

Circulation/Usage Update

1. New library cards in April (19) marks the lowest monthly amount thus far in 2016. April is traditionally one of the slowest months for library cards. The majority of these cards, approximately 70%, are for Newtown Township residents. New library cards in 2016 are down by 11% compared to 2015 at the same time.
2. Our public computer usage in April (409 sessions) is up slightly over March's number of sessions by 3%. Average session length has come down to 31 minutes which is normal compared to 2015 average session lengths. Overall, public computer usage is down by 32% compared to 2015.
3. Circulation in April (6,744 items) is up by 4% when compared to April 2015 (6,482 items); however compared to the month before, circulation is down slightly in April. Total circulation in 2016 is continues to trend 3% higher than 2015's circulation during the same period.
4. Library website visits continue to be down compared to the previous 60 days. In the past 60 days, the library's website (www.newtownlibrary.org) has been visited 1,724 times. New visits are steady at 50%. The Events page of the website continues to be the popular page for visits.
5. The Library's Facebook page has added 13 likes over the past month for a total of 671 likes. Facebook likes have been growing at a steady 2% per month rate in 2016.

Adult Services Update

The library hosted the Chester and Delaware County SCORE program "The Social + Mobile Equation". This lunch and learn program sponsored by the Delaware County Chamber of Commerce and TDBank brought in 40 attendees from across the county to learn how to leverage social media in their business. An evening SCORE program was also scheduled in May that focused on writing a business plan. Though not as well attended as the lunch and learn program, it was well received by those in attendance. There are two more SCORE programs scheduled this year in the fall.

Arlene has scheduled "3D Thursdays", an informal 3D printing demonstration held right in the Library every Thursday in May (and a few Thursdays in June) from 2-4 p.m. to introduce patrons to our Lulzbot Mini 3D printer. Starting in July, she has planned to offer formal training in beginning 3D design and printing.

Youth Services Update

This month, we are hosting a program for middle schoolers lead by educators from the US Forestry service. They will talk about bird identification, then everyone will build their own bird feeder. We also had Mommy & Me yoga classes for caregivers and their little ones aged 2 and under.

Angela is continuing her regular outreach visits to preschools. She will also be visiting area schools to promote our Summer Learning Club. We are excited for a fun-filled summer!

Total program attendance for April through May 10th is 659.

Upcoming Events:

Arlene has several adult programs coming up: Medigap Basics (05/20/2016), a FOL sponsored Painting Party (05/25/2016), 4th Thursday Book Club (05/26/2016), an Employer Panel program sponsored by CareerLink (06/02/2016) and the FOL Silent Auction Social (06/10/2016).

Miscellaneous

The SEPLA (Southeast chapter of the Pennsylvania Library Association) Board Meeting was held at Newtown Public Library on Friday, April 22. Arlene is now involved in planning the Support Staff Workshop this month in addition to working on the statewide Intellectual Freedom Committee.

Arlene attended a Museum Pass Meeting at DCL to learn more about how to begin a museum pass program at Newtown Public Library. Several libraries in the county already offer a variety of museum passes for free or reduced admission to local museums, historical attractions, botanical gardens and zoos. She is hoping that with the help of the Friends of Newtown Public Library this service can be offered to our patrons.

Rich Ehnou, Director of Recreation at Marple Newtown Recreation, gave a tour of the Robert C. Gauntlett Community Center to Arlene as well as George Sharretts and Stephen Nease of Newtown Township in early May. The group met after the tour to discuss ways they can share resources as well as calendars. Arlene looks forward to partnering more in the future with this group.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library