

DIRECTOR'S REPORT

Circulation was down again this month. I predict that it will take about 6 months for things to become "normal" again. Staff is making changes to make sure that patrons are getting what they want. We've developed a plan to expedite hold items so that patrons have their holds in a more timely fashion. We are also working with local book discussion groups to educate and ensure them that we will meet their requests. The suggest a purchase feature is going to take some time to catch on with patrons but some people are regularly requesting items that we did not previously have on order. The final phase of installation and training for the catalog upgrade is complete. There are many new and exciting features that are now available. Staff is looking forward to implementing the additional products we purchased with the upgraded catalog. Decision Center will enable us to thoroughly analyze what it checking out giving us detailed information on what our community is interested in. This feature will be available after the first of the year.

We have asked materials selectors to take a good look at their collections and touch each item individually to determine whether an item should still be included in the collection. Weeding is an important job that requires selectors to use their knowledge about collection management to make educated decisions about cultivating collection areas. As administrators, we have not dictated any parameters about the size of individual collections. We have asked selectors to do a thorough analysis and let us know what we will need for the community. They will be basing their decisions on age, condition, quality, relevance and popularity of the items.

Public meeting room reservations continue to increase. Several people have expressed their pleasure at being able to meet at the Library with their business or community groups. We have also been letting people know that soon, very soon, the meeting rooms will be equipped with high quality AV equipment for their use. The groups seem excited and ready to try the new equipment.

CIRCULATION REPORT November 2013

TOTAL CIRCULATION:

November 2013 = 102,117

November 2012 = 118,881

Circulation for November 2013 decreased 14% compared to November 2012.

% of checkouts done on self-checks = 28%

Holds:

- Placed this month: 12,496*
- Placed a year ago: 10,412
- Percent Change: 20%
*(includes LINKin requests)
- Holds Not Picked Up: 638
- Percent of holds placed: 5%

ILL:

- ILL sent this month: 919 (LINKin = 615 / OCLC = 304)
- ILL sent a year ago: 7,496
- Percent Change: -88%
- ILL received this month: 1,429 (LINKin = 1,305 / OCLC = 124)
- ILL received a year ago: 5,568
- Percent Change: -74%

Non-Resident Cards purchased: 0 @ \$0.00

Unique Management Services:

- Accounts submitted this month: 19 @ \$8.95 = \$170.85
- Total accounts submitted: 1,304
- Total cumulative recovery of \$131,780.83 yielding an ROI of 12 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 421.67

Ecommerce:

- | | | |
|---------------------------|----|---------|
| • Non-Resident Fees | \$ | 0.00 |
| • Lost items/Misc. | \$ | 418.00 |
| • Fines & Processing Fees | \$ | 1386.79 |
| • Out of State Fees | \$ | 0.00 |
| • Total..... | \$ | 1804.79 |

of Patrons Served at Drive-up Window:

- November 2013 = 2,030
- November 2012 = 1,716
- Percent Change: 18%

Highest Hourly Rate of Circulation Transactions:

Sunday, November 3rd. Average 1,393 items/hour!*

*items checked in, checked out and renewed

Meetings Attended:

- Sam attended the WILIUG (Wisconsin Illinois Innovative User Group) meeting on November 1st at Waukegan Public Library
- Sam attended project update meetings with Innovative on November 5th, 12th and 20th.
- Sam attended an eDevice meeting on November 25th.

Of Note:

- The Library went LIVE with Sierra on November 19th.
- The Circulation Department welcomed Chyanne M. as our newest Page.
- Debbie facilitated In Stitches on the 5th and the 20th.
- Chris P and Dina J facilitated the Card Making Workshop on November 19th.

Notable High Circulation Figures:

- 406 Kits/Toys/Games
- 4,167 Digital Audio Media
 - 2,021 My Media Mall
 - 289 3M Cloud
 - 39 One Click Digital
 - 985 Freegal
 - 833 Zinio
- 2,553 Magazines (ADS and KIDS)
 - 809 *Magazines to Go*
 - 790 *magazines were browsed within the Library. *Not included in the 2,553 reported circulation statistics.*
- 526 Blu-Rays
- Devices checked out for use in Library
 - 27 Laptop (KIDS)
 - 18 iPad (KIDS)
 - 1 Non Circulating eReader

November 2013

November	6 Computer Classes	71
November 1	Book Discussion at the Elmhurst Art Museum	9
Nov 2, 7, 9, 14, 16, 21, 23, 30	Drop-in eReader help!	10
November 3	Lyric Opera Lecture: Parsifal by Richard Wagner	26
November 5,20	In Stitches	22
November 7	Affordable Care Act 101	10
November 10	Lyric Opera Lecture: La Traviata by Giuseppe Verdi	21
November 11, 25	Parlons en Francais	17
November 13, 14, 14	November Book Discussion-Beautiful Ruins	22
November 13	The Triumph of Artemisia	54
November 18	JVS Career Counseling - 30 Minute Session	5
November 18	Conversemos en Espanol!	4
November 19	Card Making 101	18
November 19	Ciao Italia! Conversational Club	13
November 19	'Tis the Season to be Reading!	12
November 19	Read Between the Wines-Book Discussion at Flight 112	12
November 24	Lyric Opera Lecture: Die Fledermaus by Johann Strauss Jr.	21

Nov 1	Kollbocker and Perona participated in the Art Music Book Discussion
Nov 2	Ingram presented a talk to PADS clients
Nov 5	Kollbocker attended a RA Sig
Nov 7	Lau attended the BIG Meeting
Nov 7-10	Perona attended a LITA Forum
Nov 11	Palmer visited Arlington Heights and Skokie Library's teen areas
Nov 15	Ingram attended LACONI
Nov 19	Palmer attended York High School's Japanese Culture and American Club Meeting
Nov 23	Perona led a Buy Smart: Use Apps class

- Beyond the Comic Book -Graphic Novels & Manga
- Patti Palmer
- Veteran's Day - Kristin Sanderson
- Histomap - Rita Perona
- Being Thankful-Rachelle Bell
- Handcrafted Holidays - (Crafting/DIY gift ideas)
- Gina Gajewski
- Enjoy the Season - Patti Palmer
- International Game Day @ Your Library (Nov 16th)
- Jackie Lehrer
- Tyler Thompson - Cult Classics (film)
- Our History - Anne Swanson
- Magazines for Writers - Wyatt Fertig

[illegible]

Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2013 Groups		218	272	248	207	214	180	216	234	212	185	213
2013 Individuals		144	174	149	151	158	182	200	177	163	160	167
2013 Total Uses		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 November we answered **4,976** reference questions on the 2nd floor.

A selection of Database Statistics

	Nov 2013	Oct 2013	Sept 2013	Aug 2013	July 2013	June 2013	May 2013	Apr 2013	Mar 2013
All Magazine/News Indexes	N/A	23,234*	20,510*	8244	2564	2178	1346	1607	1818
Ancestry	4849	2482	2900	1731	3948	2402	2592	5005	2476
Transparent Language	10	34	25	18	29	70	61	22	15
Consumer Reports.org	279	215	161	227	267	239	306	219	248
Downloadable Books	2349	2662	2665	2934	3237	2778	2463	2334	2842
Freegal	985	1078	987	1015	1010	971	1003	1050	1081
Lynda.com (Online Classes)	169	Started November 2013							
Morningstar	3027	770	388	984	1059	423	596	861	895
Novelist	30,169	32,726*	25,536*	2547	775	238	319	258	295
Public Records	370	350	351	354	339	359	351	378	374
Reference USA	572	944	806	865	857	960	1035	806	987
Tutor.com Learning Suite	37	54	73	22	9	13	92	73	54
Valueline	4240	3726	3832	3994	3808	1829	1753	2079	3690
Zinio (emagazines)	833	935	659	503	530	470	497	625	712

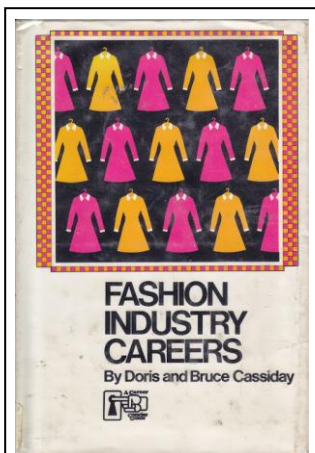
*This spike is likely due to some of our indexes being included in the new catalog.

Weeding 101

People often wonder why we weed Library material. In fact, a Library collection is not unlike a personal wardrobe. You can't keep buying new clothing and keep every piece of old

"A good library collection is like a good haircut. It's not what you cut—it's what you leave."
Anne Felix, Grand Prairie Library (Texas)

clothing. No one has space for that. In fact, many of the same principles apply. You would want to get rid of clothing that is stained, torn or otherwise worn out. You need to update the clothing with modern styles. Sure, you can still fit in your blue jeans from 1984, but the style would be questionable. In fact, we have many books on wedding dresses, knitting sweaters, sewing, fashion and more. These must be on point, fashion wise, or people will not use them.



Fashion Industry Careers
1977
awfullibrarybooks.net

The CREW weeding method gives six general criteria for considering weeding an item from the library's collection. These have been summed up with the acronym MUSTIE:

M = Misleading--factually inaccurate

U = Ugly--worn beyond mending or rebinding

S = Superseded--by a new edition of by a much better book on the subject

T = Trivial--of no discernible literary or scientific merit

I = Irrelevant to the needs and interests of the Library's community

E = Elsewhere--the material is easily obtainable online or from another library

KIDS' LIBRARY

November 2013

PROGRAMS

The Littlest Storytime (infants):	3 sessions; 40 children, 36 adults
Mother Goose Time (1-year-olds):	6 sessions; 81 children, 81 adults
Rhyme Time (1s and 2s):	8 sessions; 101 children, 90 adults
Toddler Time (2-year-olds):	6 sessions; 88 children, 85 adults
1-2-3 Storytime (1s, 2s, and 3s):	8 sessions; 167 children, 139 adults
Road to Reading (3s, 4s, and 5s):	9 sessions; 197 children, 59 adults
We Love Reading (Grades K and 1):	3 sessions; 69 children
Saturday Family Stories:	4 sessions; 58 children, 44 adults
Pokemon and More	2 sessions; 30 players

November's Minecraft program for grades 1 – 5 drew 24 players (and four interested parents) who shared worlds to create and explore on our computers and their own devices. Shaira Rock continues to work with our IT department to improve this program, and the kids love it! Chess Club had five participants this month. Eleven kids built creations with the theme "on the move" for the LEGO Club display case; these were supplemented by works from the 74 builders at Open LEGOs on November 27. Also on this busy morning after Thanksgiving, an Elmhurst LEGO Robotics team visited and demonstrated their work for eager viewers.

Lori Lorenz and Nuala Malone-Murphy presented a Adoptive Family Storytime celebrating National Adoption month. Twenty-four listeners enjoyed it. Author and staff member Julie Stiegemeier joined us to read her Thanksgiving picture book at our "Gobble, Gobble, Crash! Thanksgiving Storytime," which drew 45 people. Thanks to Julie for sharing her talents! Lori Lorenz and Sarah Burnside hosted a book discussion for eleven 4th-6th graders at the Elmhurst Art Museum on November 8 as we supported the Museum's "Inventory" exhibit. The 2nd-3rd grade Book Discussion was canceled this month due to low registration.

Students got the opportunity to decorate ornaments for the Library's Wilder Park December tree display. On November 21, twenty-four kids made ornaments for the Wilder tree and also for their own trees at home. It was a lively and festive program run by Peg Martin and Marti Valasek.

MIDDLE SCHOOL PROGRAMS

Minecraft Zone Version	13
Duct Tape Creations Club	7
Catching Fire Field Trip	30

Our middle school field trip on Saturday, November 23, was very popular. Kids (and librarians!) enjoyed the new Hunger Games movie at the York Theater.

SCHOOL SERVICES

Thirteen collections totaling 250 items circulated to six schools.

Children's Programs:	59
Children's Program Attendance:	1,587
Middle School Programs:	3
Middle School Attendance:	50

Total programs offered: 62
Total attendance: 1,637

VOLUNTEERS

One dedicated middle school volunteer worked a total of five hours, even though his official commitment of ten weeks of service had been completed.

Selected Databases (Documents Retrieved)

2013	Sept	Oct	Nov
Amazing Animals	7	83	13
America the Beautiful			29
AWE Early Literacy Stations	976	1,366	826
BookFlix	987	705	682
Encyclopedia Americana	75	208	58
Grolier Multimedia Encyclopedia	24	125	52
Grolier Online	14	62	47
Lands and Peoples	31	12	56
Literary Criticism. Online	6	2	16
New Book of Knowledge	2	36	10
New Book of Popular Science	23	256	55
NoveList K-8	232	?	37
Something About the Author	0	2	3
TrueFlix	96	61	2
Tumblebooks	54	83	102
World Book Encyclopedia	2,040	7,280	1,360

STAFF

On November 7 Sharon Karpiel brought a table display to the Family Reading Night at Holy Family School in Bensenville. As many of their students live in Elmhurst, it was a good place to advertise our services.

DISPLAYS

The MyZone Area had fantasy books on display for the month of November. Christian O'Kelly created a wonderful (and huge!) turkey for our Thanksgiving display. Our other displays were loaded with Hanukkah and Christmas materials, as well as fairy tales, homework helpers, and science fair materials.



We are thankful for...

Public Information Report

November 2013

News Links: (click to view)

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Nov.-15-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Nov.-22-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Nov.-21-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Nov.-21-Indep2.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Nov.-29-Press.jpg>

Budget: <http://www.chicagotribune.com/news/local/suburbs/elmhurst/ct-tl-elmhurst-be-stof11-18-2-20131119.0.5904747.story>

Four Star Award: <http://lj.libraryjournal.com/2013/11/managing-libraries/lj-index/class-of-2013/all-the-stars-2013-state-by-state/#IL>

<http://www.chicagotribune.com/news/local/suburbs/elmhurst/community/chi-ugc-article-carl-sandburg-in-elmhurst-exhibit-profiles-am-2013-11-07.0.5420120.story>

Storytime Recap: <http://jottingsandsuch.blogspot.com/2013/11/a-great-storytime.html> 1



Programs/Events:

Pinterest 201 (Nov 12) 2

Are you a pinner with tons of boards filled with inspiration? Or perhaps you've never heard of Pinterest before. Before the class, you'll need to have an account set up and know your password for log in. This class will focus on using Pinterest for the holidays, creating gift lists of items to buy for your family and friends; creating your own wish list to send to others; and various other ways to use this nifty bookmarking site to simplify your holiday planning.



Social Media Statistics:

	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	June 2013	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013
Facebook likes:	1202	1225	1293	1342	1373	1389	1413	1428	1471	1514	1549	1574
Twitter followers:	528	536	553	567	593	614	646	659	689	711	724	739
Yelp views:	100	117	168	150	111	109	125	183	364	416	336	281
stars (of 5)	4.68	4.67	4.48	4.67	4.67	4.67	4.69	4.70	4.55	4.53	4.55	4.55
Bookletters visits:	1024	1137	1071	1102	1279	803	1007	1725	1090	1186	885	564

Highlights

1. Planned new future tech programs: Wordpress, Pinterest, Yelp, Using Craigslist, Taking smartphone photos, Google Drive, Social Media Intro, and Twitter. Classes begin in January.
2. Met with newsletter designer with initial newsletter editing ideas and changes. New newsletter mails March 1.
3. Website analytics adjustment.

