

Circulation/Usage Update

1. Circulation in September (7,012 items) is down 19% when compared to August (8,610 items). This decrease, while quite large, occurs every year when the summer ends. Last year, the decrease was 21%. When compared to September of last year, circulation is down by 4%. Since circulation was so good earlier in the year before the township construction project began, total circulation thus far in 2017 (67,930 items) is still 1% more than circulation in 2016 (67,466 items) at this time.
2. New library cards in September (55 new cards) were down by 27% when compared to August (75 new cards). Again, this decline is typical for September. However, September 2017's new library cards are 53% more than new library cards in September 2016. In fact, the total new library cards for 2017 (477 new cards) is more than the total new library cards for all of 2016 (453 new library cards). Residents of Newtown Township make up 65% of new cards in September.
3. Our public computer usage in September 2016 (346 sessions) is down by 5% when compared to August 2017. September 2017's usage is 9.5% more than September 2016 (316 sessions). Sessions for 2017 are 4% more than 2016 sessions.
4. The library had 4,634 visits in September which is down by 6% when compared to September 2016 (4,915 visits). This is not surprising considering the ongoing construction all around the library.

Youth Services Update

From Angela Hegadorn, Youth Services Librarian: "September was a fun month filled with music and early literacy programs. I also spent time arranging my new work area. Thanks to our township administration, I now have two new cubicles for working and storage. This will afford me space for supplies and quiet to focus during planning times. Easy Readers and Baby Board Book collections were weeded this month. Total patron attendance at YS programs for September was: 665."

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:

- Music with Miss Joy, Tuesday, October 24 @ 10 a.m.
- Reading with Daisy the Violet the Dog, Wednesday, October 25 @ 5:30 p.m.
- Main Ingredients for an Effective Website, October 25 @ 7 p.m.
- Fourth Thursday Book Club, October 26 @ 7 p.m. – "The Rise of the Rocket Girls: The Women Who Propelled Us, from Missiles to the Moon to Mars" by Nathalia Holt
- Librarium in Delirium, Saturday, October 28 @ 7 p.m.
- Newtown Square Wordsmiths, November 2 @ 6:30 p.m.
- Medicare Health Plan/Part D Comparison Session, Wednesday, November 8 @ 2 p.m.

Miscellaneous

1. On September 18, Stanley Swierczek started training as a Library Assistant at Newtown Public Library through the MaturityWorks, a training program that helps people, age 55 and older, increase their job skills through paid community service in local non-profit organizations.
2. On September 21, Arlene attended the Newtown Square Business Association meeting at AVE, a new luxury rental community located in Newtown Township. The director has been invited to bring library brochures to the facility for its residents. Additionally, Arlene attended the NSBA meeting for October at the Goddard School, who is a silver donor to the last annual appeal and one of the facilities that Angela visits as part of her community outreach.
3. The library director attended the Pennsylvania Library Association Annual Conference in Pittsburgh, PA this month. She attended programs about marketing, health literacy programming, intellectual freedom in these challenging times, readers advisory, and many more topics in librarianship and leadership. Most importantly, Arlene was able to network with other librarians and directors from public libraries across the state.
4. Arlene and Angela attended several training opportunities at Delaware County Libraries headquarters including bullet journaling for productivity and using Canva.com to create appealing posters and flyers as well social media posts.
5. Arlene met with Molly Carroll Newtown at Radnor Memorial Library regarding eTapestry, an online fundraising and donor management tool. Arlene intends to purchase a year subscription of the product at a discount through Techsoup and then evaluate if the product is worthwhile for the future. It also syncs with Constant Contact, email marketing software that the Friends of Newtown Public Library have agreed to purchase for the library/FOL use. Radnor has used this tool to successfully raise a million dollars toward their capital campaign.
6. There have been many shifts performed in the stacks this past month or so to make collections more unified. This includes the large print collection which up until recently was shelved in several areas of the library. It is now shelved together following the regular print fiction collection.
7. Earlier this week, an annual appeal letter was sent to residents of Edgmont Township for the first time by Newtown Public Library.

Respectfully submitted,

Arlene Caruso

Director, Newtown Public Library