



Library Director's Report to Tredyffrin Libraries Board of Trustees for July 26, 2018

Monthly Summary

Tredyffrin Public Library is working toward becoming a Gold Star PA Forward Library. Developed by the Pennsylvania Library Association, the PA Forward Star Library Program is part of a statewide initiative whose goal is to improve the quality of life in Pennsylvania. The program enables libraries to create new partnerships; develop broader community support; and develop a powerful, unified voice for libraries as community centers of information, technology and learning that fuel educational and economic opportunity for all.

The program recognizes libraries that incorporate the “five key literacies” - “Basic Literacy”, “Information Literacy”, “Civic and Social Literacy”, “Health Literacy”, and “Financial Literacy” into their programming activities, displays and events.

Visitor count for 2018 has decreased by 2,094 (-1.8%) compared to the same time period in 2017. The April and May counts were lower than expected, however, door count numbers have begun to increase as we get into the summer months. We typically see an increase in door count in June, July, and August due to our heavy focus on summer programs for kids. Circulation of library materials for 2018 has increased by 4,914 (+2.7%) compared to the same time period last year. While print circulation has decreased by 2,797 (-1.6%), circulation of electronic materials shows an increase in circulation of 4,914 (+2.7%). As we continue to monitor the changing circulation of print and other physical copies of material we are considering the increasing demand for e-materials and adjusting purchasing of all loan-able library materials in ways that best allocate financial resources and meet the changing demand.

Our program numbers remain strong this year and comparing total offerings and attendance data to the same time period for 2017 there is an overall increase of 116 (+18.5%) in total program offerings and an increase of 541 (+4.9%) in total program attendance. We've experienced some turnover in the Reference Department and are working on bringing on new librarians in the Reference Department to administer adult programming initiatives as we work toward our goal of becoming a Gold Star PA Forward Library.

The Strategic Planning Committee has completed a draft of the 2018 – 2022 Strategic Plan for review.

Building and Facilities Updates

Stucco Repair

The resolution to repair the wall was passed by the Board of Supervisors at the July 16, 2018 meeting. The work is currently scheduled to begin in August.

Recycling

The Paper Retriever program is under new management. I have spoken with and met with the representative and have been assured that the bins would be emptied in a timely manner and that we would be on a regular schedule for pickup. I consulted the Township Manager and we will be keeping the bins for six months on a trial basis anticipating an improvement in service.

Roof Painting

With the aid of Tredyffrin Township Public Works I received quotes to repaint the metal building façade on the roof. The work is tentatively scheduled for August.

Volunteers

Volunteers aid us with daily library operations and services and enable us to continue to provide exemplary service to our community. We are extremely grateful for their hard work and commitment. Comparing May to June 2018, total volunteers increased by 12 (+30%) and total volunteer contributed hours increased by 86 (+22.8%). Comparing 2018 totals to 2017 totals from the same time period, total volunteers increased by 77(+40.7%) and total volunteer contributed hours increased by 231.75 (+10.7%).

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Tredyffrin Paoli (All)	2018	2017	2017 - 2018 Change	2017 - 2018 % Change
January	0	18	10	12	40	38	2	5.3%
February	1	19	10	12	42	35	7	20.0%
March	0	21	11	12	44	36	8	22.2%
April	0	21	16	11	48	37	11	29.7%
May	0	18	13	9	40	43	-3	-7.0%
June	0	18	18	16	52	56	-4	-7.1%
TOTAL	1	115	78	72	266	189	77	40.7%

Number of Volunteer Contributed Hours

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Tredyffrin Paoli (All)	2018 TOTAL	2017 YTD	2017 - 2018 YTD Change	2017 - 2018 YTD % Change
January	0	122	133	67.5	322.5	338.25	-15.75	-4.7%
February	3	116	201	57.5	377.5	316.75	60.75	19.2%
March	0	139.5	244	39.75	423.25	317.75	105.5	33.2%
April	0	145	198	48.75	391.75	318.75	73	22.9%
May	0	113.75	243.5	37.75	395	376.5	18.5	4.9%
June	0	105	317	59	481	491.25	-10.25	-2.1%
TOTAL	3	741.25	1336.5	310.25	2391	2159.25	231.75	10.7%

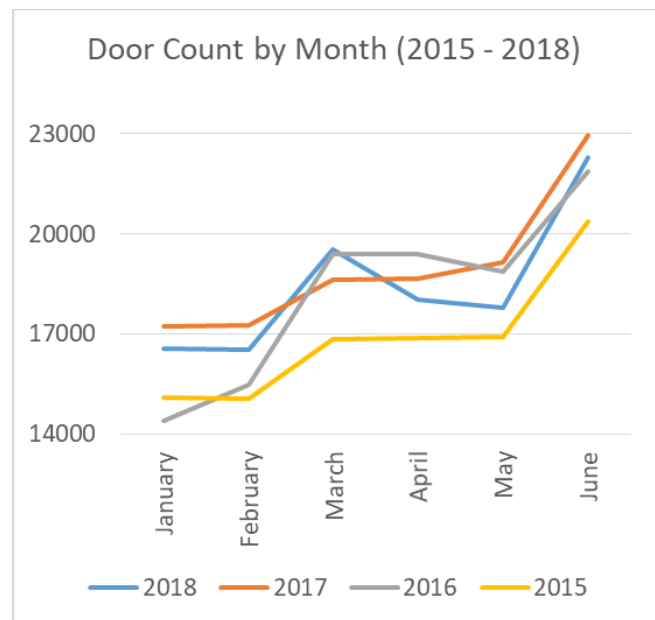
Visitor Count and Circulation

Visitor count for June 2018 totaled 22,314. This is an increase of 4,014 (+22%) visitors compared to May and a decrease of 2,094 (-1.8%) comparing the 2018 total to the 2017 total.

	Jun-17	Jun-18	Difference	% Increase or Decrease	2017 YTD	2018 YTD	Difference	% Increase or Decrease
Paoli	5,195	5,198	3	0.1%	26,905	25,948	-957	-3.6%
Tredyffrin	17,775	17,116	-659	-3.7%	86,521	85,384	-1,137	-1.3%
Total	22,970	22,314	-656	-2.9%	113,426	111,332	-2,094	-1.8%

		Jan	Feb	Mar	Apr	May	June	Total
Sun	Paoli	240	281	610	313	204	271	1,919
	Tredyffrin	1,358	1,189	2,099	1,484	953	1,931	9,014
Mon	Paoli	624	796	661	975	633	1,010	4,699
	Tredyffrin	2,118	2,284	2,521	3,072	1,927	2,708	14,630
Tues	Paoli	14	4	69	22	33	10	152
	Tredyffrin	3,004	2,444	1,753	2,699	3,959	3,021	16,880
Wedns	Paoli	1,008	738	514	897	1,113	1,147	5,417
	Tredyffrin	158	4	646	92	26	2	928
Thurs	Paoli	575	741	1,097	811	994	916	5,134
	Tredyffrin	1,851	2,268	3,141	2,529	3,223	3,113	16,125
Fri	Paoli	699	704	870	777	692	1,024	4,766
	Tredyffrin	1,914	1,941	2,373	1,729	1,625	3,305	12,887
Sat	Paoli	595	641	592	585	628	820	3,861
	Tredyffrin	2,414	2,526	2,601	2,053	2,290	3,036	14,920
Total Paoli		3,755	3,905	4,413	4,380	4,297	5,198	25,948
Total Tredyffrin		12,817	12,656	15,134	13,658	14,003	17,116	85,384
Libraries Combined		16,572	16,561	19,547	18,038	18,300	22,314	111,332

	2018	2017	2016	2015
January	16572	17227	14411	15104
February	16522	17253	15475	15073
March	19547	18645	19393	16849
April	18035	18652	19405	16876
May	17801	19166	18858	16927
June	22314	22970	21866	20377
TOTAL	110791	113913	109408	101206



I've included a comparison of door count data collected by month for the years 2015 - 2018. I thought it prudent to include both the data and a graphical representation of how door count has changed (and changes) during the months of the year and also to illustrate the door count changes over the past four years.

Circulation for June 2018 totaled 34,180 for all materials. This is an increase of 4,266 (+14.4 %) in borrowing of materials compared to the previous month. Compared to the total checkouts for 2017, checkouts for 2018 have increased by 4,914 (+2.7%). While print circulation has decreased by 2,797 (-1.6%), circulation of electronic materials shows an increase in circulation of 4,914 (+2.7%). Electronic circulation in the system is attributed by percentage of total contribution to electronic resources by all libraries within the system.

	Print	Electronic	Total
Jan-18	27,024	3,426	30,450
Feb-18	26,460	3,082	29,542
Mar-18	29,948	3,544	33,492
Apr-18	26,593	3,434	30,027
May-18	26,341	3,573	29,914
Jun-18	30,381	3,799	34,180
May 2018 - June 2018 Difference	4,040	226	4,266
May 2018 - June 2018 % Difference	15.3%	7.3%	14.4%
Jun-17	31,390	2,758	34,148
June 2018 - June 2017 Difference	-1,009	1,041	32
June 2018 - June 2017 % Difference	-3.2%	37.7%	0.1%

	Print	Electronic	Total
2018 YTD	166,747	20,858	187,605
2017 YTD	169,544	13,147	182,691
Difference	-2,797	7,711	4,914
% Change	-1.6%	58.7%	2.7%

Programming

Programs for June 2018 totaled 121 and attendees totaled 2,643. Please note that statistics for May have been updated to include teen programming totals which were not yet available at the writing of the previous report. Comparing total program offerings and attendance data to the same time period for 2017 there is an overall increase of 116 (+18.5%) in total program offerings and an increase of 541 (+4.9%) in total program attendance.

Number of Programs

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	214	358	56	628
2018	322	358	64	744
Difference Between 2017 & 2018	108	0	8	116
	50.5%	0.0%	14.3%	18.5%

Number of Attendees

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	2,930	7,043	1,145	11118
2018	3,357	7,253	1,049	11659
Difference Between 2017 & 2018	427	210	-96	541
	14.6%	3.0%	-8.4%	4.9%

Number of Programs

Paoli	Jan	Feb	Mar	Apr	May	June	Total
18+	6	5	18	24	27	10	90
Ages 0-5	24	19	22	8	4	18	95
Ages 5-11	5	3	7	21	12	11	59
Ages 12-17	0	0	0	0	0	0	0
Total	35	27	47	53	43	39	244

Tredyffrin	Jan	Feb	Mar	Apr	May	June	Total
18+	41	38	40	36	44	33	232
Ages 0-5	19	20	17	23	22	25	126
Ages 5-11	12	17	7	16	13	13	78
Ages 12-17	18	6	9	12	8	11	64
Total	90	81	73	87	87	82	500

Total	125	108	120	140	130	121	744
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Number of Attendees

Paoli	Jan	Feb	Mar	Apr	May	June	Total
18+	25	26	39	35	43	40	208
Ages 0-5	231	155	212	239	697	229	1,763
Ages 5-11	25	17	63	102	35	244	486
Ages 12-17	0	0	0	0	0	0	0
Total	281	198	314	376	775	513	2,457

Tredyffrin	Jan	Feb	Mar	Apr	May	June	Total
18+	527	472	514	553	529	554	3,149
Ages 0-5	512	231	536	725	778	792	3,574
Ages 5-11	135	310	70	206	200	509	1,430
Ages 12-17	199	97	105	266	107	275	1,049
Total	1,373	1,110	1,225	1,750	1,614	2,130	9,202

Total	1,654	1,308	1,539	2,126	2,389	2,643	11,659
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Children's Notes (Submitted by Angie Andre)

We currently have 486 children registered and participating in our Summer Reading Quest Program. Our 8 week program is hitting our halfway mark this week and we are seeing many children participating in our programs and reading challenges. Thanks to generous donations from the community we are able to give each child who participates in Summer Reading for 4 weeks a book they can keep. This is a great motivator and the kids love to choose their own books.

We are making good use of our 30 teen volunteers that are making our amazing summer possible. Our hard working volunteers are spending their time signing up children for summer reading, marking

their progress, shelving books, helping circulation staff check in items and providing help to our programming library assistants.

Teen Notes (Submitted by Laura Doan)

We held our usual bi-monthly book group and “journaling together” workshops. The book this month was “The Confidence Code for Girls.” The book includes ideas for regulating stress in a healthy way. Each book group member presented a chapter from the book, adding in her own knowledge.

The “Girls Who Code Club” wrapped up for the summer and will return in the fall.

We hosted a schedule of “end of high school” art galleries and musical recitals. These events showed the breadth and depth of music and arts education in TESD. With music spanning across multiple genres and art spanning multiple styles and mediums, these events brought a capacity crowd to Tredyffrin Library. We celebrated the end of the school year with a “School’s Out Pizza Party” which included a tabletop shuffleboard tournament.

We held our first of two scheduled College Essay Summer Writing Classes with Marylyn Calabrese, PH.D. Dr. Calabrese is the former chairperson of the Conestoga High School English Department. Her educational background includes an A.B. from Bryn Mawr College, an MAT from Wesleyan University, and a Ph.D. in Teaching Writing from the University of Pennsylvania. All proceeds from this event went to the library.

Reference Notes (Submitted by Catherine Boyle)

In June we welcomed Sam Bardarik to the reference desk. She will be taking over the weekday hours vacated by Zoey. We now have 4 graduates from the Pennsylvania Library Association’s Leadership Academy on the reference staff.

The staff has been hard at work preparing our weekly challenge sheets for SummerQuest as well as prepping for our annual Christmas in July display. Many of the part time reference staff members have been coming up with some exciting ideas for programming. They will be helping as we try to become a PA Forward Star Library over the upcoming months. The board can read about PA Forward & the star library program at <http://www.paforward.org/>

Information assistance for June 2018 shows an increase of 278 (+2%) information transactions compared to the same time period for 2017. PC use has increased by 998 (+4.7%) compared to the same time period for 2017. Information literacy classes (1 on 1 sessions) decreased by 17 (-25.4%) compared to the same time period for 2017. Proctoring sessions decreased by 2 (-6.9%) compared to the same time period for 2017 while hours of proctoring offered increased by 4.25 (+10.3%) compared to the same time period for 2017.

Information Transactions

	Ref	Children's	Circ	Total
Jan-18	1191	454	708	2353
Feb-18	1197	463	633	2293
Mar-18	1334	576	609	2519
Apr-18	1236	451	593	2280
May-18	1186	440	575	2201
May '18 - April '18 Difference	-50	-11	-18	-79
May '18 - April '18 % Difference	-3.7%	-1.9%	-3.0%	-3.1%
May-17	1019	491	707	2217
May-18	1186	440	575	2201
May 2018 - May 2017 Difference	167	-51	-132	-16
May 2018 - May 2017 % Difference	16%	-10%	-19%	-1%
YTD 2017	5845	2610	3441	11896
YTD 2018	6144	2384	3118	11646
YTD 2018 - YTD 2017 Difference	299	-226	-323	-250
YTD 2018 - YTD 2017 % Difference	5.1%	-8.7%	-9.4%	-2.1%

Computer Users

	Adult	Children's	WiFi	Total
Jan-18	1132	129	2224	3485
Feb-18	1635	118	2296	4049
Mar-18	1311	134	2657	4102
Apr-18	1281	90	2237	3608
May-18	1143	131	2140	3414
May '18 - April '18 Difference	-138	41	-97	-194
May '18 - April '18 % Difference	-10.5%	30.6%	-3.7%	-4.7%
May-17	1223	151	2093	3467
May-18	1143	131	2140	3414
May 2018 - May 2017 Difference	-80	-20	47	-53
May 2018 - May 2017 % Difference	-7%	-13%	2%	-2%
YTD 2017	6343	713	10290	17346
YTD 2018	6502	602	11554	18658
YTD 2018 - YTD 2017 Difference	159	-111	1264	1312
YTD 2018 - YTD 2017 % Difference	2.5%	-15.6%	12.3%	7.6%

Information Literacy Classes

	1 on 1 Tutorials
Jan-18	49
Feb-18	38
Mar-18	47
Apr-18	39
May-18	24
Jun-18	46
June '18 - May '18 Difference	22
June '18 - May '18 % Difference	91.7%
Jun-17	67
Jun-18	46
June 2018 - June 2017 Difference	-21
June 2018 - June 2017 % Difference	-31%
YTD 2017	260
YTD 2018	243
YTD 2018 - YTD 2017 Difference	-17
YTD 2018 - YTD 2017 % Difference	-25.4%

Website Statistics

	Page Views	Unique Page Views	Users
Jan-18	14689	12153	5702
Feb-18	12157	10087	4811
Mar-18	15575	12617	5642
Apr-18	14284	11787	4969
May-18	14697	12063	5185
Jun-18	16801	13746	5516
June '18 - May '18 Difference	2104	1683	331
June '18 - May '18 % Difference	14.3%	14.0%	6.4%
Jun-17	33416	13490	6254
Jun-18	16801	13746	5516
June 2018 - June 2017 Difference	-16615	256	-738
June 2018 - June 2017 % Difference	-50%	2%	-12%
YTD 2017	185196	74845	36115
YTD 2018	88203	72453	31825
YTD 2018 - YTD 2017 Difference	-96993	-2392	-4290
YTD 2018 - YTD 2017 % Difference	-52.4%	-3.2%	-11.9%

Proctoring Statistics

	# of Sessions	# of Hours
Jan-18	1	1
Feb-18	3	6.5
Mar-18	4	10.5
Apr-18	3	5
May-18	9	13.5
Jun-18	7	9
June '18 - May '18 Difference	-2	-4.5
June '18 - May '18 % Difference	-66.7%	-90.0%
Jun-17	10	16
Jun-18	7	9
June 2018 - June 2017 Difference	-3	-7
June 2018 - June 2017 % Difference	-30%	-44%
YTD 2017	29	41.25
YTD 2018	27	45.5
YTD 2018 - YTD 2017 Difference	-2	4.25
YTD 2018 - YTD 2017 % Difference	-6.9%	10.3%