

DIRECTOR'S REPORT

Circulation statistics continue to trend downward. I will analyze checkout statistics to see where we are losing circs and present my findings to you next month. Meeting room usage continues to skyrocket, up 49% this month over last year. Downloadable books and media circulation saw a 96% increase. This is due in part to patrons becoming more adept at using e-readers, and to new products like Hoopla, IndiFlix, and Zinio. The circulation of electronic devices continues to be popular too. Eighty-five laptops circulated this month!

Marcy, Catherine, and I attended an excellent seminar called "Lead the Change" at Gail Borden Library in Elgin last week. We came back with many new ideas and were very inspired. So much so that we looked into bringing the program here for our staff institute day. We were actually surprised to find out that the speaker is available for our date and that the program is within our cost range. Staff institute day will be held on August 15 this year. I hope that some of you will be able to attend. One of the things the speaker talked about was the strategic plan, or as he likes to call it, the "strategic direction." Our strategic plan is due to be updated and I would like to begin the update in September after the program.

Please note on the revenue report that we received the Per Capita Grant in the amount of \$55,151. This is an increase from last year because they raised the rate.

The Kids' Department has been very busy this month visiting District 205 schools and presenting an entertaining skit that entices kids to sign up for the summer reading program. Much work goes into planning, practicing, and performing for each school. It all pays off though, because we have one of the highest rates of summer reading participation among neighboring libraries. There's always so much creativity and energy in the Kids' Department!

Adult Services Department

April 2014

Programming

April	11 Technology Classes	100
April 3, 5, 10, 12, 17, 19, 24, 26	Drop-in technology help!	17
April 1, 16	In Stitches	23
April 2	Early Chicago Blues	28
April 3, 17	SCORE	8
April 5	Film Screening: Cities of the Underworld - Mob Underground	13
April 7	JVS Career Counseling	5
April 7, 28	Parlons en Francais	10
April 9	Cooking Club	5
April 10	English as a Second Language Conversation Practice	4
April 10	Silent Film Screening: Charlie Chaplin's The Kid	35
April 12	What Everyone Needs to Know about Credit Scores...	11
April 14	Conversemos en Espanol!	3
April 16, 17, 17	April Book Discussion- City of Scoundrels	30
April 22	Ciao Italia! Conversational Club	15
April 23	Streaming Media – Lobby Pop Up	18
April 24	Elmhurst Reads Notorious Chicago-Authors event	56
April 29	Read Between the Wines-Book Discussion at Flight 112	5
April 30	I Dwell in Possibility: An Intimate Evening with Emily Dickinson	50

Staff Training, Development & Instruction

April 3	Kollbocker attended an ARRT genre study.
April 7	Palmer attended a YA SIG.
April 9	Perona gave an AAUW presentation.
April 9	Ingram attended a Librarian Networking meeting at Elmhurst.
April 12	Bauchman taught the class Using the Online Catalog.
April 30	Perona attended the 3M Cloud Library collaborative discussion meeting.

Displays

Books, Media & More – April

- Money Smart Week - Jeannine Lau
- National Poetry Month - Hannah Payne
- Elmhurst Reads: Notorious Chicago –Kollbocker
- Check Meowt - Ariana Haze
- It came from the Internet - Catherine Ingram
- Listen and Laugh - Anne Swanson
- Those who inspire - Jackie Lehrer
- Armchair Travel - Catherine Ingram
- Ginger Awareness - Hannah Payne
- Chick Flicks and Lit - Jackie Lehrer
- Art & Music & Entertainment - Jackie Lehrer

Glass Case – April

This month we showcased the 10 greatest (accidental) inventions of all time.



Patron Interactions

In April we answered **4,584** reference questions on the 2nd floor.

Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2014 Groups									252	234	248	221
2014 Individuals									156	202	163	161
2014 Total Uses									408	436	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

Online Research Tool Statistics

	April 2014	March 2014	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013
All Magazine/News Indexes	N/A	50,257	24,324	20,276	18,814	21,253	23,234	20,510*
Ancestry	1593	4168	2154	2798	1683	4849	2482	2900
Consumer Reports.org	209	139	176	173	266	279	215	161
Morningstar	950	1806	830	1326	1089	3027	770	388
Novelist	31,403	30,150	26,051	29,438	25,883	30,169	32,726	25,536*
Public Records	395	359	341	388	365	370	350	351
Reference USA	561	496	562	490	935	572	944	806
Valueline	2813	3796	4684	4718	3888	4240	3726	3832

Digital Media Report

	April 2014	March 2014	Feb 2014	Jan 2014	Dec 2013	Nov 2013	Oct 2013	Sept 2013
E-Audiobooks	628	627	495	601	542	401	529	528
Hoopla	32	2	new					
MyMediaMall	549	589	467	550	480	362	486	467
OneClickDigital	47	36	28	51	62	39	43	61
E-Books	2393	2893	2487	2825	2352	1947	2132	2133
MyMediaMall	1988	2383	2033	2285	1931	1658	1788	1818
3M Cloud	405	510	454	540	421	289	344	315
E-Classes (Lynda.com)	311	575	518	716	337	169	New	
E-Magazines (Zinio)	664	900	929	915	719	833	935	659
E-Music	3622	1716	1191	1495	1824	2307	2038	1677
Freegal Downloads	1138	937	778	988	998	985	1078	987
Freegal Streaming	2345	new						
Hoopla	130	17	new					
Naxos	9	762	413	507	826	1322	960	690
E-Tutoring (Tutor.com)	71	90	87	54	21	37	54	73
E-Videos	353	35	new					
Hoopla	147	19	new					
Indieflix	196	9	new					
MyMediaMall	10	7	new					
Transparent Languages	7	10	21	19	22	10	34	25

KIDS' LIBRARY

April 2014

PROGRAMS

Chicka Chicka Baby (infants):	4 sessions: 55 babies, 48 adults
Rhyme Time (ages 1-2):	4 sessions: 42 children, 33 adults
Spring Fling (ages 1-3)	16 sessions; 362 children, 299 adults
Saturday Family Stories:	4 sessions; 50 children, 41 adults
Pokemon and More:	2 sessions; 10 players

Junior LEGO Club, April 7:	25
Chess Club, April 4:	10
Open LEGO, April 5:	24

The month started with Spring Break, and 28 kids came to an April 1st Book-making Workshop presented by Marti Valasek, Lori Hoegler, and Judy Ekblad. This was a joint program in support of the Historical Museum's Carl Sandburg exhibit. A Harry Potter Movie Marathon drew 15 viewers.

Pete the Cat visited EPL on April 9 to the glee of youngsters and their parents. Our Pete the Cat Storytime quickly filled, so during the rest of the day various staff presented short Pete the Cat readings with Pete in attendance. The four story sessions that day were enjoyed by 89 people. Twenty-eight students in grades K-3 attended an afternoon celebration of Pete the Cat stories and activities. Many, many parents took pictures of their children with Pete, who was a huge hit throughout the day. A big "Thank You" to Darren Pepple and Christian O'Kelley for their time as Pete.

Our final cooperative venture with the Historical Museum, the Carl Sandburg Drop-in and Draw poster program, finished in April. Altogether, 47 drawings were created for the Library. The Elmhurst Reads April tie-in was a 4th-6th grade book discussion presented by Lori Lorenz. Four kids came to talk about the "Al Capone" series by Jennifer Choldenko. Courts Plus presented a Yoga program for grades 2 – 8, and ten students participated. Minecraft for grades 1 – 5 drew 17 players this month.

MIDDLE SCHOOL PROGRAMS

We had several successful programs for the Middle School kids. Our sewing club brought in ten kids weekly to learn basic sewing skills. Nine kids attended the two-day Safe Sitter course. Twenty-three kids made Twinkie waffle treats at Iron Chef. Six kids enjoyed improv weekly during the month of April. We had twelve programs with 123 attendees. Volunteer sign up for Summer Reading began and many kids applied to work at the Library. Our collaboration with the Slam Poetry Club at York and the Historical Museum did not fare as well as we had hoped. We plan on trying again next year.

SCHOOL SERVICES

In April the Library finished its first grade visits. The kids were congratulated on learning how to read, played reading games, and watched a puppet show that celebrated reading. Fifteen teachers and parents from two schools brought a total of 152 first graders on five field trips to the Library.

Shaira Rock attended "Healthy Kids Day" at the Elmhurst YMCA on Friday, April 25, and brought a display of materials and information about our services. Approximately forty people picked up literature and the children had fun playing ring toss.

PRESCHOOL SERVICES

Long trains of preschoolers chugged into the Library in April, to attend our annual Preschool Visits. The preschoolers heard stories, sang songs, and watched a puppet show about Goldilocks' scientific examination of the three bears' house. All together, twenty-four classes visited, with a total of 579 children and 143 parents and teachers.

Thirteen classroom collections totaling 338 items circulated to eight schools.

Children's Programs:	75
Children's Program Attendance:	2,129
Middle School Programs:	12
Middle School Attendance:	123
Total programs offered:	87
Total attendance:	2,252

VOLUNTEERS

Five middle school volunteers donated 19 hours of service to the Library in April.

STAFF

Shaira Rock attended a webinar presented by Booklist.com entitled "High Interest Fiction and the Common Core", which connects popular books that would normally not be associated with the Common Core.

DISPLAYS

Earth Day was the topic of our creative display in the entrance display case. "The **EARTH** without **ART** is just eh" was the slogan. We featured books about art projects using recycled materials. At the beginning of the month, the display case held only the recycled materials – plastic bottles, newspaper, egg cartons, etc. Slowly, a bit each week, those materials were transformed into beautiful art objects by Seraya Fulton, Sarah Burnside, and Nuala Maloney-Murphy. A pop-up program on Earth Day showed kids how to make their own artwork. Kids made caterpillars from egg cartons, owls from toilet paper rolls, and bracelets from old t-shirts.



CIRCULATION REPORT

April 2014

TOTAL CIRCULATION:

April 2014 = 102,969

April 2013 = 117,874

Circulation for April 2014 decreased 13% compared to April 2013.

Without ILL sent statistics, circulation decreased 8%.

% of checkouts done on self-checks = 32%

Holds:

- Placed this month: 8,760
 - Staff placed = 1,729
 - Patron placed = 5,695
 - Placed in LINKin = 1,336
- Placed a year ago: 10,302
- Percent Change: -15%
- Amount of holds filled this month: 7,325
 - Elmhurst items = 5,964
 - LINKin items = 1,213
 - OCLC items = 148
- Holds Not Picked Up: 901
- Percent of holds filled: 12%

ILL:

- ILL sent this month: 1,135 (LINKin = 868/ OCLC = 267)
- ILL sent a year ago: 7,599
- Percent Change: -85%
- ILL received this month: 1,643 (LINKin = 1,495/ OCLC = 148)
- ILL received a year ago: 5,960
- Percent Change: -72%

Non-Resident Cards purchased: 1 for a total of \$216.80

Unique Management Services:

- Accounts submitted this month: 3 @ \$8.95 = \$26.85
- Total accounts submitted: 1,379
- Total cumulative recovery of \$140,358.09 yielding an ROI of 11.67 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 549.55

Ecommerce:

• Non-Resident Fees	\$	216.80
• Lost items/Misc.	\$	225.00
• Fines & Processing Fees	\$	1257.50
• Out of State Fees	\$	0.00
• Total.....	\$	1699.30

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	82,603	80%
Reciprocal Borrowers	8,482	8%
Downloadable Material	7,651	7%
Interlibrary Loans Sent	1,135	1%
Teachers	1,046	1%
Elmhurst College Students	1,006	1%
Non Residents-Unincorporated	488	<1%
Outreach Patrons	423	<1%
Non Resident Taxpayers	127	<1%
Elmhurst Businesses	8	<1%
	102,969	100%

of Patrons Served at Drive-up Window:

- April 2014 = 2,298
- April 2013 = 1,773
- Percent Change: 30%

Highest Hourly Rate of Circulation Transactions:

Sunday, April 6th: Average 1,251 items/hour!*

*items checked in, checked out and renewed

Of Note:

- We held our 2nd Annual Food for Fines week from April 13-19. 41 patrons participated; we waived \$131.70 in fines and collected 200 food items.
- Debbie facilitated In Stitches on the 1st and the 16th.
- Debbie represented the Library at the City's Wellness Committee meeting on March 10th.
- Three volunteers worked for 13.5 hours on our canvas bags and cleaning carts this month.

Notable Circulation Figures:

- Highest circulating items in March:
 - The Wolf of Wall Street (DVD) – 190 checkouts
 - Most circulated book title in ADS : City of Scoundrels by Gary Krist – 99 checkouts
 - Most circulated teen book title: The Fault in our Stars by John Green – 50 checkouts
 - 3 way tie for the most circulated book title in KIDS - each had 26 checkouts
 - ✓ Should I Share My Ice Cream by Mo Willems
 - ✓ I'm a Frog by Mo Willems
 - ✓ Frog and Fly: six slurpy stories by Jeff Mack
- 7,651 Digital Audio Media
 - 2,547 My Media Mall
 - 405 3M Cloud
 - 47 One Click Digital
 - 1,138 Freegal downloads
 - 2,345 Freegal songs streamed ← New Collection
 - 196 IndieFlix ← New Collection
 - 309 Hoopla ← New Collection
 - 664 Zinio
- 2,567 Magazines (ADS and KIDS)
 - 968 *Magazines to Go*
 - 605 *magazines were browsed within the Library. *Not included in the 2,567 reported circulation statistic.*
- 987 Blu-Rays
- 165 Electronic Devices
 - 0 Assistive Technology iPad
 - 85 Laptops
 - 42 ADS Nooks
 - 38 KIDS Nooks
- Devices checked out for use in Library
 - 24 Laptop (KIDS)
 - 8 iPad (KIDS)

BOARD REPORT

April 2014

	Apr-14	Apr-13	PER CENT CHANGE	CUMULATIVE TOTAL FY 14	FY 13	PER CENT CHANGE
Circulation						
Adult	59,254	69,028	-14%	233,314	285,821	-18%
Kids' Library	41,986	48,437	-13%	178,616	204,741	-13%
Unspecified	1,729	409	323%	6,870	1,621	324%
Total	102,969	117,874	-13%	418,800	492,183	-15%
Total Minus ILL Sent	101,834	110,275	-8%			
Number of Days Open	29	29				
Downloadable Books & Media	7,651	3,909	96%			
Web Site						
Visits	40,272	51,152	-21%	163,719	211,642	-23%
Unique Visitors	23,133	32,315	-28%	93,743	132,136	-29%
Page Views	80,617	97,603	-17%	313,884	412,860	-24%
Reference Queries						
Adult Reference	4,584	5,285	-13%	20,350	22,219	-8%
Kids' Library	1,740	1,908	-9%	7,872	7,397	6%
Total Reference Req.	6,324	7,193	-12%	28,222	29,616	-5%
Meeting Room Use						
Library Programs	128	103	24%	452	395	14%
Public Meetings	78	35	123%	273	169	62%
Total Programs/Meetings	206	138	49%	725	564	29%
Program Attendance						
Adults & Teens	436	N/A		1,519		
Kids	2,252	N/A		7,930		
Total Program Attendance	2,688			9,449		
Visitor Count						
In-house	41,033	42,421	-3%	157,293	167,732	-6%
Drive-up	2,298	1,773	30%	9,128	7,313	25%
Total	43,331	44,194	-2%	166,421	175,045	-5%
Library Cards						
Card Holders 4/01/14	29,146					
Added	156					
Withdrawn	219					
Card Holders 4/30/14	29,083					
Elmhurst Cards Used						
	9,309	9,108	2%			
Nonresident Cards						
Card Holders 4/01/14	ADULT 87	JUVENILE 35	TOTAL 122			
Added	2	1	3			
Expired	0	0	0			
Card Holders 4/30/14	89	36	125			

BOARD REPORT

April 2014

Materials (Selected Statistics)	Adult	Adult	Juvenile	Juvenile
	Added	Withdrawn	Added	Withdrawn
Books, Non-Fiction	697	2,017	391	217
Books, Fiction	1,163	1,384	827	944
Cassettes	0	0	0	0
Compact Discs	196	346	27	5
Playaways Audio	12	0	0	0
Kits	0	0	0	0
Software	0	0	0	0
CD-ROM	0	0	1	1
Videos	0	0	0	0
DVD's	266	349	62	166
Blu-ray	28	0	0	0
Playaways View	0	0	0	0
Console Video Games	23	0	5	1
Toys	0	0	15	5
Flashdrives	0	0	0	0
TOTAL	2,385	4,096	1,328	1,339

Collection Totals	Adult	Juvenile	Total
Books	159,671	115,281	274,952
Cassettes	0	0	0
Compact Discs	23,079	4,394	27,473
Playaways Audio	763	256	1,019
Video Cassettes	0	0	0
DVDs	14,938	9,876	24,814
Blu-ray	531	0	531
Playaways View	0	0	0
CD-ROM	0	393	393
Console Video Games	592	644	1,236
Kits	0	175	175
Toys	0	412	412
TOTAL	199,574	131,431	331,005