

## DIRECTOR'S REPORT

While our circulation statistics are still down due to the consortium change, our visits to the Library were up this month (a sign of the milder weather), and our meeting room usage is skyrocketing. We've had many positive comments about our meeting rooms. They are extremely useful to the community.

The Even Better @ EPL informational campaign has begun. Pamphlets are available in the Library, the web site has information about the project on it along with a link to the TED talk that we viewed, and staff ambassadors are wearing ASK ME buttons. We are working on an informational kiosk to be placed in the lobby. The kiosk will showcase the renderings, a timeline, and it will house other information about the project as it becomes necessary.

Check out the new streaming video products available to you via the web site. Hoopla has thousands of videos that you can stream. I especially like the BBC section and the documentaries. Indie Flicks provides thousands of award-winning shorts, feature films, and documentaries by independent film makers. My Media Mall/Overdrive provides ebooks, audio books, and video. We are also adding streaming music to our Freegal subscription. Besides being able to download and keep 5 songs per week, patrons will now be able to set up playlists and stream 3 hours of free music per day – no commercials! We'll be offering a class on how to stream video this summer.

The Elmhurst Reads author event will be held on April 24, 7:00 pm at the Hammerschmidt Chapel. The authors will be here from 5:00 – 6:00 for a reception with staff, Board, Friends members. You are all invited to attend.

The Friends of the Library will hold their annual Poetry Contest on April 25, 7:00 pm in the large meeting room.

# BOARD REPORT

## March 2014

	Mar-14	Mar-13	PER CENT CHANGE	CUMULATIVE TOTAL FY 14	FY 13	PER CENT CHANGE
<b>Circulation</b>						
Adult	61,996	75,635	-18%	174,060	216,793	-20%
Kids' Library	49,253	55,384	-11%	136,630	156,304	-13%
Unspecified	1,865	442	322%	5,141	1,212	324%
Total	113,114	131,461	-14%	315,831	374,309	-16%
Total Minus ILL Sent	111,961	122,976	-9%			
Number of Days Open	31	30				
Downloadable Books & Media	5,411	4,572	18%			
<b>Web Site</b>						
Visits	43,021	53,859	-20%	123,447	160,490	-23%
Unique Visitors	24,905	33,695	-26%	70,610	99,821	-29%
Page Views	83,099	103,556	-20%	233,267	315,257	-26%
<b>Reference Queries</b>						
Adult Reference	5,249	5,891	-11%	15,766	16,934	-7%
Kids' Library	2,082	1,830	14%	6,132	5,489	12%
Total Reference Req.	7,331	7,721	-5%	21,898	22,423	-2%
<b>Meeting Room Use</b>						
Library Programs	129	97	33%	324	292	11%
Public Meetings	62	52	19%	195	134	46%
Total Programs/Meetings	191	149	28%	519	426	22%
<b>Program Attendance</b>						
Adults & Teens	443	N/A		1,083		
Kids	2,054	N/A		5,678		
Total Program Attendance	2,497			6,761		
<b>Visitor Count</b>						
In-house	42,905	42,388	1%	116,260	125,311	-7%
Drive-up	2,326	1,835	27%	6,830	5,540	23%
Total	45,231	44,223	2%	123,090	130,851	-6%
<b>Library Cards</b>						
Card Holders 3/01/14	29,148					
Added	201					
Withdrawn	203					
Card Holders 3/31/14	29,146					
<b>Elmhurst Cards Used</b>						
	9,569	9,260	3%			
<b>Nonresident Cards</b>						
Card Holders 3/01/14	85	35	120			
Added	2	0	2			
Expired	0	0	0			
<b>Card Holders 3/30/14</b>	<b>87</b>	<b>35</b>	<b>122</b>			

## BOARD REPORT

March 2014

<b>Materials (Selected Statistics)</b>	<b>Adult</b>	<b>Adult</b>	<b>Juvenile</b>	<b>Juvenile</b>
	<b>Added</b>	<b>Withdrawn</b>	<b>Added</b>	<b>Withdrawn</b>
Books, Non-Fiction	727	2,577	250	154
Books, Fiction	700	2,296	579	127
Cassettes	0	0	0	0
Compact Discs	167	157	29	2
Playaways Audio	8	0	0	0
Kits	0	0	0	0
Software	0	0	0	0
CD-ROM	0	0	0	0
Videos	0	0	0	0
DVD's	235	9	160	52
Blu-ray	50	0	0	0
Playaways View	0	0	0	0
Console Video Games	17	0	1	6
Toys	0	0	0	0
Flashdrives	0	0	0	0
<b>TOTAL</b>	<b>1,904</b>	<b>5,039</b>	<b>1,019</b>	<b>341</b>

<b>Collection Totals</b>	<b>Adult</b>	<b>Juvenile</b>	<b>Total</b>
Books	161,212	115,224	276,436
Cassettes	0	0	0
Compact Discs	23,229	4,372	27,601
Playaways Audio	751	256	1,007
Video Cassettes	0	0	0
DVDs	15,021	9,980	25,001
Blu-ray	503	0	503
Playaways View	0	0	0
CD-ROM	0	393	393
Console Video Games	569	640	1,209
Kits	0	175	175
Toys	0	402	402
<b>TOTAL</b>	<b>201,285</b>	<b>131,442</b>	<b>332,727</b>

# CIRCULATION REPORT

## March 2014

### TOTAL CIRCULATION:

**March 2014 = 113,114**

**March 2013 = 131,461**

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

Without ILL sent statistics, circulation decreased 9%.

% of checkouts done on self-checks = 32%

### Holds:

- Placed this month: 9,961
  - Staff placed = 1,881
  - Patron placed = 6,703
  - Placed in LINKin = 1,377
- Placed a year ago: 11,474
- Percent Change: -8%
- Amount of holds filled this month: 7,647
  - Elmhurst items = 6,175
  - LINKin items = 1,354
  - OCLC items = 118
- Holds Not Picked Up: Lost data for this month
- Percent of holds filled: Lost data for this month

### ILL:

- ILL sent this month: 1,153 (LINKin = 898/ OCLC = 255)
- ILL sent a year ago: 8,485
- Percent Change: -14%
- ILL received this month: 1,752 (LINKin = 1,634/ OCLC = 118)
- ILL received a year ago: 6,677
- Percent Change: -26%

**Non-Resident Cards purchased:** 1 for a total of \$208.29

### Unique Management Services:

- Accounts submitted this month: 13 @ \$8.95 = \$116.35
- Total accounts submitted: 1,376
- Total cumulative recovery of \$139,307.04 yielding an ROI of 11.6 to 1.

### Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 598.26

### Ecommerce:

• Non-Resident Fees	\$	0.00
• Lost items/Misc.	\$	507.00
• Fines & Processing Fees	\$	1341.85
• Out of State Fees	\$	0.00
• Total.....	\$	1848.85

### Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	94,512	83%
Reciprocal Borrowers	8,976	8%
Downloadable Material	5,411	5%
Interlibrary Loans Sent	1,153	1%
Teachers	969	1%
Elmhurst College Students	920	1%
Non Residents-Unincorporated	552	<1%
Outreach Patrons	470	<1%
Non Resident Taxpayers	147	<1%
Elmhurst Businesses	4	<1%
	113,114	100%

### # of Patrons Served at Drive-up Window:

- March 2014 = 2,326
- March 2013 = 1,835
- Percent Change: 27%  
~~Patrons are taking advantage of the option to choose the Drive-up Window as their pickup location when placing requests online

### Highest Hourly Rate of Circulation Transactions:

Sunday, March 16<sup>th</sup>: Average 1,249 items/hour!\*

\*items checked in, checked out and renewed

### Of Note:

- Debbie facilitated In Stitches on the 4<sup>th</sup> and the 19<sup>th</sup>.
- Debbie represented the Library at the City's Wellness Committee meeting on March 11.
- All Circulation Supervisors plus 12 staff attended an Ambassador Meeting about the 2<sup>nd</sup> floor project on March 26.
- Three volunteers worked for 12 hours on our canvas bags and cleaning carts this month.

### Notable High Circulation Figures:

- Highest circulating items in March:
  - Despicable Me 2 (DVD) – 139 checkouts
  - Most circulated book title in ADS : City of Scoundrels – 97 checkouts
  - Most circulated book title in KIDS: Wonder by R.J. Palacio – 35 checkouts
- 5,411 Digital Audio Media
  - 2,981 My Media Mall
  - 510 3M Cloud
  - 36 One Click Digital
  - 937 Freegal
  - 38 Hoopla ← New Collection
  - 9 IndieFlix ← New Collection
  - 900 Zinio
- 2,657 Magazines (ADS and KIDS)
  - 956 *Magazines to Go*
  - 571 *magazines were browsed within the Library. \*Not included in the 2,657 reported circulation statistic.*
- 995 Blu-Rays
- 546 Playaways
  - 364 ADS
  - 182 KIDS
- 189 Electronic Devices
  - 0 Assistive Technology iPad
  - 97 Laptops
  - 43 ADS Nooks
  - 49 KIDS Nooks
- Devices checked out for use in Library
  - 27 Laptop (KIDS)
  - 34 iPad (KIDS)

# Adult Services Department

March 2014

## Programming

March	6 Computer Classes	76
March 1, 6, 8, 13, 15, 20, 22, 27, 29	Drop-in technology help!	15*
March 3, 17	Conversemos en Espanol!	15
March 4	Card Making 101	21
March 4, 19	In Stitches	25
March 6, 20	English as a Second Language Conversation Practice	3
March 7	Book Discussion at the Elmhurst Art Museum	13
March 8	TEEN Crafternoon - DIY @ Your Library	11
March 10	JVS Career Counseling	5
March 10, 24	Parlons en Francais	19
March 11	TEEN ACT / SAT Writing Seminar	28
March 12	Cooking Crew	7
March 12	Mother Jones "March of the Mill Children"	64
March 13	Silent Film Screening: Sherlock Jr.	30
March 17, 18, 19	AV Demo Drop-in Session	1
March 19, 19, 20	March Book Discussion- The 100 Year-Old Man...	34
March 19	Ardent Spirits: Prohibition & Gangster Chicago	28
March 20	SCORE	3
March 22	TEEN Divergent Movie Field Trip	3
March 25	Ciao Italia! Conversational Club	19
March 25	Read Between the Wines-Book Discussion at Flight 112	6
March 28	TEEN Illinois Ghosts and the Afterlife	4
March 31	Conversational Spanish Group - Mini-Concert!!	13

## Staff Training, Development & Instruction

- March 4 Blank and Ingram attended a phone meeting with III.
- March 4 Kollbocker attended a RA SIG.
- March 5 Blank, Fertig, Gajewski, Haze, Jurss, Mosley, Musharraf, Payne, Salata, Swanson, Thompson attended a TA Meeting.
- March 12 Sanderson presented a class on cutting the cable cord.
- March 13, 14 Blank and Fertig attended PLA.
- March 17 Ingram attended the architecture meeting.
- March 19 Palmer attended the webinar, From Superheroes to Vampires: the Hottest Graphic Novels of 2014.
- March 25 Sanderson moderated a cook discussion at Flight 112.

## Displays

### Books, Media & More – March

- Dystopias for Adults – Kristin Sanderson
- Cheers! – Gina Gajewski
- Elmhurst Reads: Notorious Chicago –Kollbocker
- Small Press- Wyatt Fertig
- Spring Cleaning - Hannah Payne
- The Emerald Isle - Ariana Haze
- World Music - Tyler Thompson
- It's History – Margie Kollbocker
- Family Films - Jackie Lehrer
- Victory is Forever – Anne Swanson
- Business Sense - Jackie Lehrer

### Glass Case – March

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



## Patron Interactions

In March we answered **5,249** reference questions on the 2<sup>nd</sup> floor.

## Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2014 Groups										234	248	221
2014 Individuals										202	163	161
<b>2014 Total Uses</b>										<b>436</b>	<b>411</b>	<b>382</b>
<i>2013 Total Uses</i>	<i>352</i>	<i>362</i>	<i>446</i>	<i>397</i>	<i>358</i>	<i>372</i>	<i>362</i>	<i>416</i>	<i>411</i>	<i>375</i>	<i>345</i>	<i>380</i>
<i>2012 Total Uses</i>	<i>330</i>	<i>385</i>	<i>424</i>	<i>342</i>	<i>321</i>	<i>308</i>	<i>348</i>	<i>415</i>	<i>401</i>	<i>371</i>	<i>432</i>	<i>370</i>
<i>2011 Total Uses</i>	<i>352</i>	<i>399</i>	<i>379</i>	<i>367</i>	<i>337</i>	<i>356</i>	<i>310</i>	<i>384</i>	<i>411</i>	<i>423</i>	<i>372</i>	<i>374</i>
<i>2010 Total Uses</i>	<i>319</i>	<i>389</i>	<i>403</i>	<i>366</i>	<i>324</i>	<i>316</i>	<i>325</i>	<i>366</i>	<i>380</i>	<i>420</i>	<i>377</i>	<i>398</i>
<i>2009 Total Uses</i>	<i>323</i>	<i>340</i>	<i>398</i>	<i>347</i>	<i>295</i>	<i>286</i>	<i>311</i>	<i>344</i>	<i>363</i>	<i>357</i>	<i>325</i>	<i>351</i>

## Online Research Tool Statistics

	March 2014	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013	Aug 2013
All Magazine/News Indexes	N/A	24,324	20,276	18,814	21,253	23,234	20,510*	8244
Ancestry	4168	2154	2798	1683	4849	2482	2900	1731
Consumer Reports.org	139	176	173	266	279	215	161	227
Morningstar	1806	830	1326	1089	3027	770	388	984
Novelist	30,150	26,051	29,438	25,883	30,169	32,726	25,536*	2547
Public Records	359	341	388	365	370	350	351	354
Reference USA	496	562	490	935	572	944	806	865
Valueline	3796	4684	4718	3888	4240	3726	3832	3994

\*This spike is due to some of our indexes being included in the new catalog.

## Digital Media Report

	March 2014	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013	Aug 2013
E-Audiobooks	627	495	601	542	401	529	528	593
Hoopla	2	new						
MyMediaMall	589	467	550	480	362	486	467	517
OneClickDigital	36	28	51	62	39	43	61	76
E-Books	2893	2487	2825	2352	1947	2132	2133	2341
MyMediaMall	2383	2033	2285	1931	1658	1788	1818	1958
3M Cloud	510	454	540	421	289	344	315	383
E-Classes (Lynda.com)	575	518	716	337	169	New		
E-Magazines (Zinio)	900	929	915	719	833	935	659	503
E-Music	1716	1191	1495	1824	2307	2038	1677	1468
Freegal	937	778	988	998	985	1078	987	1015
Hoopla	17	new						
Naxos	762	413	507	826	1322	960	690	453
E-Tutoring (Tutor.com)	90	87	54	21	37	54	73	22
E-Videos	35	new						
Hoopla	19	new						
Indieflix	9	new						
MyMediaMall	7	new						

## KIDS' LIBRARY March 2014

### PROGRAMS

Chicka Chicka Baby (infants):	4 sessions: 37 babies, 35 adults
The Littlest Storytime (infants):	4 sessions: 32 babies; 30 adults
Mother Goose Time (age 1):	6 sessions: 88 children; 76 adults
Rhyme Time (ages 1-2):	8 sessions: 111 children, 95 adults
1-2-3 Storytime (ages 1-3):	8 session: 165 children, 134 adults
Toddler Time (age 2):	6 sessions: 64 children; 54 adults
Road to Reading (ages 3-5):	9 sessions: 171 children; 42 adults
We Love Reading (grades K-1):	3 sessions: 83 children
Saturday Family Stories:	4 sessions; 80 children, 40 adults
Pokemon and More:	2 sessions; 15 players

Moustache Mondays:	123 (Notorious Chicago)
Drop-in and Draw:	42 (Elmhurst Historical Museum cooperative program)
LEGO Club, March 6:	16
Chess Club, March 7:	5
Junior Scientists, March 13:	20
Freaky Friday Science, March 14:	18
Be a Picture Book Artist, March 15:	9
Chicago's Sweet Candy, March 20:	30 (Notorious Chicago)
EAM Spotlight Book Party, March 21:	10 (Elmhurst Historical Museum cooperative program)
Plum Crazy Puppets, March 22:	80
Open LEGO, March 22:	100
Drop-in Craft Day, March 31:	120

### MIDDLE SCHOOL PROGRAMS

DIY CrAfternoon, March 8:	15
Minecraft Zone, March 10:	9
Divergent Field Trip, March 22:	28
Duct Tape Creations, March 25:	4



### SCHOOL SERVICES

Thirteen first-grade Daisy Troop Scouts and five adults completed the requirements for a badge. They learned about the cultures of other counties and some of their children's games. Sharon Karpel gave three presentations to twelve students at Immanuel Lutheran School's Career Day.

Thirty-two classroom collections totaling 533 items circulated to eleven schools.

Preschool:

We visited the Depot and presented two preschool storytimes on March 10 for 22 children. On March 25 and March 27 we visited Courts Plus and presented storytimes for a total of twelve children.



Children's Programs:	81
Children's Program Attendance:	1,998
Middle School Programs:	4
Middle School Attendance:	56
<b>Total programs offered:</b>	<b>85</b>
<b>Total attendance:</b>	<b>2,054</b>

## VOLUNTEERS

One middle school volunteer donated three hours of service to the Library.

## STAFF

Shaira Rock attended two webinars presented by Booklist.com. "Reaching Your Patrons in the Digital Age" discussed the beneficial ways of incorporating technology to assist patrons by using Britannica online services as an example; whereas "New Common Core Connections" presented classical and newly published titles that could be used for classroom curriculum and a great addition to any libraries.

Sarah Burnside, Kim Scott and Shaira Rock attended PLA from March 11-15. They attended several sessions on technology, programming, and trends in libraries. Some sessions discussed the usage of technology for elementary school programs including 3D printing, stop motion animation and podcasting and even the usage of smart boards and iPads in storytimes. Other sessions discussed the importance of connecting not only to the patrons, but also to the local schools, community organizations and businesses by attending either meetings or making personal visits to show your readiness to work with them. Finally, several sessions provided untapped opportunities and resources for libraries to use; for example The National Library of Medicine provided quality and unique materials for K-12th grade, like creating an exhibit of the genetics of The Harry Potter world to offer an easier explanation of The Human Genome Project.

Gloria Walsh-Rock presented a hamburger storytime at the Meat Heads store on Sunday, March 23, for nine children. Meat Heads is one of our Winter Reading and Summer Reading program sponsors.

## DISPLAYS

Nuala Maloney-Murphy created an interactive display in our entrance case focused on Women's History Month. Using the hints provided, those who could guess the identities of the ten famous women shown received a prize.

Sarah Burnside created a bulletin board that asked children to tell us why they felt lucky. Dozens and dozens of kids wrote their answers.



# Public Information Report

## March 2014

### News Links: (click to view)

<http://www.mysuburbanlife.com/2014/03/31/elmhurst-historical-museum-to-screen-last-film-in-carl-sandburg-series/anftws3/>

<http://elmhurst.patch.com/groups/events/p/spring-break-teen-activity-poetry-slam-workshop-at-elmhurst-public-library>

<http://www.planitlife.com/2014/03/11/carl-sandburg-silent-film-series-in-elmhurst-to-screen-buster-keaton-in-sherlock-jr/a31ow2s/#.UohNi-ZdVLY>

<http://www.planitlife.com/2014/03/28/charlie-chaplin-film-the-kid-to-cap-carl-sandburg-series-in-elmhurst/atdo2n5/#.UohNjOZdVLY>

<http://www.chicagoparent.com/calendar?dt=3/7/2014>

<http://www.illumni.co/elmhurst-art-museum-presents-spotlight/>

### Social Media Statistics:

	Apr 2013	May 2013	June 2013	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014
Facebook likes:	1373	1389	1413	1428	1471	1514	1549	1574	1611	1633	1646	1674
Twitter followers:	593	614	646	659	689	711	724	739	750	779	797	826
Yelp views:	111	109	125	183	364	416	336	281	332	369	421	299
stars (of 5)	4.67	4.67	4.69	4.70	4.55	4.53	4.55	4.55	4.58	4.64	4.59	4.59
Bookletters visits:	1279	803	1007	1725	1090	1186	885	564	768	1130	856	1353

### Highlights

1. Redesigned Computer Classes materials, applying redesign to all materials over the next several months.
2. Finalized Even Better program kick-off
3. Summer Reading Program work began
4. Planning for future programs and publicity efforts streamlined, allowing for more advanced planning and collaboration of ideas.

