

**Newtown Public Library
Library Director's Report
February 19, 2019**

Statistics: December 2018 statistics followed normal trends. January 2019 statistics were off the charts!

Circulation

December circulation (5,954 items) is down by 7% when compared circulation in November (6,429 items). This decrease in circulation is typical for this time of year. Although circulation decreased in December 2018, it was 25% better than last December's circulation of 4,775 items. Total circulation in 2018 (85,463 items) was relatively flat when compared to 2017 (85,605 items).

January circulation (7,393 items) is 24% up when compared to December 2018 and is up by 17.5% when compared to January of the year before. In fact, this past January is the best January circulation since before 2008! We expect that in 2019 circulation will be better than both 2017 and 2018.

New Library Cards

Staff issued more new library cards in December (27 new cards) than November (26 new cards). This is a normal amount of new library cards for December. New library cards in 2018 (476 new cards) is down by 19% when compared to 2017 (587 new cards). Although this is disappointing, the total amount of new library cards in 2017 was exceptionally high when compared to years before with 453 new cards in 2016 and 500 new library cards in 2015.

In January, 52 new library cards were issued. This is 93% increase over December 2018 and January 2017 (which saw 27 new cards as well)! This is again the best January for new cards since before 2014!

Public Computer Usage

Our public computer usage in December (279 sessions) is slightly more than the number of sessions the month before (263 sessions). There were 4,041 total public computer sessions in 2018 which is 4% less than the year before and marks the lowest total sessions since this statistic has been recorded in 2008 (when sessions were more than twice this amount). This decrease has been the trend for years once smart phones became the norm.

January public computer usage (320 sessions) was up by 15% when compared to December 2018 and up 12% when compared to January 2018.

Wi-Fi Sessions

December Wi-Fi sessions (4,173 sessions) were down by 16% when compared to November (4,985 sessions). As we gather more Wi-Fi session data, we will be able to determine trends in usage.

January Wi-Fi sessions (6,238 sessions) was up by a substantial amount (49%) when compared to the month before. This is the most amount of monthly sessions thus far. This is following the trend that January 2019 was an outstanding month.

Library Visits

Our library visits in December (4,593 visits) were down by 4% when compared to November (4,762 visits). This amount is more than 40% than December of last year (3,261 visits). This marks the best December visits since we started using the current people counter three years ago. Total visits in 2018 (68,138 visits) is 5% better than 2017's total visits (64,888 visits).

Unfortunately, the people counter device has not recorded any visits in January but based on the statistics in this report for January, it was probably an outstanding month. It appears that the device may have been misaligned again. Since the device is by necessity mounted low enough to be tampered with by anyone, this can happen anytime without detection until it is too late. It may be time to look into a more sophisticated device for the future.

Youth Services Update

From Angela Hegadorn, Youth Services Librarian:

“Our new year is off to a great start! After finishing 2018 with a party at Liseter’s Carriage Barn, we held a Snow Party here at the library. We started a new program, Preschool Mandarin, led by a patron. The response so far has been very positive. Our Coding Capers program, for ages 8-14, started up again. The kids are really working together, and I’m excited to see the projects they create! Each week this month we’ve added a new member! I am so proud of how creative the kids are. They are also show great perseverance in working through problems and helping each other. One goal of the program is to get kids to work cooperatively on coding solutions, so this teamwork is encouraging to see. I’m hoping to hold a Showcase event later in the spring where they can show off their projects to family and friends. The board will be invited, too. In addition, we had science, yoga and dance programs for preschoolers. This month, I attended an EdCamp at Media Elementary School, where I got the chance to learn how teachers are approaching literacy and find out ways the library can support them.”

Total attendance for 2018 was: **9,593**.

Total attendance for January is: **862**

Upcoming Events:

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

- Coding Capers, Mondays, 4:15 p.m.
- Yoga with Miss Gosha, February 21 & March 18 @ 10 a.m.
- Music with Miss Joy, February 26 @ 10 a.m.
- Fourth Wednesday Book Club (Discussing “The Story of Arthur Truluv” by Elizabeth Berg), February 27 @ 7 p.m.
- March Hare Tea Party, March 4 @ 10:30 a.m.
- Music with Miss Joy, March 5 @ 10 a.m.
- Ballet Storytime featuring Misty Copeland’s Firebird, March 6 @ 1 p.m.
- Newtown Square Wordsmiths, March 7 @ 6 p.m.
- Dance Me a Story, March 11 @ 10:30 a.m.

- SCORE: Leverage Mobile Marketing to your Advantage & Connect Directly to Your Customer, March 19 @ 6:30 p.m.

Miscellaneous

Over the course January and February, Arlene Caruso, Library Director, worked on the mandatory Pennsylvania Public Library Data Collection Annual Report. This time intensive report is due on March 1st and is submitted to Cathy Bittle, the Delaware County Libraries Director. Since the county has changed the integrated library system in the past year, it will be necessary to attend some training on gathering certain pieces of data for the report. There have been many changes to the collection of the statistics that have required much clarification from the state.

The Library will again be participating in Longwood Gardens' Community Read this year. The adult book that is featured is "The Triumph of Seeds: How Grains, Nuts, Kernels, Pulses, & Pips Conquered the Plant Kingdom and Shaped Human History" by award-winning author Thor Hanson. "Seedfolks" by Paul Fleischman and "The Reason for a Flower" by Ruth Heller are the selections for younger readers. The library book club will discuss the adult selection and there will likely be a few youth programs offered as well. The Friends of Newtown Public Library has offered to sponsor Longwood Garden presented programs if they're available to present here. For each program offered, Longwood Gardens donates a number of passes. Copies of all the books are donated to all participating libraries in the county as well as a program tool kit.

Four staff members attended training on LibCal, by SpringShare, the new countywide library calendar software that will go live in February. This program appears to be quite an improvement over the current software but will require changes to the library's website.

The county is offering a new online language learning program called Pronunciator. This program is much better and cheaper than the previous program, Mango Language Learning. The library hopes to offer training for staff, volunteers and patrons in the coming months.

Arlene completed and submitted the Plan for State Aid Report to Delaware County Libraries this past month. These reports are collated by Cathy Bittle, who then reports back to the Department of Commonwealth Libraries.

In January, Arlene and Matthew Intindoli, Technical Services Coordinator, attended a presentation from Innovative Interfaces' CEO, Jim Tallman. His presentation focused on the new Integrated Library System, Sierra, and what direction his team is taking it. It was a good opportunity to see the bigger picture. It was encouraging to see all of the improvements in the pipeline.

Arlene joined in on a Newtown Square in Bloom Kick-off Meeting in mid-January. It was described as a stream-of-consciousness meeting on how to make Newtown Square greener, promote community and make it a better place to live. The meeting included area business leaders as well as members of the Newtown Township Environmental Action Committee and community members. Newtown Square in Bloom has already to committing to helping the library with the garden this coming season.

Arlene spoke about the library at the Newtown Square Business Association's "State of the Township" Meeting in January. She was joined by Stephen Nease, Township Manager, and Police Chief Chris Lunn in describing the direction of the township this coming year.

Arlene represented the library at the GFWC The Woman's Club of Newtown Square meeting in February. She was invited by Friend of the Library and author Terri Morrison. The meeting allowed Arlene to connect with these community leaders with the hopes of partnerships forming between this group and the Friends of Newtown Public Library.

Rayna Whitright was hired to replace Library Assistant Mary Gallagher who retired in November 2018. She started on Tuesday, February 19, 2019. Rayna has an extensive background in customer service and has strong organizational skills. We are delighted to have her on board.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library