

Director's Report

Circulation for December 2014 increased 6% compared to December 2013. The bump comes from digital materials. Patrons are really embracing the Freegal Music product. Downloadable books increased and streaming movies are also gaining in popularity. The VHS to DVD converters circulated 10 times last month. We now have four machines and sixteen people on the hold list!

The Kids' Department held another *Frozen* sing-along in January. The little ones came decked out in their *Frozen* pajamas or costumes and enjoyed an evening of singing along with Anna, Elsa and Olaf. We have some wonderful volunteers and staff members who happily dress up as characters and lead the kids in song.

We've officially recognized IT services as a Department by promoting Neil Bonk from IT Coordinator to Head of IT Services. IT was included under the Adult Services Department before this change was made. Promoting Neil to Department Head, means that he will be included in all high level visionary planning and implementation. Neil has been invaluable to the Library since he was hired two years ago last December.

We are also happy to have Jeannine Lau and Wyatt Fertig, both from the Adult Services Department, here full-time. Jeannine is a librarian who started out part-time in the Circulation Department, attained an MLS and was hired upstairs to work part-time. Wyatt started out as a part-time Technology Associate and is now the full-time Lead Technology Instructor.

Rita Perona has been purchasing equipment for the media labs. Rita visited media labs at several neighboring libraries to see what kind of things they had. Based on her research, she bought: recording equipment, some instruments, and other gadgets that patrons can use in their creative pursuits. She also purchased a 3D printer. The printer will soon be popping up in Library departments and the lobby area for staff and patrons to preview.

Adult Services Department

December 2014

Programming

December	10 Technology Classes	74
December 4, 6, 11, 13, 18, 20, 27	Drop-in technology help!	51
December 2, 17	In Stitches	19
December 3	Canterbury Carollers: A Victorian Christmas Caroling Ensemble	53
December 4, 4	Card Making 101	29
December 4	Trading Titles - Book Discussion	8
December 6	Holiday How-to Fest	253
December 8	JVS Career Counseling	5
December 9	Senior Series: Holiday Social	18
December 9	Games in the Afternoon for Adults	0
December 9	Read Between the Wines-Book Discussion at Flight 112	6
December 9	What Does Your Handwriting Say About You?	29
December 10	Dish! Club for Cooks	7
December 10	Ciao Italia! Conversational Club	10
December 10	Cutting the Cable Cord: Streaming Video	22
December 11	The Power of eMail Marketing for Business	35
December 11	Totally Cracked Christmas	25
December 12	Elmhurst Art Museum Book Discussion	8
December 13-17	TEEN - Study for Finals	778+
December 18	English as a Second Language Conversation Practice	0

Learning/Networking

12/1 Palmer – attended YA SIG Meeting.
12/4 Programmer's Meeting.
12/10 Blank, Fortman, and Perona – Optimal Resume.
12/11 Fortman, Kollbocker, and Sanderson – were trained in Gales Courses Demo.
12/11 Blank and Lau – attended In Charge Training.
12/16 Fortman – ECC Breakfast Meeting.
12/17 Many ADS staff: 3D Printing Training.

Teaching

12/1 Perona and Sanderson – trained others in District 205 Transitions group.
12/4 Kollbocker – led Trading Titles Book Disc.
12/6 Fertig, Lau, Payne, Perona – participated in the Holiday How-To Fair.
12/9 Kollbocker – led Book Disc.
12/9 Sanderson – led Cookies and Carols.
12/10 Sanderson – Cutting the Cable Cord.
12/12 Kollbocker and Perona – led Book Disc.
12/13-12/18 Palmer – Study for Finals.
12/16 Payne – taught Twitter Basics.
12/20 Fertig and Swanson – taught Computer for Beginners.



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Company Information - Overview, history, competitors, financials, and more on the most important public and private companies worldwide; over 85 million companies in the database.

Industry Information - Trends, opportunities, financials, and more on over 1,000 industry segments to set sales strategies and prepare for calls.

LINK: elmlib.org/investing

Patron Interactions

In December we answered **4,786** reference questions on the 2nd floor.

Group Study Rooms

	Dec	Nov	Oct	Sept	Aug	July	June	May	Apr	Mar	Feb	Jan
2014 Total Uses	400*	n/a	438	433	365	381	385	410	408	436	411	382
<i>2013 Total Uses</i>	<i>352</i>	<i>362</i>	<i>446</i>	<i>397</i>	<i>358</i>	<i>372</i>	<i>362</i>	<i>416</i>	<i>411</i>	<i>375</i>	<i>345</i>	<i>380</i>
<i>2012 Total Uses</i>	<i>330</i>	<i>385</i>	<i>424</i>	<i>342</i>	<i>321</i>	<i>308</i>	<i>348</i>	<i>415</i>	<i>401</i>	<i>371</i>	<i>432</i>	<i>370</i>
<i>2011 Total Uses</i>	<i>352</i>	<i>399</i>	<i>379</i>	<i>367</i>	<i>337</i>	<i>356</i>	<i>310</i>	<i>384</i>	<i>411</i>	<i>423</i>	<i>372</i>	<i>374</i>
<i>2010 Total Uses</i>	<i>319</i>	<i>389</i>	<i>403</i>	<i>366</i>	<i>324</i>	<i>316</i>	<i>325</i>	<i>366</i>	<i>380</i>	<i>420</i>	<i>377</i>	<i>398</i>
<i>2009 Total Uses</i>	<i>323</i>	<i>340</i>	<i>398</i>	<i>347</i>	<i>295</i>	<i>286</i>	<i>311</i>	<i>344</i>	<i>363</i>	<i>357</i>	<i>325</i>	<i>351</i>

*In December we began using Dibs, the new group study room management software, that allows patrons to book their own rooms online. The 400 uses for December show an increase over typical December numbers, which is amazing because one of the four study rooms has been closed due to construction since December 17.

Online Research Tool Statistics

	Dec 2014	Nov 2014	Oct 2014	Sept 2014	Aug 2014	July 2014	June 2014	May 2014	April 2014
All Magazine/News Indexes	6910	11,100	8696	5723	2909	4429	4080	3612	5136
Ancestry	2322	4269	5007	2494	2346	2004	2161	1152	1593
Consumer Reports.org	209	206	198	193	191	197	159	185	209
Morningstar	596	492	666	641	668	595	259	387	380
Novelist	289	579	233	255	226	207	200	492	214
Public Records	346	387	467	462	446	429	437	418	395
Reference USA	491	576	498	351	391	548	1208	829	561
Valueline	2448	2213	2043	1986	1835	1768	2248	2504	2813

Digital Media Report

	Dec 2014	Nov 2014	Oct 2014	Sept 2014	Aug 2014	July 2014	June 2014	May 2014	April 2014
E-Audiobooks	892	815	894	876	836	789	730	642	628
Hoopla	91	91	69	83	87	95	60	38	32
MyMediaMall	754	656	740	707	669	633	595	557	549
OneClickDigital	47	68	85	86	80	61	75	47	47
E-Books	2622	2432	2521	2569	2749	2814	2549	2412	2393
MyMediaMall	2241	2106	2142	2169	2261	2340	2166	2024	1988
3M Cloud	381	326	379	400	488	474	383	388	405
E-Classes (Lynda.com)	263	186	468	603	762	627	350	489	311
E-Magazines (Zinio)	752	804	578	682	757	834	783	708	664
E-Music	6133	5315	5505	4875	5891	5549	4088	5293	3622
Freegal Downloads	1435	1245	1084	1136	1209	1437	1226	1160	1138
Freegal Streaming	3841	3258	3403	2587	4138	3514	2709	3881	2345
Hoopla	158	176	119	129	121	137	135	109	130
Naxos	699	636	899	1023	423	461	18	143	9
E-Tutoring (Tutor.com)	29	38	49	76	21	11	21	48	71
E-Videos	314	295	265	316	363	437	388	344	353
Hoopla	261	188	191	201	260	320	258	168	147
Indieflix	49	72	112	98	112	118	170	196	9
MyMediaMall	4	2	3	5	5	12	6	10	7
Transparent Languages	16	18	34	47	14	24	11	7	10

KIDS' LIBRARY

December 2014

PROGRAMS

Chicka Chicka Baby (infants):	4 sessions; 31 babies, 35 adults
Rhyme Time (ages 1-2):	4 sessions; 51 kids, 44 adults
1-2-3 Storytime (ages 1-3):	8 sessions; 174 kids, 140 adults
Saturday Family Storytime:	4 sessions; 50 children, 32 adults
Open LEGO:	1 session; 45 builders, 25 adults
Minecraft:	1 session; 23 kids
Pokemon and More:	1 session; 6 players

December began with a kids' Chess Tournament on December 5 that drew 15 lively players. School of Rock presented introductions to their Baby Birds and Little Wings music programs here during the first two weeks of December. Baby Birds for one- and two-year-olds was enjoyed by 28 moms and tots, and Little Wings brought in 22 preschoolers with nine attending parents.

Two holiday card-making programs were offered, one program for families on December 6 which drew 37 folks, and one program for grades 4 – 8 on December 11 which brought in 12 students. Twenty kids tried their hands at Making Giant Snowflakes on December 18, and Junior LEGO was attended by 19 students on December 22.

Sixty people enjoyed the Puppets on the Wilder Side Winter Show on December 12, and 130 folks attended the New Year's Eve show featuring Herzog Marionettes. Other family programs this month included an Open Game Day during break on December 23, which drew 20 kids, and Open Craft Day on December 29 which brought in 132 happy crafters.

In mid-December our model train display was raffled off. Children had to read a train book in order to earn a raffle ticket; there were 181 raffle entries. The winners, the Garcias, were thrilled! Thank you to Andrew Fidone and the members of the Elmhurst Model Railroad Club for their generosity, hard work, and continued enthusiasm for this project. It was hugely popular in the Kids' Library.

MIDDLE SCHOOL PROGRAM ATTENDANCE

POWS rehearsal	5
MS Holiday Extravaganza	13
Author Ben Mikaelson	15
Mother Daughter Tea	15



SCHOOL SERVICES

Thirteen classroom collections totaling 298 items circulated to eight schools.

Shaira Rock brought holiday storytimes to kindergarteners at Conrad Fischer School. Each week, she discussed a different winter celebration from around the world: Hanukkah, Kwanza, and Las Posadas. Her six storytelling sessions were attended by 180 children and 22 teachers.

A Girl Scout group of ten girls and one leader visited this month on December 3 to obtain their Detective Badge by completing a scavenger hunt book search in the library.

Treetown Nursery School enjoyed two holiday-themed storytimes from Sarah Burnside on December 15 and 16. Thirty children and eight adults were in attendance.

PROGRAM TOTALS

Children's Programs:	46
Children's Program Attendance:	1,592
Middle School Programs:	4
Middle School Attendance:	48
Total programs offered:	50
Total attendance:	1,640



VOLUNTEERS

Two middle school volunteers donated four hours of service to the Library in December.

KL Database Usage 2014

	Dec	Nov	Oct	Sept	Aug	Jul	Jun	May	Apr	Mar
Amazing Animals	4	4	2	0	58	20	82	111	8	55
America the Beautiful	6	4	4	0	9	18	18	8	130	29
BookFlix	366	566	1277	719	484	115	245	771	776	998
Early Learning (sessions)	1499	1435	1717	1338	1893	2278	2562	1868	787	953
Encyclopedia Americana	20	299	36	0	8	23	28	21	11	24
Grolier Encyclopedia	27	252	14	2	6	57	17	4	4	53
Lands and Peoples	21	4	27	0	0	2	3	1	6	54
Literature Crit. (retrievals)	0	0	0	0	0	1	5	3	56	68
New Bk Of Popular Science	30	324	85	9	2	14	10	0	2	8
NoveList K-8 (searches)	?	?	?	122	29	38	73	305	87	208
TrueFlix	85	16	382	28	20	6	5	14	41	14
Tumblebooks (book views)	178	58	297	35	43	38	34	92	104	109
World Book (hits)	440	6020	3700	940	680	1400	3460	1060	1020	1300

STAFF

Kim Calkins, Darren Pepple, and Shaira Rock attend a 3D printing class at College of DuPage on December 17. Sharon Karpiel, Gloria Walsh-Rock, Sarah Burnside, and Marti Valasek attended a two-part ALA webinar, "The Power of Play: An Introduction to Designing Early Learning Spaces." This gave us lots of ideas for the current Learning Garden (Marti has already purchased a lot of new materials for the room) and also for the future re-design of the Kids' Library. Marti and Peg Martin attended a meeting of the Prairie State Story League.

DISPLAYS

The Kids' Library was merry and bright in December! In addition to the tree and decorations provided by the Elmhurst Garden Club, Nuala Maloney-Murphy created a lovely winter night scene in the entrance display case, using the village houses that Joan Wall created. We also had a brightly lit snow scene on the front bulletin board, and all our holiday books were beautifully displayed against the west wall under a great big winter "window."

WINTER READING PROGRAM

Reading Rocks!

December 20, 2014 – February 28, 2015

This year's winter reading program, designed by Cher Moore, has a rock music theme and a new club for babies. Kids have the chance to earn a free pizza from Pizza Palace, a free junior burger from meatheads, a mood pencil, a raffle ticket, and their name displayed on our Rock Star bulletin board. The new babies' program invites families to complete various activities with their little ones, such as reading a rhyming book, listening to a lullaby cd, and visiting the Learning Garden. The prize for babies is a raffle ticket for the chance to win a darling basket of baby prizes, and a Healthy Eaters card from Jewel, which entitles the family to a free banana or apple every time they visit the Elmhurst Jewel store.

Registration as of January 15, 2015

Babies 0 – 11 months:	30
Preschool:	270
Kindergarten:	60
1 st Grade:	80
2 nd Grade:	55
3 rd – 5 th Grade:	166
Middle School:	<u>50</u>
TOTAL:	711

Total at this point last year: 718



BOARD REPORT

December 2014

	Dec-14	Dec-13	PER CENT CHANGE	CUMULATIVE TOTAL 2014	2013	PER CENT CHANGE
Circulation						
Adult	58,454	55,228	6%	734,022	814,290	-10%
Kids' Library	38,315	36,177	6%	566,585	634,531	-11%
Unspecified	1,598	1,258	27%	20,541	9,024	128%
Total	98,367	92,663	6%	1,321,148	1,457,845	-9%
Total Minus ILL Sent	97,268	91,709	6%			
Number of Days Open	29	29				
Downloadable Books & Media	10,021	4,612	117%			
Web Site						
Visits	124,352	36,322	242%	572,078	553,822	3%
Unique Visitors	107,078	21,213	405%	360,743	345,575	4%
Page Views	161,747	65,187	148%	1,042,019	1,062,255	-2%
Reference Queries						
Adult Reference	4,786	4,946	-3%	58,157	65,921	-12%
Kids' Library	1,234	1,794	-31%	23,779	24,453	-3%
Total Reference Req.	6,020	6,740	-11%	81,936	90,374	-9%
					0	
Meeting Room Use						
Library Programs	98	66	48%	1,490	1,246	20%
Public Meetings	67	40	68%	786	421	87%
Total Programs/Meetings	165	106	56%	2,276	1,667	37%
Program Attendance						
Adults & Teens	1,430	984	45%	6,467	N/A	
Kids	1,640	1,622	1%	30,268	N/A	
Total Program Attendance	3,070	2,606	18%	36,735	N/A	
Visitor Count						
In-house	38,889	36,767	6%	513,992	532,045	-3%
Drive-up	2,090	1,990	5%	27,383	21,691	26%
Total	40,979	38,757	6%	539,958	553,736	-2%
Library Cards						
Card Holders 12/01/14	29,035					
Added	139					
Withdrawn	284					
Card Holders 12/31/14	28,890					
		Purge of expired cards				
Elmhurst Cards Used						
	9,055	8,986	1%			
Nonresident Cards						
	ADULT	JUVENILE	TOTAL			
Card Holders 12/01/14	78	26	104			
Added	2	4	6			
Expired	7	2	9			
Card Holders 12/31/14	73	28	101			

BOARD REPORT

December 2014

Materials (Selected Statistics)	Adult	Adult	Juvenile	Juvenile
	Added	Withdrawn	Added	Withdrawn
Books, Non-Fiction	614	2,713	382	1,603
Books, Fiction	792	1,250	237	1,308
Cassettes	0	0	0	0
Compact Discs	160	263	1	106
Playaways Audio	9	6	0	0
Kits	0	0	0	0
Software	0	0	0	0
CD-ROM	0	0	12	1
Videos	0	0	0	0
DVD's	180	380	88	48
Blu-ray	32	0	16	0
Playaways View	0	0	0	0
Console Video Games	6	2	0	3
Toys	0	0	0	5
Flashdrives	0	0	0	0
TOTAL	1,793	4,614	736	3,074

Collection Totals	Adult	Juvenile	Total
Books	147,035	112,696	259,731
Cassettes	0	0	0
Compact Discs	23,216	4,370	27,586
Playaways Audio	871	272	1,143
Video Cassettes	0	0	0
DVDs	15,555	9,704	25,259
Blu-ray	730	134	864
Playaways View	0	0	0
CD-ROM	0	403	403
Console Video Games	648	678	1,326
Kits	0	115	115
Toys	0	413	413
TOTAL	188,055	128,785	316,840

CIRCULATION REPORT

December 2014

TOTAL CIRCULATION:

December 2014 = 98,367

FY 2014 = 1,321,148

December 2013 = 92,633

FY 2013 = 965,662 (note: FY 13 = May 2013 – Dec 2013)

Circulation for December 2014 increased 6% compared to December 2013.

% of checkouts done on self-checks = 27%

Holds:

- Placed this month: 8,190
 - Staff placed = 1,396
 - Patron placed = 5,554
 - Placed in LINKin = 1,240
- Placed a year ago: 6,852
- Percent Change: 20%
- Amount of holds filled this month: 6,653
 - Elmhurst items = 5,468
 - LINKin items = 1,077
 - OCLC items = 108
- Filled a year ago: 6,510
- Percent Change: 2%
- Holds Not Picked Up: 6653
- Percent of holds filled: 13%

ILL:

- ILL sent this month: 1,099 (LINKin = 869 / OCLC = 230)
- ILL sent a year ago: 954
- Percent Change: 15%
- ILL received this month: 1,454 (LINKin = 1,329 / OCLC = 112)
- ILL received a year ago: 1,222
- Percent Change: 19%

Non-Resident Cards purchased: 3 for a total of \$1,005.93

Unique Management Services:

- Accounts submitted this month: 21 @ \$8.95 = \$187.95
- Total cumulative recovery of \$152,297.53 yielding an ROI of 11.67 to 1.

Book Sale Room:

- Books Sold: Went to donation model in August 2012
- Revenue: \$ 624.86

Ecommerce:

- | | | |
|---------------------------|----|----------|
| • Non-Resident Fees | \$ | 253.42 |
| • Lost items/Misc. | \$ | 389.00 |
| • Fines & Processing Fees | \$ | 1,245.71 |
| • Out of State Fees | \$ | 0.00 |
| • Total..... | \$ | 1,888.13 |

Breakdown of Monthly Circulation by Users:

Elmhurst Patrons	77,654	79%
Downloadable Material	10,021	10%
Reciprocal Borrowers	7,885	8%
Interlibrary Loans Sent	1,099	1%
Teachers	495	1%
Non Residents-Unincorporated	462	<1%
Outreach Patrons	280	<1%
Elmhurst College Students	252	<1%
Non Resident Taxpayers	195	<1%
Elmhurst Businesses	24	<1%
	98,367	100%

of Patrons Served at Drive-up Window:

- December 2014 = 2,090
- December 2013 = 1,990
- Percent Change: 5%

Highest Hourly Rate of Circulation Transactions:

Sunday, December 14th: Average 1,744 items/hour!*

*items checked in, checked out and renewed

Of Note:

- Sam facilitated In Stitches on December 2.
- Debbie represented the Library at the City Wellness Committee on December 12.
- Debbie facilitated In Stitches on December 17.
- Two volunteers worked for 8 hours on our canvas bags and cleaning carts this month.

Notable Circulation Figures:

- Highest circulating items in December:
 - Maleficent (DVD) – 122 checkouts
 - Most circulated book title in ADS : The Burning Room by Michael Connelly– 79 checkouts
 - Most circulated TEEN book title: If I Stay by Gayle Forman – 15 checkouts
 - Most circulated book title in KIDS : Diary of a Wimpy Kid: The Long Haul – 39 checkouts
- Highest circulating items in **2014**:
 - Despicable Me 2(DVD) – 1,725 checkouts
 - Most circulated book title in ADS : Sycamore Row by John Grisham– 347 checkouts
 - Most circulated TEEN book title: The Fault in our Stars – 405 checkouts
 - Most circulated book title in KIDS : Frozen by Victoria Saxon - 393 checkouts
- 10,021 Digital Audio Media
 - 2,999 My Media Mall
 - 381 3M Cloud
 - 47 One Click Digital
 - 1,435 Freegal downloads
 - 3,841 Freegal songs streamed
 - 49 IndieFlix
 - 510 Hoopla
 - 752 Zinio
 - 7 PBS Video Collection
- 2,479 Magazines (ADS and KIDS)
 - 980 *Magazines to Go*
- 195 Electronic Devices
 - 3 Assistive Technology iPad
 - 121 Laptop
 - 32 ADS Nook
 - 24 KIDS Nook
 - 5 Projector
 - 10 VHS to DVD Converter
- Devices checked out for use in Library
 - 16 Laptop (KIDS)
 - 38 iPad (KIDS)

Public Information Report

December 2014

News Links: (click to view)

<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-4-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-5-Guest-Column.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-11-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-11-Indep-2.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-25-Indep.jpg>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-Patch-1.png>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-Twitter1.png>
<http://elmhurstpubliclibrary.org/lib/wp-content/uploads/Dec.-Twitter2.png>
<http://www.chicagotribune.com/suburbs/elmhurst/ct-tax-levy-elmhurst-tl-1204-2-20141202-story.html>
<http://trib.in/1xxHrjI>

Social Media Statistics:

	Jan 2014	Feb 2014	Mar 2014	Apr 2014	May 2014	June 2014	July 2014	Aug 2014	Sept 2014	Oct 2014	Nov 2014	Dec 2013
Facebook likes:	1633	1646	1674	1695	1717	1738	1779	1807	1840	1901	1935	1955
Twitter followers:	779	797	826	830	837	856	862	888	902	916	925	936
Yelp views:	369	421	299	272	290	317	240	237	282	248	246	264
stars (of 5)	4.64	4.59	4.59	4.58	4.58	4.58	4.58	4.62	4.68	4.64	4.64	4.64
Bookletters visits:	1130	856	1353	1076	1221	1231	929	976	1409	1345	930	851

Highlights

1. Most popular Social Media posts ----
2. How-To Fest: used 253 attendees
3. Testing new advertising methods with the 2nd floor renovation: signage, digital, individual and grouped brochures, continuing to rebrand all materials in accordance with graphic and style standards set in 2013-2014.
4. Web statistics have skyrocketed due to several things, most notably the online study room bookings launching. This has also changed our usual "new website visitor" from 50% of web traffic to 83%. We hope to take advantage of this traffic to advertise to new visitors.

