

### **Circulation/Usage Update**

1. New library cards in February are flat over the month before at 37. Of these new library cards, 19 are for patrons outside of Newtown Township. New library cards in 2016 are less than new library cards in 2015 at this time of the year.
2. Our public computer usage in February (357 sessions) is up over January's number of sessions by 43. Average session length, at 41.36 minutes, is the highest average session length since this data has been collected. Patrons are continuing to stay on the computer for a longer period of time. Overall, public computer usage is down compared to 2015.
3. Circulation in February (6,607 items) is flat when compared to January (6694). However, February 2016's circulation is 5% higher than February 2015's circulation number (6292). Total circulation in 2016 is 5% higher than 2015's circulation during the same period.
4. Library website visits are down about 300 visits over the previous 60 days. In the past 60 days, the library's website ([www.newtownlibrary.org](http://www.newtownlibrary.org)) has been visited 3,184 times. New visits are steady at 49%. The Events page of the website continues to be the popular page for visits.
5. The Library's Facebook page has added 15 likes over the past month for a total of 642 likes. Facebook likes have been growing at 2% per month in 2016.

### **Adult Services Update**

The second meeting of the Fourth Thursday Book Club doubled the amount of attendees to four, including a patron who had never been to Newtown Public Library before. The discussion in March of "Grandma Gatewood's Walk" should bring in even more participants. Up to 8 free tickets to Longwood Gardens will be available to attendees. As the weather gets nicer and the days get longer, it is likely that the book club will continue to grow.

The house selling program brought in 11 attendees. The speaker was knowledgeable and dynamic. Unfortunately, the attendance of the Mature Driver Program earlier this month was zero due to bad weather. Adult programs are always hit or miss depending on circumstances outside of our control.

In addition to a book discussion of the Longwood Gardens Community Read, Arlene has brought in a speaker who is an expert on the Appalachian Trail. The program is entitled "Mountains, Madness, and Miracles: 4,000 miles of Appalachian Trail Stories" and will be presented by Lauralee Bliss, an AT 4,000+ miler and the ridge runner for Shenandoah National Park, on Saturday, April 16 at 10 a.m. All in attendance are eligible to win one of eight Longwood Gardens tickets.

### **Youth Services Update**

Angela Hegadorn is attending the first of three sessions in Harrisburg this week for ILEAD from March 14-17. These in-person sessions provide national keynote speakers, classes targeted to technology needs, and an opportunity to network and build a sense of technology competence. We are proud that Angela is able to participate in this program. ILEAD is a ten-month long team project that uses participatory technology to solve a community problem. She is part of a team that is addressing digital information literacy for middle schoolers and high schoolers. They are working on creating a video

tutorial, which will be promoted to local school and homeschoolers. Angela is grateful for the opportunity to meet librarians from across the state, and share ideas with them.

### **Upcoming Events:**

In addition to regular Tuesday Toddler Story Times and Wednesday Baby Story Times, Angela has planned the following programs for children: Backyard Animals presented by the Delaware Museum of Natural History as part of the Longwood Gardens Community Read (03/22/2016), Maker Wednesday (03/23/2016), Bach to Rock (03/30/2016), Dance Me a Story (04/11/2016) and a Family Pajama Storytime (04/12/2016).

Arlene has several adult programs coming up: Medicare 101 presented by APPRISE (03/18/2016), 4<sup>th</sup> Thursday Book Club (03/24/2016), The End of Life Conversation (03/29/2016), Mountains, Madness, and Miracles: 4,000 miles of Appalachian Trail Stories (04/16/2016) and the first of five SCORE presentations entitled Let's Talk: Product, Price, Place and Promotion of Your Business (04/19/2016).

### **Miscellaneous**

- Arlene was awarded a professional development grant in the amount of \$1,200 from the State Library of Pennsylvania that will cover her attendance at the Public Library Association Conference in Denver, CO and will free up professional development funds that can be used for other staff members later in the year.
- The library's circulation computers were upgraded by DCLS at the end of February. There were a few hiccups but now all has been smooth sailing.
- The annual premium audit took place on March 1 and went smoothly. It was performed by Stephen Dempsey of NEIS, Inc.
- Arlene attended the Digital Marketing Summit, presented by TaxiStand. Arlene was invited to attend by Richard Crowe, Delaware County News Network.
- Arlene was in attendance at the Newtown Square Business Association (formerly Newtown Square Business and Professional Association) on March 10 which was hosted by Fellini Cafe. She was able to promote the scheduled SCORE programs with a handout and also by making announcement during the meeting.
- All staff members (except for Angela who was in Harrisburg for ILEAD and Mary Gallagher who had jury duty) attended the DCLS In-service Day on March 16 at Neumann University. The focus of the morning was learning to work across generations. Lunch was followed by break-out sessions that covered library security, mental health first aid, research databases, readers advisory, AccessPA ShareIt (the new statewide catalog ILL system) and underground story time.

Respectfully submitted,

*Arlene Caruso*

Director, Newtown Public Library