

## DIRECTOR'S REPORT

For the fifth year in a row, we received a national ranking in Library Journal's annual review of public libraries. This year 9,305 libraries were rated and only 258 qualified as star libraries. We are rated on visits, circulation, program attendance, and public internet usage. We received four stars out of five stars and placed 17<sup>th</sup> nationwide and 4<sup>th</sup> in Illinois in the \$5-9.9 million dollar budget category!

October gives us the first accurate month to month comparison for statistics since leaving SWAN. Checkout statistics are almost exactly the same this month as they were last year in October. Digital materials continue to see the greatest increase each month. Digital materials were 8% of our total checkouts this month. Elmhurst patrons accounted for 88% of all checkouts. Reciprocal borrowers checked out 8%, and various other groups (Elmhurst College Students, Teachers, etc.) checked out 1% or less than 1%.

We've been a standalone library for one year. Looking back on the year, there were some periods of adjustment along with lots of learning. We discovered much about our organization and we are still perfecting processes and fine-tuning the new system. We operate on a more patron driven acquisitions model now. The "suggest a purchase" function took a while for some patrons to get used to but many have discovered what a powerful tool it is. A patron recently remarked that we bought something she suggested and she was the first person to read it. She was very excited about having given us a suggestion and that she was the first person to read the brand new book!

EPL celebrated Halloween with apple cider and apple donuts in the staff lounge. Many staff members dressed up as their favorite book or movie character. There are always some great costumes but my favorite this year was Kelsey O'Kelley who came as an Elmhurst Library card!

# Adult Services Department

October 2014

## Programming

October	14 Technology Classes	101
October 2, 4, 9, 11, 16, 18, 23, 25, 30	Drop-in technology help!	54
October 1, 6, 15, 29	Help Change Someone's Future ...	60
October 1	Film Screening - Good Ol' Freda	11
October 1	Visit the Library at the Farmers' Market!	54
October 7	Card Making 101	28
October 7, 15	In Stitches	16
October 8	Dish! Club for Cooks	8
October 8	Oktoberfest: Die Lustigen Musikanten (Merry Musicians)	48
October 9	English as a Second Language Conversation Practice	2
October 10	TEEN - Illinois Ghosts and the Afterlife	24
October 11	TEEN - Practice SAT	15
October 12	Guitar 101	6
October 14	Games in the Afternoon for Adults	1
October 14	An Afternoon at the Pictures	9
October 14	Read Between the Wines-Book Discussion at Flight 112	12
October 15	A Hard Day's Night: Film Screening & Sing-Along	8
October 15	TEEN - How to Prepare for the Rising Cost of College	8
October 15	Ancestry.com & HeritageQuest for Beginners	12
October 16	Blog-spiration	4
October 16	Resources for the Unemployed and Career Changers	5
October 17	Chamber Music Concert Series	25
October 19	An Afternoon with the Fab Four and FAQ	24
October 20	JVS Career Counseling	5
October 21	Ciao Italia! Conversational Club	8
October 21	GreenMan Theatre Presents Spooky Stories!	35
October 22	TEEN - ACT / SAT Writing Seminar	32
October 22,23,23	Book Discussion - Behind the Beautiful Forevers	32
October 26	Lyric Opera Lecture - Il Trovatore	13

## Learning/Networking

10/1 Fortman - Business Librarians Meeting in Arlington Heights.  
 10/2 Kollbocker attended ARRT – genre study.  
 10/2 Palmer - Publishers' Weekly Webinar.  
 10/4 Swanson -Word Press training with Moore.  
 10/6 Palmer attended a YA SIG Meeting.  
 10/9 Kollbocker - Reference Interview Webinar.  
 10/9 Kollbocker - LJ Webinar on Mysteries.  
 10/14 Lau attended a travel/travel writing webinar.  
 10/14 Perona visited Downers's Digital Media Lab  
 10/14 Lau, Perona - webinar Beyond 3D Printing: Strategies for Makerspace Success.  
 10/22 Fortman - Chamber breakfast.  
 10/28 Kollbocker - Booklist Mysteries Webinar.  
 10/28 Perona - Gail Borden's Digital Media Lab

## Teaching

10/1 Blank, Haze - Farmer's Market.  
 10/1 Palmer - LinkedIn for Beginners.  
 10/7 Perona - streaming video.  
 10/8, 10/15, 10/22 Lau - Knitting for Kids.  
 10/13 Fertig, Fortman - Investment Databases for Beginners.  
 10/14 Kollbocker, Lau led Book Disc  
 10/20 Payne taught What's New with Windows 8.  
 10/21 Jurss, Thompson taught Garage Band for Beginners.  
 10/22 Sanderson led Book Disc  
 10/23 Kollbocker led Book Disc  
 10/24 Fertig taught iMovie for Beginners.  
 10/27 Fertig taught Mac for Beginners.

## Patron Interactions

In October we answered **4,932** 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			257	257	195	205	193	255	252	234	248	221
2014 Individuals			181	176	170	176	192	155	156	202	163	161
<b>2014 Total Uses</b>			<b>438</b>	<b>433</b>	<b>365</b>	<b>381</b>	<b>385</b>	<b>410</b>	<b>408</b>	<b>436</b>	<b>411</b>	<b>382</b>
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

	Oct 2014	Sept 2014	Aug 2014	July 2014	June 2014	May 2014	April 2014	March 2014	Feb 2014
All Magazine/News Indexes	8696	5723	2909	4429	4080	3612	5136	5457	5711
Ancestry	5007	2494	2346	2004	2161	1152	1593	4168	2154
Consumer Reports.org	198	193	191	197	159	185	209	139	176
Morningstar	666	641	668	595	259	387	380	789	409
Novelist	233	255	226	207	200	492	214	372	257
Public Records	467	462	446	429	437	418	395	359	341
Reference USA	498	351	391	548	1208	829	561	496	562
Valueline	2043	1986	1835	1768	2248	2504	2813	3796	4684

## Digital Media Report

	Oct 2014	Sept 2014	Aug 2014	July 2014	June 2014	May 2014	April 2014	March 2014	Feb 2014
<b>E-Audiobooks</b>	<b>894</b>	<b>876</b>	<b>836</b>	<b>789</b>	<b>730</b>	<b>642</b>	<b>628</b>	<b>627</b>	<b>495</b>
Hoopla	69	83	87	95	60	38	32	2	new
MyMediaMall	740	707	669	633	595	557	549	589	467
OneClickDigital	85	86	80	61	75	47	47	36	28
<b>E-Books</b>	<b>2521</b>	<b>2569</b>	<b>2749</b>	<b>2814</b>	<b>2549</b>	<b>2412</b>	<b>2393</b>	<b>2893</b>	<b>2487</b>
MyMediaMall	2142	2169	2261	2340	2166	2024	1988	2383	2033
3M Cloud	379	400	488	474	383	388	405	510	454
<b>E-Classes (Lynda.com)</b>	<b>468</b>	<b>603</b>	<b>762</b>	<b>627</b>	<b>350</b>	<b>489</b>	<b>311</b>	<b>575</b>	<b>518</b>
<b>E-Magazines (Zinio)</b>	<b>578</b>	<b>682</b>	<b>757</b>	<b>834</b>	<b>783</b>	<b>708</b>	<b>664</b>	<b>900</b>	<b>929</b>
<b>E-Music</b>	<b>5505</b>	<b>4875</b>	<b>5891</b>	<b>5549</b>	<b>4088</b>	<b>5293</b>	<b>3622</b>	<b>1716</b>	<b>1191</b>
Freegal Downloads	1084	1136	1209	1437	1226	1160	1138	937	778
Freegal Streaming	3403	2587	4138	3514	2709	3881	2345	new	
Hoopla	119	129	121	137	135	109	130	17	new
Naxos	899	1023	423	461	18	143	9	762	413
<b>E-Tutoring (Tutor.com)</b>	<b>49</b>	<b>76</b>	<b>21</b>	<b>11</b>	<b>21</b>	<b>48</b>	<b>71</b>	<b>90</b>	<b>87</b>
<b>E-Videos</b>	<b>265</b>	<b>316</b>	<b>363</b>	<b>437</b>	<b>388</b>	<b>344</b>	<b>353</b>	<b>35</b>	<b>new</b>
Hoopla	191	201	260	320	258	168	147	19	new
Indieflix	72	112	98	112	118	170	196	9	new
MyMediaMall	2	3	5	5	12	6	10	7	new
<b>Transparent Languages</b>	<b>18</b>	<b>34</b>	<b>47</b>	<b>14</b>	<b>24</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>21</b>

## **KIDS' LIBRARY**

### **October 2014**

#### **PROGRAMS**

Chicka Chicka Baby (infants):	5 sessions; 78 babies, 77 adults
Littlest Storytime (infants):	4 sessions; 38 babies, 35 adults
Mother Goose Time (age 1):	7 sessions; 111 kids, 100 adults
Rhyme Time (ages 1-2):	8 sessions; 112 kids, 98 adults
Toddler Time (ages 2)	8 sessions; 121 children, 98 adults
1-2-3 Storytime (ages 1-3):	10 sessions; 238 kids, 205 adults
Road to Reading (ages 3 -5):	10 sessions; 206 children, 80 adults
Saturday Family Storytime:	3 sessions; 54 children, 42 adults
We Love Reading (gr K – 1):	4 sessions; 47 kids, 1 adult
Open LEGO:	1 session; 14 builders, 8 adults
Minecraft:	1 session; 17 kids
Chess Club:	1 session; 6 kids

Staff members Julie Stiegemeier, Rita Andreuccetti, and Jeanine Lau presented a knitting class for kids, which was very popular. Attendance over the three week series was 28 knitters. We celebrated the Beatles with a Yellow Submarine program on October 21, and 16 kids attended. The winners of this year's scary story contest read their spooky stories for an appreciative audience of 57 listeners. Thanks to Bronwyn in PR for once again producing a great-looking Kid's Ink newsletter full of their scary stories and poems. Carole Peterson performed her musical magic for a crowd of 150 happy people on October 13. Our Spooky Stories for young kids drew 20 listeners, and Spine Tingling Tales for grade schoolers brought in 25 people. Twentythree students learned to Draw Monsters on October 30, and author Kevin Luthardt visited with a group of 19 attendees on October 11. The Pokemon class drew four kids this month.

#### **MIDDLE SCHOOL PROGRAMS**

Our Sewing Club was a big hit again this fall. Ten participants learned the basics of sewing; attendance for the three sessions was 29 seamstresses. Our after-hours Murder Mystery program had 37 excited attendees, who did indeed figure out whodunnit. Dinner and a Movie was enjoyed by 20 kids. Ten kids finished the babysitting workshop and were certified as Safe Sitters. IC came to the Library for their annual Science Fair information roundup. Sixty-four students attended. Puppets on the Wilder Side met twice this month with 20 puppeteers attending. Seven players attended the middle school Minecraft program on October 13.

#### **SCHOOL SERVICES**

Seventeen classroom collections totaling 329 items circulated to nine schools. Staff visited Wagner Preschool four times with seasonal stories for 72 kids and eight teachers. Gloria presented a storytime for the Elmhurst group Fit 4 Moms, and 15 moms attended with their 17 toddlers.

Sharon Karpel visited York High School and presented Storytelling skills to 55 students in three classrooms.

Children's Programs:	79
Children's Program Attendance:	2,295
Middle School Programs:	10

Middle School Attendance: 187  
**Total programs offered: 89 Total attendance: 2482**

## VOLUNTEERS

Six middle school volunteers gave 21 hours of service to the Library in October.

<b>KL Database Usage 2014</b>									
	<b>Oct</b>	<b>Sept</b>	<b>Aug</b>	<b>Jul</b>	<b>Jun</b>	<b>May</b>	<b>Apr</b>	<b>Mar</b>	<b>Feb</b>
Amazing Animals	2	0	58	20	82	111	8	55	32
America the Beautiful	4	0	9	18	18	8	130	29	9
BookFlix	1277	719	484	115	245	771	776	998	756
Early Learning (sessions)	1717	1338	1893	2278	2562	1868	787	953	779
Encyclopedia Americana	36	0	8	23	28	21	11	24	6
Grolier Encyclopedia	14	2	6	57	17	4	4	53	3
Lands and Peoples	27	0	0	2	3	1	6	54	4
Literature Crit. (retrievals)	0	0	0	1	5	3	56	68	68
New Bk Of Popular Science	85	9	2	14	10	0	2	8	2
NoveList K-8 (searches)	?	122	29	38	73	305	87	208	66
TrueFlix	382	28	20	6	5	14	41	14	52
Tumblebooks (book views)	297	35	43	38	34	92	104	109	83
World Book (hits)	3700	940	680	1400	3460	1060	1020	1300	1380

## STAFF

Kim Calkins finished her nine-month I LEAD U program through Illinois State Library. I LEAD U (Illinois Libraries Explore, Apply and Discover) is a program for participatory technology training. Kim and four other area librarians attended workshops in Springfield that trained them to provide technology programs for our patrons.

Marti Valasek and Peg Martin attended the monthly meeting of the Prairie State Story League. Gloria, Marti, Shaira Rock, Lori Hoegler and Allison Davis attended a day-long training session on October 29 on library security and customer service. This program was led by Warren Graham, the author of *The Black Belt Librarian: Real-world Safety & Security*.

## DISPLAYS

It was all about Halloween in the Kids' Library!



# BOARD REPORT

## October 2014

	Oct-14	Oct-13	PER CENT CHANGE	CUMULATIVE TOTAL FY 14	FY 13	PER CENT CHANGE
<b>Circulation</b>						
Adult	58,466	56,093	4%	617,834	703,788	-12%
Kids' Library	44,817	47,645	-6%	482,745	552,968	-13%
Unspecified	1,856	1,549	20%	17,386	6,309	176%
Total	105,139	105,287	0%	1,117,965	1,263,065	-11%
Total Minus ILL Sent	104,122	104,122	0%			
Number of Days Open	31	31				
Downloadable Books & Media	8,877	4,675	90%			
<b>Web Site</b>						
Visits	41,158	41,758	-1%	412,370	479,370	-14%
Unique Visitors	23,402	24,473	-4%	235,544	301,704	-22%
Page Views	84,735	75,123	13%	826,795	927,238	-11%
<b>Reference Queries</b>						
Adult Reference	4,932	5,612	-12%	48,896	55,999	-13%
Kids' Library	1,941	1,980	-2%	20,565	20,904	-2%
Total Reference Req.	6,873	7,592	-9%	69,461	76,903	-10%
<b>Meeting Room Use</b>						
Library Programs	145	139	4%	1,276	1,085	18%
Public Meetings	77	42	83%	621	339	83%
Total Programs/Meetings	222	181	23%	1,897	1,424	33%
<b>Program Attendance</b>						
Adults & Teens	660	N/A		4,563		
Kids	2,482	N/A		26,722		
Total Program Attendance	3,142			31,285		
<b>Visitor Count</b>						
In-house	44,765	45,157	-1%	433,928	453,913	-4%
Drive-up	2,458	2,042	20%	23,051	17,671	30%
Total	47,223	47,199	0%	456,979	471,584	-3%
<b>Library Cards</b>						
Card Holders 10/01/14	29,074					
Added	180					
Withdrawn	226					
Card Holders 10/31/14	29,028					
<b>Elmhurst Cards Used</b>						
	9,613	9,420	2%			
<b>Nonresident Cards</b>						
Card Holders 10/01/14	71	25	96			
Added	5	1	6			
Expired	6	2	8			
<b>Card Holders 10/31/14</b>	<b>70</b>	<b>24</b>	<b>94</b>			

## BOARD REPORT

October 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	735	2,470	170	724
Books, Fiction	1,058	2,655	551	998
Cassettes	0	0	0	0
Compact Discs	244	457	9	0
Playaways Audio	21	1	11	0
Kits	0	0	0	3
Software	0	0	0	0
CD-ROM	0	0	0	1
Videos	0	0	0	0
DVD's	225	348	98	518
Blu-ray	43	55	55	0
Playaways View	0	0	0	0
Console Video Games	18	0	7	1
Toys	0	0	0	2
Flashdrives	0	0	0	0
<b>TOTAL</b>	<b>2,344</b>	<b>5,986</b>	<b>901</b>	<b>2,247</b>

<b>Collection Totals</b>	<b>Adult</b>	<b>Juvenile</b>	<b>Total</b>
Books	150,240	115,007	265,247
Cassettes	0	0	0
Compact Discs	23,124	4,472	27,596
Playaways Audio	852	272	1,124
Video Cassettes	0	0	0
DVDs	15,663	9,526	25,189
Blu-ray	667	55	722
Playaways View	0	0	0
CD-ROM	0	392	392
Console Video Games	633	681	1,314
Kits	0	117	
Toys	0	418	418
<b>TOTAL</b>	<b>191,179</b>	<b>130,940</b>	<b>322,119</b>



# CIRCULATION REPORT

## October 2014

### TOTAL CIRCULATION:

**October 2014 = 105,139**

**October 2013 = 105,287**

The difference between the circulation for October 2014 and October 2013 was 148 checkouts. When the ILL Sent transactions are subtracted, the monthly circulation number is exactly the same; 104,122  
 % of checkouts done on self-checks = 28%

### Holds:

- Placed this month: 8,757
  - Staff placed = 1,674
  - Patron placed = 5,746
  - Placed in LINKin = 1,337
- Placed a year ago: 7,052
- Percent Change: 24%
- Amount of holds filled this month: 7,525
  - Elmhurst items = 6,047
  - LINKin items = 1,271
  - OCLC items = 207
- Filled a year ago: 6,500
- Percent Change: 14%
- Holds Not Picked Up: 871
- Percent of holds filled: 12%

### ILL:

- ILL sent this month: 1,017 (LINKin = 811 / OCLC = 206 )
- ILL sent a year ago: 1,165
- Percent Change: -13%
- ILL received this month: 1,752 (LINKin = 1,545 / OCLC = 207 )
- ILL received a year ago: 1,536
- Percent Change: 14%

**Non-Resident Cards purchased:** 2 for a total of \$911.19

### Unique Management Services:

- Accounts submitted this month: 23 @ \$8.95 = \$205.85
- Total cumulative recovery of \$149,120.03 yielding an ROI of 12 to 1.

### Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 671.83

### Ecommerce:

• Non-Resident Fees	\$	512.50
• Lost items/Misc.	\$	351.95
• Fines & Processing Fees	\$	1,633.60
• Out of State Fees	\$	0.00
• Total.....	\$	2,498.05

### Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	83,666	80%
Downloadable Material	8,877	8%
Reciprocal Borrowers	8,843	8%
Elmhurst College Students	1,021	1%
Interlibrary Loans Sent	1,017	1%
Teachers	773	1%
Non Residents-Unincorporated	390	<1%
Outreach Patrons	328	<1%
Non Resident Taxpayers	205	<1%
Elmhurst Businesses	19	<1%
	105,139	100%

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

- October 2014 = 2,458
- October 2013 = 2,042
- Percent Change: 20%

### Highest Hourly Rate of Circulation Transactions:

Sunday, October 19<sup>th</sup>: Average 1,058 items/hour!\*

\*items checked in, checked out and renewed

### Of Note:

- Debbie facilitated In Stitches on October 7.
- Sam and Kim attended a LINKin meeting at Arlington Heights Memorial Library on October 10.
- Sam facilitated In Stitches on October 15.
- Two volunteers worked for 14 hours on our canvas bags and cleaning carts this month.
- The Circulation Department welcomed Sue G. and Hannah G. as our newest Pages.

### Notable Circulation Figures:

- Highest circulating items in October (same titles as September):
  - Divergent (DVD) – 113 checkouts
  - Most circulated book title in ADS : Personal: a Jack Reacher Novel by Lee Child– 64 checkouts
  - Most circulated TEEN book title: If I Stay by Gayle Forman – 15 checkouts
  - Most circulated book title in KIDS : Frozen by Victoria Saxon – 45 checkouts
- 8,877 Digital Audio Media
  - 2,884 My Media Mall
  - 379 3M Cloud
  - 85 One Click Digital
  - 1,084 Freegal downloads
  - 3,403 Freegal songs streamed
  - 72 IndieFlix
  - 379 Hoopla
  - 578 Zinio
  - 13 PBS Video Collection ← **NEW COLLECTION**
- 2,930 Magazines (ADS and KIDS)
  - 1,126 *Magazines to Go*
  - *723 magazines were browsed within the Library. \*Not included in the 2,931 reported circulation statistic.*
- 203 Electronic Devices
  - 2 Assistive Technology iPad
  - 113 Laptop
  - 41 ADS Nook
  - 33 KIDS Nook
  - 9 Projector
  - 5 VHS to DVD Converter
- Devices checked out for use in Library
  - 51 Laptop (KIDS)
  - 36 iPad (KIDS)

# Public Information Report

## October 2014

### News Links: (click to view)

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-3-Press.jpg>  
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-10-Press.jpg>  
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-10-Press2.jpg>  
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-17-Press.jpg>  
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-17-Press2.jpg>  
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Oct.-31.jpg>

### Social Media Statistics:

	Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	June 2014	July 2014	Aug 2014	Sept 2014	Oct 2014
Facebook likes:	1574	1611	1633	1646	1674	1695	1717	1738	1779	1807	1840	1901
Twitter followers:	739	750	779	797	826	830	837	856	862	888	902	916
Yelp views:	281	332	369	421	299	272	290	317	240	237	282	248
stars (of 5)	4.55	4.58	4.64	4.59	4.59	4.58	4.58	4.58	4.58	4.62	4.68	4.64
Bookletters visits:	564	768	1130	856	1353	1076	1221	1231	929	976	1409	1345

### Highlights

1. Most popular Social Media Posts at right --->
2. Farmers Market (Oct. 3):
  - 54 interactions
  - 24 Questions
  - 7 checkouts
3. Advertising changes with the renovation:
  - New central technology class advertising near computer lab
  - Adult program spotlight advertising at top of stairs.
  - Large bank of signage in meeting rooms hallways