

Director's Report

It's hard to believe but we have finished our 2013 fiscal year. Sometimes I can't believe how time flies. We accomplished much this year: catalog project, web site, AV project. Staff did an amazing job of handling all these changes and the challenges that came with them. Our statistics are down again this month; however, I need to caution you against seeing the picture as totally negative. After comparing circulation totals this year to last year, the downturn in circ is almost exclusively coming from borrowing from or sending items to other libraries. While we will continue to see decreases because we will no longer be sending out as many materials, we have been changing practices and procedures to meet our demand. It's now very evident what our patrons are asking for, and where the holes in our collection are located.

After many weeks of delays from the manufacturer, Pentegra (AV tech supplier), finally received the components needed to complete the AV project. Staff has been using some of the new technology and they are very pleased with it. We will hold classes and open houses for patrons in the very near future.

The new technology related programs being offered are going well. A sampling of the classes that staff is offering include: iPhoneography, Into to Social Media, Pinterest, Plan your Party Online, Wordpress, and Twitter. Patrons seem interested and attendance is growing. The Adult Services Department has been offering technology help all month. While we always offer tech help, it has been highlighted this month with a tech help campaign. I've heard that we have had entire families in with their new iPads. We also continue to help patrons to download books on new ereading devices. It's amazing to see how reference questions have changed in the past few years. While staff is still helping patrons with traditional inquiries, the amount of tech help given at the reference desk grows every year. Libraries are always changing!

The Kids' Library Winter Reading program is in full swing. Over 900 children have signed up thus far. It's exciting to see the level of participation that winter reading attracts. The Kids' Library is always doing interesting things. Look for sewing classes to be offered soon! Per the suggestion of Middle School Librarian, Kim Scott, we now own 10 sewing machines. Kim's Project Runway programs have been very popular and buying sewing machines was her idea to take fashion design at the Library to the next level. They also plan to use the machines for other programs. This goes right along with the "Library as Maker Space" idea that we are hearing about so often.

BOARD REPORT**December 2013**

	Dec-13	Dec-12	PER CENT CHANGE	CUMULATIVE TOTAL FY 13	FY 12/13	PER CENT CHANGE
Circulation						
Adult	55,228	66,739	-17%	528,469	566,923	-7%
Kids' Library	36,177	43,372	-17%	429,790	434,881	-1%
Unspecified	1,258	346	264%	7,403	2,938	152%
Total	92,663	110,457	-16%	965,662	1,004,742	-4%
Number of Days Open	29	29				
Downloadable Books & Media	4,612	3,542	30%			
Web Site						
Visits	36,322	45,452	-20%	342,180	390,290	-12%
Unique Visitors	21,213	27,566	-23%	213,439	227,134	-6%
Page Views	65,187	92,869	-30%	649,395	797,042	-19%
Reference Queries						
Adult Reference	4,946	5,007	-1%	43,702	43,226	1%
Kids' Library	1,794	1,600	12%	17,056	16,275	5%
Total Reference Req.	6,740	6,607	2%	60,758	59,501	2%
Meeting Room Use						
Library Programs	66	63	5%	851	786	8%
Public Meetings	40	20	100%	252	233	8%
Total Programs/Meetings	106	83	28%	1,103	1,019	8%
Program Attendance						
Adults & Teens	984					
Kids	1,622					
Total Programs Attendance	2,606					
Visitor Count						
In-house	36,767	41,304	-11%	364,313	377,012	-3%
Drive-up	1,990	1,695	17%	14,378	14,451	-1%
Total	38,757	42,999	-10%	378,691	391,463	-3%
Library Cards						
Card Holders 12/01/13	29,444					
Added	133					
Withdrawn	222					
Card Holders 12/31/13	29,355					
Elmhurst Cards Used						
	8,986	8,983	0%			
Nonresident Cards						
Card Holders 12/01/13	81	33	114			
Added	4	1	5			
Expired	1	1	2			
Card Holders 12/31/13	84	33	117			

BOARD REPORT
December 2013

Materials (Selected Statistics)	Adult Added	Adult Withdrawn	Juvenile Added	Juvenile Withdrawn
Books, Non-Fiction	720	3,395	140	2,492
Books, Fiction	917	1,501	433	214
Cassettes	0	0	0	0
Compact Discs	107	71	71	2
Playaways Audio	8	0	0	0
Kits	0	0	0	0
Software	0	0	0	0
CD-ROM	0	0	3	0
Videos	0	0	0	0
DVD's	274	289	79	27
Blu-ray	39	0	0	0
Playaways View	0	0	0	0
Console Video Games	6	1	12	19
Toys	0	0	0	1
Flashdrives	0	0	0	0
TOTAL	2,071	5,257	738	2,755

Collection Totals	Adult	Juvenile	Total
Books	170,968	114,753	285,721
Cassettes	0	0	0
Compact Discs	23,286	4,287	27,573
Playaways Audio	726	256	982
Video Cassettes	0	0	0
DVDs	14,688	10,179	24,867
Blu-ray	0	373	373
Playaways View	0	0	0
CD-ROM		383	383
Console Video Games	536	655	1,191
Kits	0	182	182
Toys	0	396	396
TOTAL	210,204	131,464	341,668

CIRCULATION REPORT

December 2013

TOTAL CIRCULATION:

December 2013 = 92,663
December 2012 = 110,457

Circulation for December 2013 decreased 16% compared to December 2012.

% of checkouts done on self-checks = 25%

Holds:

- Placed this month: 12,228
- Placed a year ago: 10,380
- Percent Change: 18%
- Holds Not Picked Up: 786
- Percent of holds placed: 6%

ILL:

- ILL sent this month: 954 (LINKin = 660/ OCLC = 294)
- ILL sent a year ago: 6,545
- Percent Change: -85%
- ILL received this month: 1,222 (LINKin = 1,131 / OCLC = 91)
- ILL received a year ago: 5,245
- Percent Change: -77%

Non-Resident Cards purchased: 5 @ \$1,505.83

Unique Management Services:

- Accounts submitted this month: 11 @ \$8.95 = \$98.45
- Total accounts submitted: 1,315
- Total cumulative recovery of \$133,083.73 yielding an ROI of 12 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 527.85

Ecommerce:

• Non-Resident Fees	\$	0.00
• Lost items/Misc.	\$	544.30
• Fines & Processing Fees	\$	1153.35
• Out of State Fees	\$	0.00
• Total.....	\$	1697.65

of Patrons Served at Drive-up Window:

- December 2013 = 1,990
- December 2012 = 1,695
- Percent Change: 17%

Highest Hourly Rate of Circulation Transactions:

Sunday, December 1st. Average 1,094 items/hour!*

*items checked in, checked out and renewed

Meetings Attended:

- Sam attended Sierra Training on Dec. 11th & 12th.

Of Note:

- Debbie facilitated In Stitches on the 3rd and the 18th.
- Three volunteers worked for 13 hours on our canvas bags and cleaning carts this month.

Notable High Circulation Figures:

- 4,612 Digital Audio Media
 - 2,412 My Media Mall
 - 421 3M Cloud
 - 62 One Click Digital
 - 998 Freegal
 - 719 Zinio
- 2,058 Magazines (ADS and KIDS)
 - 605 *Magazines to Go*
 - *637 magazines were browsed within the Library. *Not included in the 2,058 reported circulation statistics.*
- 576 Blu-Rays
- 75 Electronic Devices
 - 2 Assistive Technology iPad
 - 11 Laptops (*debuted this month!*)
 - 40 ADS Nooks
 - 22 KIDS Nooks
- Devices checked out for use in Library
 - 20 Laptop (KIDS)
 - 17 iPad (KIDS)
 - 1 Non Circulating eReader (ADS)

Adult Services Department

December 2013

Programming

December	4 Computer Classes	47
December 2	Conversemos en Espanol!	2
December 3	Affordable Care Act 101	7
December 3,18	In Stitches	16
December 5	Trading Titles - Book Discussion	10
Dec 5, 7, 12, 14, 19, 21	Drop-in eReader help!	6
December 9	Parlons en Francais	16
December 10	A Harp Concert for the Holidays	33
December 10	Read Between the Wines-Trading Titles	3
December 11	Cooking Crew	4
December 11	The Day Carl Sandburg Died	33
December 14-19	TEEN Study For Finals	780+
December 26,28,31	Drop-in Technology Help!	27



Upcoming Programs

Drop-in Technology Help!

All Day: Thursday, January 23

Saturday, January 25

Tuesday, January 28

Thursday, January 30

Interested in eBooks? Want to learn more about what your smartphone can do? Get one-on-one technology help at the 2nd Floor Information desk. Just bring your device, cords, passwords and questions.

Staff Training, Development & Instruction

Dec 5 Sanderson gave a presentation at Park Place Assisted Living

Dec 11,12 Blank and Ingram attended III Training

Displays

Books, Media & More – December

- Holiday Ideas - Patti Palmer
- Season's Readings - Margie Kollbocker
- David Bowie's 'must reads' - Heidi Benedict & Margie Kollbocker
- Happiness -Rachelle Bell
- Armchair Travel - Jackie Lehrer
- Enjoy the Season - Patti Palmer
- The Critic's Speak - Ariana Haze
- We Are Family - Hannah Payne
- Dressing your Table - Jackie Lehrer
- 'Tis the Season - Anne Swanson

Glass Case: This month, the library celebrated The Beatles 50th anniversary with a display on all things “Beatles”.



Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2013 Groups	222	218	272	248	207	214	180	216	234	212	185	213
2013 Individuals	130	144	174	149	151	158	182	200	177	163	160	167
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 December we answered **4,646** reference questions on the 2nd floor.

A selection of Database Statistics

	Dec 2013	Nov 2013	Oct 2013	Sept 2013	Aug 2013	July 2013	June 2013	May 2013	Apr 2013
All Magazine/News Indexes	Not Available	21,253	23,234	20,510*	8244	2564	2178	1346	1607
Ancestry	1683	4849	2482	2900	1731	3948	2402	2592	5005
Transparent Language	22	10	34	25	18	29	70	61	22
Consumer Reports.org	266	279	215	161	227	267	239	306	219
Downloadable Books	2895	2349	2662	2665	2934	3237	2778	2463	2334
Freegal	998	985	1078	987	1015	1010	971	1003	1050
Lynda.com (Online Classes)	337	169	Started November 2013						
Morningstar	1089	3027	770	388	984	1059	423	596	861
Novelist	25,883	30,169	32,726	25,536*	2547	775	238	319	258
Public Records	365	370	350	351	354	339	359	351	378
Reference USA	935	572	944	806	865	857	960	1035	806
Tutor.com Learning Suite	21	37	54	73	22	9	13	92	73
Valueline	3888	4240	3726	3832	3994	3808	1829	1753	2079
Zinio (emagazines)	719	833	935	659	503	530	470	497	625

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

Displays

We generate over 150 displays per year! Each one lasts anywhere from 2 weeks to 3 months. Patrons love to browse them and even anticipate our annual holiday ones (asking when they are scheduled to go up!). Displays positively impact the circulation of the subjects highlighted which include a tremendous variety of topics and areas of interest. For example: David Bowie's Must Reads, Superfoods, Money Smart Week, Downton Abbey Read/Watch-a-likes, Sports, Jazz, Sci-fi, Crime, How to, Comedy, Fitness, history... The 2nd floor refresh plans have much more space for highlighting our excellent collection!



KIDS' LIBRARY

December 2013

PROGRAMS

Rhyme Time (1s and 2s):	4 sessions; 43 children, 26 adults
Saturday Family Stories:	4 sessions; 46 children, 39 adults
1-2-3 Storytime (for ages 1-3)	8 sessions; 145 children, 118 adults
Pokemon and More	2 sessions; 18 players

Minecraft for grades 1-5 on December 4 brought in 27 players and six attending parents. Everyone who wore a Santa hat earned a prize! Chess Club drew six players and the annual holiday card-making program drew 36 people, even though the weather that night was awful. Five students attended the "Celebrate December Holidays" program which featured food samples and customs of Hanukkah, Kwanzaa, and Christmas. LEGO Club brought in 14 builders, followed by Open LEGO which was attended by 30 kids and parents. Madcap Machines hosted by High Touch-High Tech drew 19 eager scientists. The POWS Winter Performance entertained 70 happy attendees. Sarah, Nuala, and Lori Hoegler presented a holiday storytime for 27 folks at the Elmhurst Art Museum as part of their Santa celebration on December 20.

We finished the year with a December 30 session of Drop-in Crafting which brought in 149 kids and parents. Our New Year's Eve program featuring the Caribbean sounds of Tropixplosion entertained a crowd of 118. From October through December, the Kids' Library, led by Sarah Burnside, offered interactive passive programming for young children and their parents. We posted signs encouraging kids to count things, measure things, and identify shapes throughout the Kids' Library. It was fun to see many kids and young families engaged in these activities. It is an easy way to help children interact with their surroundings while they are here, and parents appreciated the skill-building involved.

Julie Stiegmeyer presented the Library's first "Pop-up Program" by demonstrating how to cut beautiful snowflakes in the Lobby on December 4. Patrons were invited to try their hand at this holiday craft, and fourteen children, two high schoolers, and four adults accepted the invitation. A pop-up program is one that is unannounced – a drop-in program in a public area that will surprise and delight patrons.

MIDDLE SCHOOL PROGRAM ATTENDANCE

Minecraft	8
Duct Tape	7
Elf Extravaganza	27 middle schoolers attended the two sessions

The Middle School Holiday Extravaganza was very popular. We added an extra program due to the long wait list. Our MyZone area has an ongoing passive program for kids. Each month we pose a question on our display board and kids write their answers on post-it notes and stick them to the board. There are hundreds of responses each month.

SCHOOL SERVICES

We were invited to participate in Hawthorne School's Scholastic Book Fair on Thursday, December 5. Our staff presented book recommendations to the 573 students and 36 teachers who were shopping for something good to read. Mrs. Lindstrom's first grade class invited Shaira Rock to Hawthorne School on December 10 to talk about what a librarian does. Shaira was also asked to read her favorite picture book, entitled "Creepy Carrots," by Aaron Reynolds. Sarah Burnside visited Treetown Preschool on December 16 and 17, sharing stories with a total of 34 kids and teachers.

Fifteen collections totaling 317 items circulated to six schools.

Children's Programs:	32
Children's Program Attendance:	1,580
Middle School Programs:	5
Middle School Attendance:	42
Total programs offered:	37
Total attendance:	1,622

Selected Databases (Documents Retrieved)

2013	Sept	Oct	Nov	Dec
Amazing Animals	7	83	13	7
America the Beautiful			29	28
AWE Early Literacy Stations	976	1,366	826	580
BookFlix	987	705	682	320
Encyclopedia Americana	75	208	58	43
Grolier Multimedia Encyclopedia	24	125	52	107
Grolier Online	14	62	47	30
Lands and Peoples	31	12	56	5
Literature Crit. Online	6	2	16	5
New Book of Knowledge	2	36	10	3
New Book of Popular Science	23	256	55	88
NoveList K-8	232	?	37	30
Something About the Author	0	2	3	0
TrueFlix	96	61	2	7
Tumblebooks	54	83	102	45
World Book Encyclopedia	2040	7280	1360	1640

STAFF

Shaira Rock attended a webinar entitled, "Common Core 101: Understanding the Basics" presented by Booklist.com on December 10. Gloria Walsh-Rock completed an ALA online course on STEM programming. Marti Valasek attended Prairie State Story League on December 6. The Kids' Library staff took advantage of a slower programming month to weed, removing 2,706 items from the print collection.

DISPLAYS

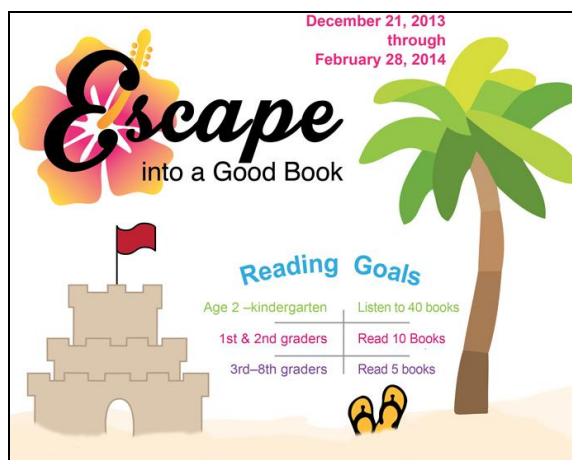
Our MyZone display for the month of December held fantasy titles. Nuala put a lovely winter scene in the entrance display case, and we used other areas to display our highly popular Christmas materials.

Escape into a Good Book

Winter Reading Program

Registration as of January 14, 2014

Preschool	235
Kindergarten	86
First Grade	61
Second Grade	81
Third Grade	83
Fourth Grade	57
Fifth Grade	55
Middle School	60
TOTAL	718



Public Information Report

December 2013

News Links: (click to view)

<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>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-12-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-19-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-26-Independent.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-27-Press.jpg>

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Guest-column-Dec.-27-Press.jpg>

Programs/Events:

Pop-up Program (Dec 4)

Taught 20 people how to make snowflakes

Wordpress 101: Create Your Own Website (Dec 10)

Learn to create a simple blog/website with this free tool.

You'll know how to add text, images, and video by the end of class.



Social Media Statistics:

	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	June 2013	July 2013	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013
Facebook likes:	1225	1293	1342	1373	1389	1413	1428	1471	1514	1549	1574	1611
Twitter followers:	536	553	567	593	614	646	659	689	711	724	739	750
Yelp views:	117	168	150	111	109	125	183	364	416	336	281	332
stars (of 5)	4.67	4.48	4.67	4.67	4.67	4.69	4.70	4.55	4.53	4.55	4.55	4.58
Bookleters visits:	1137	1071	1102	1279	803	1007	1725	1090	1186	885	564	768

Highlights

1. Final pamphlet-style newsletter mailed December 26.
2. Continued working with designer on new magazine-style newsletter layout and graphic standards. Newsletter mails by March 1.

