

Newtown Public Library
Library Director's Report
July 19, 2018

Circulation/Usage Update

Circulation in June (8,497 items) increased by 21% when compared to May (6,997 items) and is more than June 2017 by 8.5%. Circulation last month was the best on record for June since 2012. Part of the increase can be attributed to patrons checking out more DVDs now that there is no charge. Also, we are much better than last June since we have had no air conditioning problems like last year. There were many successful programs for children which also drives circulation this time of year especially.

New library cards in June (50 new cards) were more than May (30 new cards) by 67% but is less than new library cards at this time last year by 23%.

Our public computer usage in June (339 sessions) is down by 11% when compared to May (383 sessions). This is the lowest amount of sessions for June since the data has been tracked starting in 2008. As has been said before, we can expect these numbers to dwindle as our community's access to the internet through various personal devices increases. Starting next month, we will also report on the number of Wi-Fi sessions at the library.

The library's Facebook page had a significant jump in "likes" in June 2018. Normally, we see the "likes" increase by 1-2% from month to month but in June we jumped to 948 likes which is a 7% increase from the month before. We have been posting all of our events on Facebook a little differently which might account for the increase. Incidentally, the library's Facebook page "likes" have more than doubled since Arlene Caruso started at the library in 2015. If you are on Facebook, you are encouraged to "like" the Library's Facebook page.

The library had 6,608 patron visits in June which is an 8% improvement over the month before and is a 24% improvement over June 2017. We saw our visit numbers go down last year at this time due to the construction and air conditioning challenges. We are happy to see our visits recovering from the decreases of the past year. The visits in June were the most amount for any month since we started recording visits with the new people counter in August 2016.

Youth Services Update

From Angela Hegadorn, Youth Services Librarian: "Our summer has been busy and fun so far. Last week, we had a program in partnership with the Upper Darby Summer Stage (UDSS). Participants received a coupon to a UDSS performance. This week, community member Joseph Talento will present a rocketry class. The program culminates with kids launching their rockets outside! Other fun upcoming programs include a comedy show featuring a dog who performs tricks, an outdoor water party and a shark-themed magic show.

We are also enjoying two DCLS-wide programs. The Pen Pals program matches our patrons with kids from other libraries. Letters are exchanged at the library. Journey Across Delco invites patrons to visit as many DCLS libraries as they can, and complete a special activity at each. Participants in both programs are invited to attend a party at Rose Tree Park in August.

Total attendance for June 1 through July 16 is: **1405.**"

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:

- Mommy & Me Yoga with Miss Gosha, July 23 & 30 @ 10:30 a.m.
- Outdoor Water Party, July 24 @ 1:30 p.m.
- Turtle Dance Music, July 25 @ 4 p.m.
- Family Movie Night, July 25 @ 6:30 p.m.
- Fourth Thursday Book Club (changed to 4th Wednesday in July!), July 25 @ 7 p.m. – “The Underground Railroad” by Colson Whitehead
- Newtown Square Wordsmiths, August 2 @ 6 p.m.
- Friends of Newtown Public Library Summer Book Sale – August 3 from 10 a.m.-7 p.m., August 4 from 10 a.m.-5 p.m., August 5 from 1-4 p.m.
- An Evening with the Artist Dane Tilghman, August 3 from 6:30-8:30 p.m.
- Franklin Institute presents Sound, Music and Math, August 9 @ 10:30 a.m.
- Shark Magic Show, August 17 @ 10:30 a.m.

Miscellaneous

The library made the ILS transition from Millennium to Sierra on Tuesday, June 26. While there were a few challenges, the change has been relatively straight forward with very little disruption to patron services. We are now discovering ways we can use this new system to operate more efficiently.

Arlene attended the monthly meeting of the Southeast chapter of the Pennsylvania Library Association (SEPLA) at the newly renovated Radnor Memorial Library in June. The group is working on its annual meeting in December as well as planning events for the Pennsylvania Library Association’s Annual Conference in October which the Library Director and Matthew Intindoli, Technical Services Coordinator, are both attending. The last day of the PaLA Conference will focus on advocacy so it is hoped that trustees from across the state will be able to attend this day. There will be opportunities to reach out to PA legislators, etc. The conference is October 14-17, 2018 at the Harrisburg Hilton. Attendee registration will be available on July 20. Trustees who would like to attend should let Arlene know so the trustee can potentially apply an institutional membership discount to the registration.

The Wi-Fi upgrade was installed by Anthony Licate of Spidernet on Wednesday, July 11. The new Wi-Fi, as discussed before, is more secure and robust. Unlike the previous Wi-Fi, it does not require a password for patrons to log in. Patrons can now use their wireless devices outside on the library’s patio/garden space. It will be interesting to see the number of Wi-Fi sessions since we have never been able to track this type of traffic.

The library is gearing up for two Friends of the Library events in early August: the FOL Summer Book Sale from August 3-5 and An Evening with Dane Tilghman on August 3 from 6:30-8:30 p.m. It is hoped that trustees will be able to volunteer, attend and/or donate books, DVDs or other items that the Friends may be able to sell.

Respectfully submitted,
Arlene Caruso
Director, Newtown Public Library