

Circulation/Usage Update

1. Circulation in December (4,775 items) is down by 21% when compared to November (6,098 items). While circulation in December always is less than the months before, this drop in circulation is much more than usual. In fact, December's circulation is the lowest circulation recorded in the past 9 years that these records have been kept. We feel sure that this low figure is the result of the entrance renovation and will bounce back once the entrance is finished. The extreme cold weather in December also contributed to this number being so low. Overall, for the first time since 2014, our circulation in 2017 is down by 4% when compared to 2016. While this is disappointing considering how strong the first six months of 2017 were, at least we feel certain that this is a result of temporary factors outside of our control.
2. Despite the fact that circulation was so low, new library cards in December (29 new cards) went up 12% when compared to November (24 new cards) and are on trend for this time of year. It is heartening that our new library cards in 2017 (587 new cards) is up by 30% when compared to 2016 (453 new cards). This year was the best year for library cards since at least 2013. 68% of new cards were for Newtown Townships residents. In 2018, Arlene will begin tracking not just how many cards are for Newtown Township residents but also how many are from Edgmont Township.
3. Our public computer usage in December (297 sessions) is up by 1.7% when compared to November 2017 (225 sessions) and is about the same as this time last year. Computer sessions in 2017 (4,208 sessions) were up by 1.1% compared to 2016 (4,164 sessions).
4. The library had 3,261 patron visits in December which is down by 21% when compared to the month before and down by 28% when compared to December 2016. This is now the lowest we've seen since tracking of this data began in August 2016. This is disappointing but not surprising since there has been a noticeable drop in visits since the regular entrance to the building was fenced off due to the ongoing construction. The extreme cold weather also contributed to this decline.

Youth Services Update

From Angela Hegadorn, Youth Services Librarian: "2018 is off to a great start. While our attendance has been affected by closures due to inclement weather and cold temperatures, we have enjoyed the interactions smaller groups allow. This month we are continuing our usual programs and introducing a new hands-on science class for preschoolers. Last month, we hosted a successful New Year's Party with our friends at Liseter for our patrons and their residents. They let us use their beautiful Carriage Barn rent-free, and even provided clean-up afterwards! We are planning to host a Spring Fling with them and the Ellis Athletic Center in March.

Total attendance for the month to date is: 220."

Upcoming Events:

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

- Dance Me A Story, January 22 @ 10 a.m.
- Itty Bitty Scientists, January 25 @ 1:30 p.m.
- Fourth Thursday Book Club, January 25 @ 7 p.m. – “Plain Truth” by Jodi Picoult
- Newtown Square Wordsmiths, January 4 @ 6:30 p.m.

Miscellaneous

1. Arlene attended the Delaware Chamber of Commerce’s Women in Leadership Power Lunch: STEM Edition. The panelists included Hannah Datz, Vice President of SAP Hybris, the Consumer Engagement and Commerce Division of SAP SE.
2. Arlene attended the 2018 Newtown Square in Bloom Strategy Meeting at Dunwoody. Newtown Square is the only town in Pennsylvania that belongs to America in Bloom, a national organization dedicated to beautification and volunteerism of the nation’s communities. Newtown Square in Bloom hosted America in Bloom judges last July for the 2017 Evaluation of our town and the judges did stop by the library while on tour. The judges’ comprehensive report has been received and the attendees at this meeting unpacked all their ideas and suggestions. Since the library was included in many of the judges’ recommendations, our input was necessary to making as many recommendations as possible a reality.
3. Arlene attended the Newtown Square Business Association: State of the Township Meeting at Casey’s in January. The presentation was made by Steve Nease, Township Manager and Chief Chris Lunn.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library