Thursday, January 26 @ 7 p.m.
- Newtown Square Wordsmiths: Thursday, February 2 @ 6:30 p.m.
- Turtle Dance Music: Friday, February 10 @ 10 a.m.
- Crazy 8s Math Club – Season 2: Wednesdays @ 4 p.m. through March 8

Miscellaneous

1. Arlene attended the Edgmont Business Association meeting at Whitehorse Village in December and was able to make attendees aware of the need for trustees as well as share information about the annual appeal.
2. Arlene spoke to residents at Terrazza at Newtown Square on Tuesday, January 17 about services the library provides as well as demonstrating the 3D printer. Arlene also included information about the library's annual appeal.
3. Arlene created a new library brochure for 2017 (attached) that includes information about 3D printing and gives tips on logging in to patron online accounts.
4. The FOL have committed to supporting the library's museum pass program. The FOL have made a \$1000/year commitment to begin the museum passes in March 2017. The library plans on carrying the top five passes in popularity according to participating Delaware County libraries plus the Colonial PA Plantation which is very close to the library:
 - Academy of Natural Sciences Pass (2 adults + 2 children)
 - Battleship New Jersey (2 adults + 3 children)
 - Colonial PA Plantation (2 adults + all dependent children)
 - Elmwood Park Zoo (2 adults + 6 children)
 - Morris Arboretum (2 adults + 4 children) - Includes reciprocal admission privileges at many museums, arboretums, etc. including Tyler Arboretum.
 - Pennsylvania Academy of Fine Arts* (2 adults + 4 children) - Includes reciprocal admission privileges at many museums, arboretums, etc. including Tyler Arboretum.The Friends will also support the library in the purchasing of pass packaging for circulation (including lanyards, cases and hanging media pouches). Arlene and Karina are meeting with staff from Haverford Public Library in the coming weeks and are hoping to have the passes ready for check-out by March 2017.
5. Arlene has begun assembling statistics for the 2016 Pennsylvania Public Library Data Collection (also known as the Annual Report) to be submitted to the Bureau of Library Development. This also includes the director's year in review report. Both reports are due on March 3.
6. The library's wifi, which formerly had only been available during library hours, is now available 24 hours/day to staff and patrons.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library