

DIRECTOR'S REPORT

Meeting room usage has been increasing substantially since we changed our policy. It has been interesting to see groups and individuals using the rooms with the new technology. The rooms are used in many different ways. They are still used for Library related programs, but the rooms are becoming ever more popular with local non-profit groups and small businesses. A real estate office in town has been using one of the rooms for staff training events. They love the space and are impressed with the upgraded technology. The local AAUW is meeting at the Library instead of in member's homes. Last week a resident needed a quiet place to practice a high level presentation. He used one of our rooms and he remarked that he loved using the new MondoPad. This is just a snapshot of what we see on a weekly basis.

AV demos and meeting room tours will be held on March 17 and 18 for patrons and staff. We are also working on marketing and informational pieces to advertise the new technology. It's very exciting to see this project finished.

The redesigned Fine Print debuted in late February. I'm very pleased with the new format and I love the informational articles. We've received many compliments on the newsletter. There's so much to advertise. It's great that we have more room to let patrons know about classes, events, books and other great products.

BOARD REPORT

February 2014

	Feb-14	Feb-13	PER CENT CHANGE	CUMULATIVE TOTAL FY 14	FY 13	PER CENT CHANGE
Circulation						
Adult	52,813	66,025	-20%	112,064	141,158	-21%
Kids' Library	43,188	47,568	-9%	87,377	100,920	-13%
Unspecified	1,703	340	401%	3,276	770	325%
Total	97,704	113,933	-14%	202,717	242,848	-17%
Total Minus ILL Sent	96,587	106,466	-9%			
Number of Days Open	28	28				
Downloadable Books & Media	4,694	4,105	14%			
Web Site						
Visits	38,472	50,025	-23%	80,426	106,631	-25%
Unique Visitors	22,351	31,429	-29%	45,705	66,126	-31%
Page Views	74,928	98,296	-24%	150,168	211,701	-29%
Reference Queries						
Adult Reference	5,029	5,081	-1%	10,517	11,043	-5%
Kids' Library	2,106	1,816	16%	4,050	3,659	11%
Total Reference Req.	7,135	6,897	3%	14,567	14,702	-1%
Meeting Room Use						
Library Programs	107	111	-4%	195	195	0%
Public Meetings	77	44	75%	133	82	62%
Total Programs/Meetings	184	155	19%	328	277	18%
Program Attendance						
Adults & Teens	303	N/A		640		
Kids	1,857	N/A		3,624		
Total Program Attendance	2,160			4,264		
Visitor Count						
In-house	37,055	38,352	-3%	73,355	82,923	-12%
Drive-up	2,084	1,812	15%	4,504	3,705	22%
Total	39,139	40,164	-3%	77,859	86,628	-10%
Library Cards						
Card Holders 2/01/14	29,246					
Added	160					
Withdrawn	258					
Card Holders 2/28/14	29,148					
Elmhurst Cards Used						
	8,902	8,927	0%			
Nonresident Cards						
Card Holders 2/01/14	77	32	109			
Added	8	3	11			
Expired	0	0	0			
Card Holders 2/28/14	85	35	120			

BOARD REPORT

Feburary 2014

Materials (Selected Statistics)	Adult Added	Adult Withdrawn	Juvenile Added	Juvenile Withdrawn
Books, Non-Fiction	503	1,897	444	27
Books, Fiction	940	2,218	1,282	292
Cassettes	0		0	0
Compact Discs	209	280	48	35
Playaways Audio	23	0	0	0
Kits	0	0	0	5
Software	0	0	0	0
CD-ROM	0	0	0	0
Videos	0	0	11	0
DVD's	265	249	81	396
Blu-ray	30	0	0	0
Playaways View	0	0	0	0
Console Video Games	6	2	1	7
Toys	0	0	0	1
Flashdrives		0	0	0
TOTAL	1,976	4,646	1,867	763

Collection Totals	Adult	Juvenile	Total
Books	164,658	114,676	279,334
Cassettes	0	0	0
Compact Discs	23,219	4,345	27,564
Playaways Audio	743	256	999
Video Cassettes	0	0	0
DVDs	14,795	9,872	24,667
Blu-ray	453	0	453
Playaways View	0	0	0
CD-ROM	0	393	393
Console Video Games	552	645	1,197
Kits	0	175	175
Toys	0	402	402
TOTAL	204,420	130,764	335,184

CIRCULATION REPORT

February 2014

TOTAL CIRCULATION:

February 2014 = 97,704

February 2013 = 113,933

Circulation for February 2014 decreased 14% compared to February 2013.

Without ILL sent statistics, circulation decreased 9%.

% of checkouts done on self-checks = 32%

Holds:

- Placed this month: 8,896
 - Staff placed = 1,558
 - Patron placed = 5,961
 - Placed in LINKin = 1,377
- Placed a year ago: 10,095
- Percent Change: -12%
- Amount of holds filled this month: 7,000
 - Elmhurst items = 5,650
 - LINKin items = 1,208
 - OCLC items = 142
- Holds Not Picked Up: 904
- Percent of holds filled: 13%

ILL:

- ILL sent this month: 1,117 (LINKin = 805/ OCLC = 312)
- ILL sent a year ago: 7,467
- Percent Change: -85%
- ILL received this month: 1,582 (LINKin = 1,440/ OCLC = 142)
- ILL received a year ago: 5,530
- Percent Change: -71%

Non-Resident Cards purchased: 5 for a total of \$1,543.75

Unique Management Services:

- Accounts submitted this month: 26 @ \$8.95 = \$232.70
- Total accounts submitted: 1,363
- Total cumulative recovery of \$137,369.64 yielding an ROI of 12 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 369.47

Ecommerce:

• Non-Resident Fees	\$	1031.67
• Lost items/Misc.	\$	372.03
• Fines & Processing Fees	\$	1424.60
• Out of State Fees	\$	0.00
• Total.....	\$	2828.30

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	80,749	83%
Reciprocal Borrowers	7,758	8%
Downloadable Material	4,694	5%
Teachers	1,283	1%
Elmhurst College Students	1,191	1%
Interlibrary Loans Sent	1,117	1%
Outreach Patrons	399	<1%
Non Residents-Unincorporated	327	<1%
Non Resident Taxpayers	169	<1%
Elmhurst Businesses	17	<1%
	97,704	100%

of Patrons Served at Drive-up Window:

- February 2014 = 2,084
 - February 2013 = 1,812
 - Percent Change: 15%
- ~~Patrons are taking advantage of the option to choose the Drive-up Window as their pickup location when placing requests online. The Drive-up Window has also been very popular during this challenging winter.

Highest Hourly Rate of Circulation Transactions:

Sunday, February 23rd. Average 1,331 items/hour!*

*items checked in, checked out and renewed

Of Note:

- The Circulation Department welcomed Darren P. as our newest Page.
- Chris P. and Dina J. facilitated a card making workshop on the 4th.
- Sam facilitated In Stitches on the 4th,
- Debbie facilitated In Stitches on the 19th.
- Three volunteers worked for 13.5 hours on our canvas bags and cleaning carts this month.

Notable High Circulation Figures:

- Highest circulating items in February:
 - Despicable Me 2 (DVD) – 140 checkouts
 - Most circulated book title in ADS : Sycamore Row by John Grisham – 44 checkouts
 - Most circulated book title in KIDS: Wonder by R.J. Palacio – 61 checkouts
- 4,694 Digital Audio Media
 - 2,505 My Media Mall
 - 454 3M Cloud
 - 28 One Click Digital
 - 778 Freegal
 - 929 Zinio
- 2,095 Magazines (ADS and KIDS)
 - 771 *Magazines to Go*
 - *545 magazines were browsed within the Library. *Not included in the 2,095 reported circulation statistic.*
- 676 Blu-Rays
- 359 Playaways
 - 280 ADS
 - 79 KIDS
- 184 Electronic Devices
 - 3 Assistive Technology iPad
 - 98 Laptops
 - 41 ADS Nooks
 - 42 KIDS Nooks
- Devices checked out for use in Library
 - 30 Laptop (KIDS)
 - 12 iPad (KIDS)

Adult Services Department

February 2014

Programming

February	6 Computer Classes	63
Feb 1, 6, 8, 13, 15, 20, 22, 27	Drop-in technology help!	11
February 3, 17	Conversemos en Espanol!	10
February 4	Card Making 101	19
February 4, 19	In Stitches	11
February 5	Chicago's Sweet Candy History	20
February 9	Lyric Opera Lecture: Rusalka by Antonin Dvorak	12
February 10	JVS Career Counseling	5
February 10, 24	Parlons en Francais	9
February 12	Cooking Crew	6
February 13	Silent Film Screening: The Extra Girl	21
February 19, 20	February Book Discussion-The Obituary Writer	28
February 19	SCORE	4
February 22	Practice ACT	36
February 23	Lyric Opera Lecture: La Clemenza di Tito	20
February 24	The Technical / Vocational Education Pathway to a Great Career	13
February 25	Ciao Italia! Conversational Club	5
February 25	Read Between the Wines-Book Discussion at Flight 112	17

Staff Training, Development & Instruction

Feb 3	Palmer attended YA Sig
Feb 4	Kollbocker attended a RA webinar
Feb 6	Kollbocker attended ARRT Genre Study at Berwyn Public Library
Feb 10	Lau attended the Strategies for Pizazz webinar
Feb 13	Lau attended a BIG meeting
Feb 19	Perona attended Nook training at Barnes and Noble
Feb 25	Lau attended a popular eBooks for your library webinar
Feb 27	Perona gave a rotary meeting presentation

Displays

Books, Media & More – February

- Love Stinks! - Patti Palmer
- Love & Romance – Rachelle Bell
- Best of 2013 – Margie Kollbocker
- Based on the Book – Ariana Haze
- Short Stories/Quick Reads - Jeannine Lau
- Black History Month – Duard Mosley
- Rom Coms – Gina Gajewski
- In Concert - Anne Swanson
- American Dreams - Jackie Lehrer
- Olympic Games - Hannah Payne
- Foreign Languages/Foreign Lands - Jackie Lehrer

Glass Case - February

This month we showcased the Elmhurst Art Museum's exhibit "SpotLight"



Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2014 Groups											248	221
2014 Individuals											163	161
2014 Total Uses											411	382
2013 Total Uses	352	362	446	397	358	372	362	416	411	375	345	380
2012 Total Uses	330	385	424	342	321	308	348	415	401	371	432	370
2011 Total Uses	352	399	379	367	337	356	310	384	411	423	372	374
2010 Total Uses	319	389	403	366	324	316	325	366	380	420	377	398
2009 Total Uses	323	340	398	347	295	286	311	344	363	357	325	351

Patron Interactions

In February we answered **5,029** reference questions on the 2nd floor.

A selection of Database Statistics

	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013	Aug 2013	July 2013
All Magazine/News Indexes	N/A	20276	18,814	21,253	23,234	20,510	8244	2564
Ancestry	2154	2798	1683	4849	2482	2900	1731	3948
Transparent Language	21	19	22	10	34	25	18	29
Consumer Reports.org	N/A	173	266	279	215	161	227	267
Downloadable Books	2987	3426	2895	2349	2662	2665	2934	3237
Freegal	778	988	998	985	1078	987	1015	1010
Lynda.com (Online Classes)	518	716	337	169	New			
Morningstar	830	1326	1089	3027	770	388	984	1059
Novelist	26,051	29,438	25,883	30,169	32,726	25,536	2547	775
Public Records	341	388	365	370	350	351	354	339
Reference USA	562	490	935	572	944	806	865	857
Tutor.com Learning Suite	87	54	21	37	54	73	22	9
Valueline	4684	4718	3888	4240	3726	3832	3994	3808
Zinio (emagazines)	929	915	719	833	935	659	503	530

Technology Assistants (TAs) are available to help patrons 72 hours a week with all sorts of technology related questions. From the simple to the complex, this position is one that is really responding to what our patrons need today.



KIDS' LIBRARY

February 2014

PROGRAMS

Chicka Chicka Baby (infants):	4 sessions; 42 babies, 40 adults
The Littlest Storytime (infants):	4 sessions; 48 babies, 40 adults
Mother Goose Time (age 1):	8 sessions; 121 kids, 93 adults
Toddler Time (age 2):	8 sessions; 90 kids, 81 adults
Rhyme Time (ages 1-2):	9 sessions; 114 children, 98 adults
1-2-3 Storytime (ages 1-3):	8 session; 149 children, 132 adults
Road to Reading (ages 3-5):	12 sessions; 227 kids, 58 adults
We Love Reading (gr K-1):	4 sessions; 90 kids
Saturday Family Storytime:	5 sessions; 93 children, 62 adults
Pokemon and More:	2 sessions; 9 players

Chess Club 2/7	6 kids
Valentine Card-crafting Party 2/8	17 kids, 12 adults
Junior LEGO 2/11	27 kids
Minecraft (gr 1-5) 2/12	26 kids
2/3 Gr Book Discussion 2/14	8 kids
Aaron Reynolds 2/17	19 kids, 16 adults
Open LEGO 2/17	10 kids, 9 adults
Revolutionary War Folk 2/20	25 kids
Picture Book Artist 2/22	16 kids

Chicka Chicka Baby is gaining steam in its second month. Due to its location in the picture book area, parents tend to stay and visit long after the program is over, using this area of the library as a great new-parent hang out spot. The weather on February 8 kept almost half of the registered attendees from coming to the Valentine Crafting Party, but the 29 who came really enjoyed it. Junior LEGO has returned, and this month 27 happy kids in grades K-2 created cool things. Minecraft continues to be popular, attracting 26 kids this month. Lori Hoegler hosted eight kids for a book discussion of *Friendship According to Humphrey*.

Thanks to a generous anonymous donor, we hosted author Aaron Reynolds on February 17. Our audience of 37 enjoyed his lively presentation, and Anderson's Bookshop sold copies of his books for autographing. On February 20, the Kids' Library was invaded by folks from Revolutionary times, and 25 kids enjoyed learning about the life, music, and weaponry of the time. In their uniforms, the presenters really attracted the attention of our patrons! Thank you to staff member Allison Davis and her re-enactment group for joining us that day. The month ended with 16 kids ages 6-9 creating their own picture-book-style art with staff member Seraya Fulton.



Chicka Chicka Baby

MIDDLE SCHOOL PROGRAMS

Our partnership with the District 205 PTA was a huge success. The Brain Benders program brought in 50 kids from all three middle schools for an evening of team building and tough trivia. They spend the evening finding clues to trivia questions all over the library. The kids built LEGOs, reconstructed skeletons, and decoded cyphers. They had a wonderful evening and we will do it again. STEM Club was another success. Fifteen kids built their own "Peepmobiles." Their projects ranged from hot air balloon creations to sleds to cars, all complete with Peeps passengers.

Brain Benders 2/8	50 kids
Minecraft Zone 2/10	4 kids
STEM Club 2/28	15 kids

SCHOOL SERVICES

Shaira Rock gave a tour and presented information about children's literature to a class of nine students from Elmhurst College on February 6. One scout group visited this month, which included ten first grade Girl Scouts and three leaders.

Thirty classroom collections totaling 578 items circulated to 13 schools.

Children's Programs:	73
Children's Program Attendance:	1,788
Middle School Programs:	3
Middle School Attendance:	69
Total programs offered:	76
Total attendance:	1,857

Selected Databases (Documents Retrieved)

	Oct 13	Nov	Dec	Jan 14	Feb
Amazing Animals	96	13	82	76	32
America the Beautiful	34	57	34	6	9
BookFlix	1387	1002	896	952	756
Early Literacy Stations (sessions)	1,366	826	580	748	779
Encyclopedia Americana	266	101	43	0	6
Grolier Multimedia Encyclopedia	177	159	111	7	3
Lands and Peoples	68	61	14	9	4
Literature Crit. Online (retrievals)	2	16	5	9	68
New Book of Popular Science	311	143	96	8	2
NoveList K-8 (searches)	144	297	133	84	66
TrueFlix	63	9	12	39	52
Tumblebooks (book views)	83	102	45	115	83
World Book Encyclopedia (hits)	7280	1360	1640	1580	1380

VOLUNTEERS

Eight middle school volunteers donated 24 hours of service to the Library.

STAFF

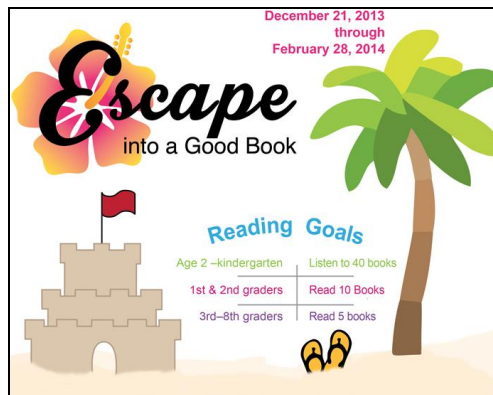
Gloria Walsh-Rock, Shaira Rock, and Lori Hoegler attended the Anderson's Children's Author Breakfast February 15, 2014.

WINTER READING PROGRAM

Final Registration numbers:

Preschool	319
Kindergarten	118
First Grade	93
Second Grade	109
Third Grade	109
Fourth Grade	81
Fifth Grade	73
Middle School	<u>82</u>
TOTAL	984

Last year's total = 1209



Public Information Report

February 2014

News Links: (click to view)

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Feb.-13-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Feb.-21-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Feb.-27-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Feb.-28-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/February-14-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Guest-Column-Press.jpg>

Social Media Statistics:

	Mar 2013	Apr 2013	May 2013	June 2013	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013	Jan 2014	Feb 2014
Facebook likes:	1342	1373	1389	1413	1428	1471	1514	1549	1574	1611	1633	1646
Twitter followers:	567	593	614	646	659	689	711	724	739	750	779	797
Yelp views:	150	111	109	125	183	364	416	336	281	332	369	421
stars (of 5)	4.67	4.67	4.67	4.69	4.70	4.55	4.53	4.55	4.55	4.58	4.64	4.59
Bookletters visits:	1102	1279	803	1007	1725	1090	1186	885	564	768	1130	856

Highlights

1. Redesigned Spring newsletter comments:
 - Patron comes to the desk and says "I'd like to sign up for some classes you have in your magazine"
 - Patron raved about our new Fine Print. She wanted to let us know how much she likes the new layout and magazine style to it.
2. Setting permanent styles for EPL, including creating a graphic standards guide. This will enable faster production of publicity and marketing materials adhering to high quality standards.
3. PR is teaching/creating several technology classes, specifically the technology we use in our daily work such as Pinterest, Wordpress, and image editing.