

Circulation/Usage Update

1. New library cards in March (41) marks the highest monthly amount thus far in 2016 and are up by 14% over the month before. The majority of these cards, approximately 80%, are for Newtown Township residents. New library cards in 2016 are down by 5% compared to 2015 at the same time.
2. Our public computer usage in March (398 sessions) is up over February's number of sessions by 11%. Average session length has come down to 34 minutes which is normal compared to 2015 average session lengths. Overall, public computer usage is down by 35% compared to 2015.
3. Circulation in March (6,897 items) is up by 4% when compared to February (6,607). However, when compared against March 2015 (6,895), last month's circulation is flat. Despite this, total circulation in 2016 is 3% higher than 2015's circulation during the same period.
4. Library website visits are down about 260 visits over the previous 60 days. In the past 60 days, the library's website (www.newtownlibrary.org) has been visited 2,922 times. Although visits are down, visitors are looking at more pages (4,712) for an average pages/visit of 1.6. New visits are steady at 50%. The Events page of the website continues to be the popular page for visits. It is interesting to note that the Library has received 35 referrals to its website from Longwood Gardens Community Reads calendar.
5. The Library's Facebook page has added 17 likes over the past month for a total of 658 likes. Facebook likes have been growing at a steady 2% per month rate in 2016.

Adult Services Update

The Medicare 101 program held in late March was a success although the follow-up Medicare savings plan program in early April was unattended by patrons. There is one more Medicare program scheduled in May about supplemental plans. Arlene will step up on promoting the program. Depending on attendance, she may reconsider the day and time (Fridays at 2 p.m.) of future sessions.

The Fourth Thursday Book Club continues to grow with new members. The discussion in March of "Grandma Gatewood's Walk" was gratifying for participants and all members walked away with free tickets to Longwood Gardens. In addition to the Longwood Gardens Community Reads book discussion, Lauralee Bliss, an expert on the Appalachian Trail, presented "Mountains, Madness, and Miracles: 4,000 miles of Appalachian Trail Stories" on Saturday, April 16. Only 14 patrons were in attendance despite the fact that the program was promoted in the County Press (including a photo), on the digital sign, on Longwood Garden's website as well as the front page of the library's website and was featured on the Library's Facebook page. Arlene personally paid Facebook to give the event extra promotion for users who live in Newtown Square. Despite this promotion, adult program attendance generally continues to be low. For the foreseeable future, Arlene will only present programs that are of no or low cost to the library until it is determined which programs are most appealing to the patrons of Newtown Public Library. She has also held back on planning programs over the summer since children's programs are the library's focus during the summer months.

Youth Services Update

Angela Hegadorn, Youth Services Librarian, reports that the library is gearing up for Summer Learning Club (SLC) and finishing up the Winter/Spring program schedule. Story times will conclude on Wednesday conclude the end of April and resume the first week of June. Angela will be spending May planning fun summer events and visiting schools to promote SLC.

Over this past month, Angela has been enjoying visits to a new preschool for outreach story times. Newtown Square Presbyterian Preschool will visit the library next Monday. Angela will also represent Newtown Public Library at Tyler Arboretum for a Longwood Garden's Community Read event on Saturday, April 23 and at the Newtown Fire Company's 100th Anniversary on June 4. Program attendance for children's programs this past month was 568 individuals

Upcoming Events:

In addition to regular Tuesday Toddler Story Times and Wednesday Baby Story Times, Angela has planned the following programs for children: Music with Miss Jill (04/26/2016) and Turtle Dance Music (04/24/2018).

Arlene has several adult programs coming up: 4th Thursday Book Club (04/28/2016), The Social + Mobile Equation presented by SCORE and the Delaware County Chamber of Commerce (05/03/2016), Online Application Workshop presented by CareerLink (05/04/2016) and How to Write an Effective Business Plan presented by SCORE (05/17/2016).

Miscellaneous

- Arlene attended a Financial Literacy Summit that was sponsored by SEPLA in March. She learned about financial partners that can help the library fulfill its mission to improve financial literacy in the community.
- Arlene attended the Public Library Association Conference in Denver, CO, in early April. She is writing an article for the State Library to be included in the Compendium which she will share with the Board once completed. Arlene's focus at the conference was technology oriented, especially 3D printing since this is a program soon to be offered at Newtown Public Library.
- A new Library Assistant was hired. Patricia Quattrone, who comes to Newtown Public Library from Haverford Public Library, was a volunteer for some time at Newtown Public Library before beginning her employment on Monday, April 18.
- Arlene represented the Library at the Longwood Garden's Community Read book discussion program at Tyler Arboretum. This adult book discussion group was led by three librarians from Delaware County, including Arlene, on Wednesday, April 20. The group discussed Grandma Gatewood's Walk by Ben Montgomery.
- The Mid-Atlantic Amateur Radio Club donated a selection of updated books on the subject in March.
- A quarterly volunteer meeting was held the end of March. The library has brought on several new volunteers in the past couple weeks who were in attendance.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library