

DIRECTOR'S REPORT

July is always a busy a month at the Library. With summer reading in full swing and many programming offerings for families, adults, and kids - the place seems to always be hopping. The Kids' Department hosted a stuffed animal sleepover in July that was very popular. Participants dropped off their stuffed animals on a Wednesday night and picked them back up again on Thursday morning. Staff took pictures of all the fun things that the animals did while "sleeping" at the Library. A Power Point was made so that the kids and staff could see all the fun that was had. We're working to get the Power Point on our web site. I encourage you to take a look when it is up.

Patrons have been checking out the new electronic devices that we are circulating. The projectors circulated 10 times last month. The VHS to DVD converter circulated 3 times. We are planning to add another converter since this is proving to be a popular item. Nooks, laptops, and the assistive technology iPads continue to circulate frequently too.

Digital media also continues to increase in popularity. Patrons streamed 552 movies from Hoopla and 112 items from IndiFlix last month. Freegal music downloads were 1,437 and 3,514 songs were streamed from Freegal. Digital books are also still popular. It's great to see patrons embracing these new products so quickly.

Adult Services Department

July 2014

Programming

July	9 Technology Classes	88
July 3, 5, 10, 12, 17, 19, 24, 26, 31	Drop-in technology help!	39
July 1, 16	In Stitches	16
July 2	Visit the Library at the Farmers' Market!	91
July 9	Dish! Club for Cooks	8
July 10	English as a Second Language Conversation Practice	2
July 11	Discussion: Elements of Award Winning Books	3
July 14, 21	Appy Hour	6
July 17	SCORE	2
July 17	Charles Darwin and His Revolutionary Idea	20
July 22	TEEN - Creative Writing Workshop for Teens	6
July 24	TEEN - Batman 75th Anniversary Program	12
July 24	Baseball Film Series: Eight Men Out	24
July 25	Book discussion at the Elmhurst Art Museum	13

Staff Training, Development & Instruction

July 1	Kollbocker attended an RA-SIG genre Study.
July 2	Perona attended the Farmer's Market.
July 3	Lau attended a West Law Next Webinar.
July 8	Blank and Ingram attended the catalog meeting.
July 9	Ingram attended a library networking event.
July 9	Kollbocker attended the ARRT Literary book discussion.
July 11	Kollbocker and Perona led an EPL book discussion
July 14, 21	Blank presented Appy Hour.
July 15	Fortman attended a chamber meeting.
July 16	Fortman attended Chamber Business After Hours.
July 16	Lau attended the online webinar, Libraries as Drivers of Community Development.
July 16	Fortman, Kollbocker, Palmer, and Perona attended Proquest Newstand Database Training.
July 22	Sanderson attended the webinar Be Fearless: Public Speaking.
July 22	Fortman attended the Chamber Membership breakfast.
July 22	Sanderson attended the webinar Top Ten Skills for Teaching Tech to Patrons
July 23	The ADS Librarians attended an ADS Librarian Meeting
July 25	Kollbocker and Perona led a book discussion at the Elmhurst Art Museum.
July 29	Sanderson taught beginning computer classes at Lexington Square.

Displays

Books, Media & More – July

- We All Scream for Ice Cream! National Ice Cream Month – Kristin Sanderson
- Summer Reading – Margie Kollbocker
- Baseball – Nadine Bachman
- World Cup – Kristin Sanderson
- 75th Anniversary of Batman - Patti Palmer
- Coming of Age Movies – Josh Jurss
- Rock On – Anne Swanson
- Roger Ebert's Great Movies – Duard Mosley
- Summer Reading - Anne Swanson
- Zinio – Bryan Blank

Glass Case – July

This month we showcased our adult summer reading program for 2014.



Patron Interactions

In July we answered **4,995** reference questions on the 2nd floor.

Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2014 Groups						205	193	255	252	234	248	221
2014 Individuals						176	192	155	156	202	163	161
2014 Total Uses						381	385	410	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

	July 2014	June 2014	May 2014	April 2014	March 2014	Feb 2014	Jan 2014	Dec 2013
All Magazine/News Indexes	3377	3287	2993	5363	4965	7835	2354	2168
Ancestry	2004	2161	1152	1593	4168	2154	2798	1683
Consumer Reports.org	197	159	185	209	139	176	173	266
Morningstar	595	259	387	380	789	409	492	1089
Novelist	207	200	492	214	372	257	242	243
Public Records	429	437	418	395	359	341	388	365
Reference USA	548	1208	829	561	496	562	490	935
Valueline	1768	2248	2504	2813	3796	4684	4718	3888

Digital Media Report

	July 2014	June 2014	May 2014	April 2014	March 2014	Feb 2014	Jan 2014	Dec 2013
E-Audiobooks	789	730	642	628	627	495	601	542
Hoopla	95	60	38	32	2	new		
MyMediaMall	633	595	557	549	589	467	550	480
OneClickDigital	61	75	47	47	36	28	51	62
E-Books	2814	2549	2412	2393	2893	2487	2825	2352
MyMediaMall	2340	2166	2024	1988	2383	2033	2285	1931
3M Cloud	474	383	388	405	510	454	540	421
E-Classes (Lynda.com)	627	350	489	311	575	518	716	337
E-Magazines (Zinio)	834	783	708	664	900	929	915	719
E-Music	5549	4088	5293	3622	1716	1191	1495	1824
Freegal Downloads	1437	1226	1160	1138	937	778	988	998
Freegal Streaming	3514	2709	3881	2345	new			
Hoopla	137	135	109	130	17	new		
Naxos	461	18	143	9	762	413	507	826
E-Tutoring (Tutor.com)	11	21	48	71	90	87	54	21
E-Videos	437	388	344	353	35	new		
Hoopla	320	258	168	147	19	new		
Indieflix	112	118	170	196	9	new		
MyMediaMall	5	12	6	10	7	new		
Transparent Languages	14	24	11	7	10	21	19	22

KIDS' LIBRARY

July 2014

PROGRAMS

Chicka Chicka Baby (infants):	3 sessions; 33 babies, 31 adults
Mother Goose Time:	10 sessions; 97 children, 75 adults
Rhyme Time (ages 1-2):	4 sessions; 47 children, 46 adults
Toddler Time (age 2):	8 sessions; 76 children, 61 adults
1-2-3 Storytime (ages 1-3):	3 sessions; 82 children, 66 adults
Road to Reading (ages 3-5):	10 sessions; 69 children, 21 adults
Monday Lunch Bunch:	4 sessions; 107 children, 83 adults
Bedtime Stories:	4 sessions; 15 children, 13 adults
Get Ready, Get Set, Read – K:	20 sessions; 215 children
Get Ready, Get Set, Read – 1 st :	15 sessions; 246 children
Book Buddies (gr 2-3):	7 sessions; 91 kids
Pokemon and More:	2 sessions; 8 players
LEGO Club, July 24:	1 session; 27 builders
Open LEGO, July 19:	1 session; 21 builders
Minecraft, 7/18:	1 session; 40 kids
2 nd /3 rd Grade Book Discussion:	5 sessions; 40 kids
4 th /5 th Grade Book Discussion:	2 sessions; 12 kids

Animal Inventors on July 5 featured live animals and drew 67 attendees. The Festival of Flight on July 12 brought in 118 kids and adults who played flight-related carnival games and tested paper airplanes of their own creation. Sixty people attended the Flight storytime that day! The Frozen Sing-along on July 16 was a gargantuan hit, bringing in 120 people who danced, sang, and got to meet EPL's versions of Anna, Elsa, Hans, Kristoff, and Olaf. We had so many families looking for tickets that we offered a second showing on July 30, which also "sold out" immediately and was attended by 95 happy participants. A "Rumplestiltskin" production by Melikin Puppets was enjoyed by 95 people on July 19. We thank the Courts Plus staff for presenting a family Zumba event on July 26, where 27 people danced to the Zumba beat. Also on July 26, 22 kids and adults decorated the sidewalks in front of the library at a Chalk the Walk program.

Shaira presented three Blow it Up! demonstrations this month. On July 2, she exploded a watermelon in front of 105 audience members. On July 16, she shot off hydraulic rockets for 80 amazed kids and parents (some even landed on the library's roof). On July 30, Shaira dropped eggs in home-made contraptions in front of 76 happy watchers. The Science of Baseball, in cooperation with EHM's "Civil Wars" baseball exhibit, drew 39 kids over two programs on July 11. Radical Robots on July 18 brought in 30 kids at two programs. Magician Gary Kantor taught two "Science of Magic" workshops on July 25, which were attended by 49 young magicians. Sharon's Safari Science programs continued to be popular this month, with 24 kids attending the Elephants program on July 9, and 20 kids attending the Chimpanzees program on July 23.



MIDDLE SCHOOL PROGRAMS

Minecraft, July 14	7 kids
Techsplorers, July 1, 8, 15, 22 and 29	32 kids
Sewing Club, July 1 & 9	17 kids
Improv Class, July 3, 17 & 31 :	35 kids
Sarcastic Stories with Miss Kim, July 7, 14, 21	21 kids
Robot Test Kitchen, July 28	6 kids
Book Sculpture, July 18:	9 kids
Iron Chef, July 11	14 kids
STEM Science, July 10 and 24:	21 kids
Puppetry Workshop, July 7, 14 & 21	19 kids
An Evening with Doctor Who, July 25	9 kids
Total	190 middle schoolers

Popular programs for middle school kids this summer included Improv Elmhurst, the Sewing Club, and Stem Club. We tried new programs like a middle school storytime (Sarcastic Stories) and two techsplorers programs, at which kids created their own podcasts and movies. We hired an artist to present a book sculpture program and the kids loved creating masterpieces out of old books. An Evening with Doctor Who was thrilling – kids got to play “Musical Fez” while watching old Doctor Who episodes. Science and STEM challenged participants to build bridges and work with robotics kits. Improv Elmhurst cast performed for their parents and everyone had a lot of fun. The Sewing Club filled each week and even after the program ended, two participants got together on their own time and used the Library’s sewing machine to finish a project they started together.



SCHOOL SERVICES

Shaira Rock continued to bring storytimes to the summer school students at Conrad Fischer School. In July, her eight storytelling sessions were attended by 250 students and nine teachers. On Thursday, July 10, Shaira presented a second storytime to eight Hawthorne School special needs middle schoolers.

One classroom collection totaling 14 items circulated to one school.

PRESCHOOL SERVICES

Hawthorne School hosted summer school programs for preschoolers with special needs. Their classes came for three visits in July, with 44 students and their teachers.

Children's Programs:	131
Children's Program Attendance:	2,960
Middle School Programs:	23
Middle School Attendance:	190
Total programs offered:	154
Total attendance:	3,150

VOLUNTEERS

A total of 188 middle school volunteers donated 771.4 hours of service to the Library at the Summer Reading Table and as program assistants, general assistants, and Book Buddies. We had an especially helpful and friendly group of volunteers this summer, and they signed up summer readers in droves!

Kids' Library Database Usage

	Jan 14	Feb 14	Mar 14	Apr 14	May 14	Jun 14	Jul 14
Amazing Animals	76	32	55	8	111	82	20
America the Beautiful	6	9	29	130	8	18	18
BookFlix	952	756	998	776	771	245	115
Early Learning Stations (sessions)	748	779	953	787	1868	2562	2278
Encyclopedia Americana	0	6	24	11	21	28	23
Grolier Multimedia Encyclopedia	7	3	53	4	4	17	57
Lands and Peoples	9	4	54	6	1	3	2
Literature Crit. Online (retrievals)	9	68	68	56	3	5	1
New Book Of Popular Science	8	2	8	2	0	10	14
NoveList K-8 (searches)	84	66	208	87	305	73	38
TrueFlix	39	52	14	41	14	5	6
Tumblebooks (book views)	115	83	109	104	92	34	38
World Book Encyclopedia (hits)	1580	1380	1300	1020	1060	3460	1400

Beginning in May, we installed four new Early Learning Stations in the Kids' Library, replacing the two older versions.

Fizz, Boom, Read!

Summer reading program registration as of August 11, 2014

Babies:	88
Age 1 through Grade 1	1,707
Grades 2 – 5	2,112
Middle School	<u>1,227</u>
TOTAL	5,134

(Last year on this day of the program registration totaled 5,183.)



Our 5,000th Summer Reader!

CIRCULATION REPORT

July 2014

TOTAL CIRCULATION:

July 2014 = 137,808

July 2013 = 150,986

Circulation for July 2014 decreased 9% compared to July 2013.

Without ILL sent statistics, circulation decreased 4%.

% of checkouts done on self-checks = 36%

Holds:

- Placed this month: 9,942
 - Staff placed = 2,155
 - Patron placed = 6,397
 - Placed in LINKin = 1,390
- Placed a year ago: 11,900
- Percent Change: -16%
- Amount of holds filled this month: 8,024
 - Elmhurst items = 6,553
 - LINKin items = 1,299
 - OCLC items = 172
- Holds Not Picked Up: 1,120
- Percent of holds filled: 14%

ILL:

- ILL sent this month: 1,133 (LINKin = 914/ OCLC = 219)
- ILL sent a year ago: 8,291
- Percent Change: -86%
- ILL received this month: 1,744 (LINKin = 1,572/ OCLC = 172)
- ILL received a year ago: 6,902
- Percent Change: -75%

Non-Resident Cards purchased: 4 for a total of \$1,043.33

Unique Management Services:

- Accounts submitted this month: 13 @ \$8.95 = \$116.35
- Total accounts submitted: 1,391
- Total cumulative recovery of \$145,047.88 yielding an ROI of 11.69 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 649.64

Ecommerce:

• Non-Resident Fees	\$	641.15
• Lost items/Misc.	\$	574.00
• Fines & Processing Fees	\$	1635.89
• Out of State Fees	\$	0.00
• Total.....	\$	2851.04

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	114,987	85%
Downloadable Material	10,309	7%
Reciprocal Borrowers	10,019	7%
Interlibrary Loans Sent	1,133	1%
Non Residents-Unincorporated	721	1%
Outreach Patrons	510	<1%
Teachers	185	<1%
Non Resident Taxpayers	160	<1%
Elmhurst College Students	71	<1%
Elmhurst Businesses	60	<1%
	138,155	100%

of Patrons Served at Drive-up Window:

- July 2014 = 2,429
- July 2013 = 1,904
- Percent Change: 28%

Highest Hourly Rate of Circulation Transactions:

Sunday, July 27th: Average 1,225 items/hour!*

*items checked in, checked out and renewed

Of Note:

- Debbie represented the Library at the City's Wellness Committee meeting on July 15.
- Debbie facilitated In Stitches on July 1 and 16.
- Sam, Darlene, Kim, Debbie and Laura attended a "Lunch and Learn" on July 29.
- Three volunteers worked for 15 hours on our canvas bags and cleaning carts this month.

Notable Circulation Figures:

- Highest circulating items in July:
 - Frozen (DVD) – 145 checkouts
 - Most circulated book title in ADS : Top Secret 21 by Janet Evanovich – 77 checkouts
 - Most circulated TEEN book title: The Fault in our Stars by John Green – 53 checkouts
 - Most circulated book title in KIDS : Frozen by Victoria Saxon – 69 checkouts
- 78,467 Books
 - 31,753 ADS
 - 46,714 KIDS
- 9,962 Digital Audio Media
 - 2,978 My Media Mall
 - 474 3M Cloud
 - 61 One Click Digital
 - 1,437 Freegal downloads
 - 3,514 Freegal songs streamed
 - 112 IndieFlix
 - 552 Hoopla
 - 834 Zinio
- 3,144 Magazines (ADS and KIDS)
 - 1,101 *Magazines to Go*
 - 793 *magazines were browsed within the Library. ***Not included in the 3,144 reported circulation statistic.***
- 1,322 Blu-Rays
- 179 Electronic Devices
 - 4 Assistive Technology iPad
 - 62 Laptop
 - 48 ADS Nook
 - 52 KIDS Nook
 - 10 Projector
 - 3 VHS to DVD Converter ← New
- Devices checked out for use in Library
 - 19 Laptop (KIDS)
 - 32 iPad (KIDS)

BOARD REPORT

July 2014

	Jul-14	Jul-13	PER CENT CHANGE	CUMULATIVE TOTAL FY 14	FY 13	PER CENT CHANGE
Circulation						
Adult	73,209	81,236	-10%	434,734	508,457	-14%
Kids' Library	62,783	69,229	-9%	347,563	395,178	-12%
Unspecified	1,816	521	249%	12,156	3,077	295%
Total	137,808	150,986	-9%	794,453	906,712	-12%
Total Minus ILL Sent	136,675	142,695	-4%			
Number of Days Open	30	30				
Downloadable Books & Media	9,962	4,777	109%			
Web Site						
Visits	43,790	47,601	-8%	288,070	355,840	-19%
Unique Visitors	24,782	34,877	-29%	165,095	228,609	-28%
Page Views	94,781	100,659	-6%	575,347	698,168	-18%
Reference Queries						
Adult Reference	4,995	5,951	-16%	34,657	38,462	-10%
Kids' Library	2,414	2,491	-3%	14,700	15,036	-2%
Total Reference Req.	7,409	8,442	-12%	49,357	53,498	-8%
Meeting Room Use						
Library Programs	186	147	27%	946	671	41%
Public Meetings	42	24	75%	423	214	98%
Total Programs/Meetings	228	171	33%	1,369	885	55%
Program Attendance						
Adults & Teens	330	N/A		2,893		
Kids	3,150	N/A		21,194		
Total Program Attendance	3,480			24,087		
Visitor Count						
In-house	53,280	55,138	-3%	302,743	323,008	-6%
Drive-up	2,429	1,904	28%	16,007	12,475	28%
Total	55,709	57,042	-2%	318,750	335,483	-5%
Library Cards						
Card Holders 7/01/14	29,290					
Added	247					
Withdrawn	465					
Card Holders 7/31/14	29,072					
Elmhurst Cards Used						
	10,659	10,600	1%			
Nonresident Cards						
	ADULT	JUVENILE	TOTAL			
Card Holders 7/01/14	84	30	114			
Added	5	2	7			
Expired	5	5	10			
Card Holders 7/31/14	84	27	111			

BOARD REPORT

July 2014

Materials (Selected Statistics)	Adult	Adult	Juvenile	Juvenile
	Added	Withdrawn	Added	Withdrawn
Books, Non-Fiction	783	2,143	406	959
Books, Fiction	1,236	837	535	404
Cassettes	0	0	0	0
Compact Discs	198	333	8	2
Playaways Audio	21	4	0	0
Kits	0	0	0	0
Software	0	0	0	0
CD-ROM	0	0	1	0
Videos	0	0	0	0
DVD's	187	17	84	15
Blu-ray	30	0	0	0
Playaways View	0	0	0	0
Console Video Games	4	0	9	1
Toys	0	0	6	0
Flashdrives	0	0	0	0
TOTAL	2,459	3,334	1,049	1,381

Collection Totals	Adult	Juvenile	Total
Books	156,484	115,668	272,152
Cassettes	0	0	0
Compact Discs	23,217	4,436	27,653
Playaways Audio	814	253	1,067
Video Cassettes	0	0	0
DVDs	15,414	10,040	25,454
Blu-ray	625	0	625
Playaways View	0	0	0
CD-ROM	0	393	393
Console Video Games	602	663	1,265
Kits	0	174	174
Toys	0	425	425
TOTAL	197,156	132,052	329,208

Public Information Report

July 2014

News Links: (click to view)

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-3-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-3-TribLocal.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-3-TribLocal2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-4-Press-2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-4-Press.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-10-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-10-TribLocal.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-11-Press-Guest-Column.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-11-Press.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-11-Press2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-11-Press3.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-17-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-17-TribLocal.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-18-Press.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-18-Press2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-25-Press.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-25-Press2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/July-31-Indep.jpg>
<http://www.familycircle.com/family-fun/travel/best-towns-for-families-2014/#page=16>

Social Media Statistics:

	Aug 2013	Sept 2013	Oct 2013	Nov 2013	Dec 2013	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	June 2014	July 2014
Facebook likes:	1471	1514	1549	1574	1611	1633	1646	1674	1695	1717	1738	1779
Twitter followers:	689	711	724	739	750	779	797	826	830	837	856	862
Yelp views:	364	416	336	281	332	369	421	299	272	290	317	240
stars (of 5)	4.55	4.53	4.55	4.55	4.58	4.64	4.59	4.59	4.58	4.58	4.58	4.58
Bookletters visits:	1090	1186	885	564	768	1130	856	1353	1076	1221	1231	929

Highlights

1. Most popular Social Media Posts at right ---->
2. Farmers Market:
July 2, 2014
91 interactions
17 Questions
20 checkouts

