



**Library Director’s Report to Tredyffrin Libraries Board of Trustees  
for December 6, 2018**

**Volunteers**

Volunteers aid us with daily library operations and services and enable us to continue to provide exemplary service to our community. We are extremely grateful for their hard work and commitment. Comparing 2018 totals to 2017 totals so far this year, the total number of volunteers decreased by 19 (-3.9%) and total volunteer contributed hours decreased by 234.5 (-5.2%). Paoli volunteer statistics for November were not available at the time this report was generated.

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Tredyffrin Paoli (All)	2018	2017	2017 - 2018 Change	2017 - 2018 % Change
January	0	18	10	12	40	38	2	5.3%
February	1	19	10	12	42	35	7	20.0%
March	0	21	11	12	44	36	8	22.2%
April	0	21	16	11	48	37	11	29.7%
May	0	18	13	9	40	43	-3	-7.0%
June	0	18	18	16	52	56	-4	-7.1%
July	0	13	13	15	41	52	-11	-21.2%
August	0	15	10	12	37	60	-23	-38.3%
September	1	17	10	14	42	47	-5	-10.6%
October	1	17	12	12	42	38	4	10.5%
November	3	17	16		36	41	-5	-12.2%
TOTAL	6	194	139	125	464	483	-19	-3.9%

**Number of Volunteer Contributed Hours**

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Tredyffrin Paoli (All)	2018 TOTAL	2017 YTD	2017 - 2018 YTD Change	2017 - 2018 YTD % Change
January	0	122	133	67.5	322.5	338.25	-15.75	-4.7%
February	3	116	201	57.5	377.5	316.75	60.75	19.2%
March	0	139.5	244	39.75	423.25	317.75	105.5	33.2%
April	0	145	198	48.75	391.75	318.75	73	22.9%
May	0	113.75	243.5	37.75	395	376.5	18.5	4.9%
June	0	105	317	59	481	491.25	-10.25	-2.1%
July	0	110.75	189.75	73.25	373.75	479.5	-105.75	-22.1%
August	0	95.5	197.75	39.75	333	559.25	-226.25	-40.5%
September	3.25	95.75	261.75	56.25	417	559.25	-142.25	-25.4%
October	9	106.75	174	53	342.75	361	-18.25	-5.1%
November	12.75	118.75	285.75		417.25	391	26.25	6.7%
TOTAL	28	1268.75	2445.5	532.5	4274.75	4509.25	-234.5	-5.2%

**Building and Facilities**

**Lighting**

Tredyffrin Public Library has received a \$1,000 grant from PECO to continue work on the Children’s Department LED lighting conversion. I continue to explore options for spending remaining funds on replacing the 4”, 6”, and 8” recessed lights in the public areas with LED lights or LED compatible fixtures.

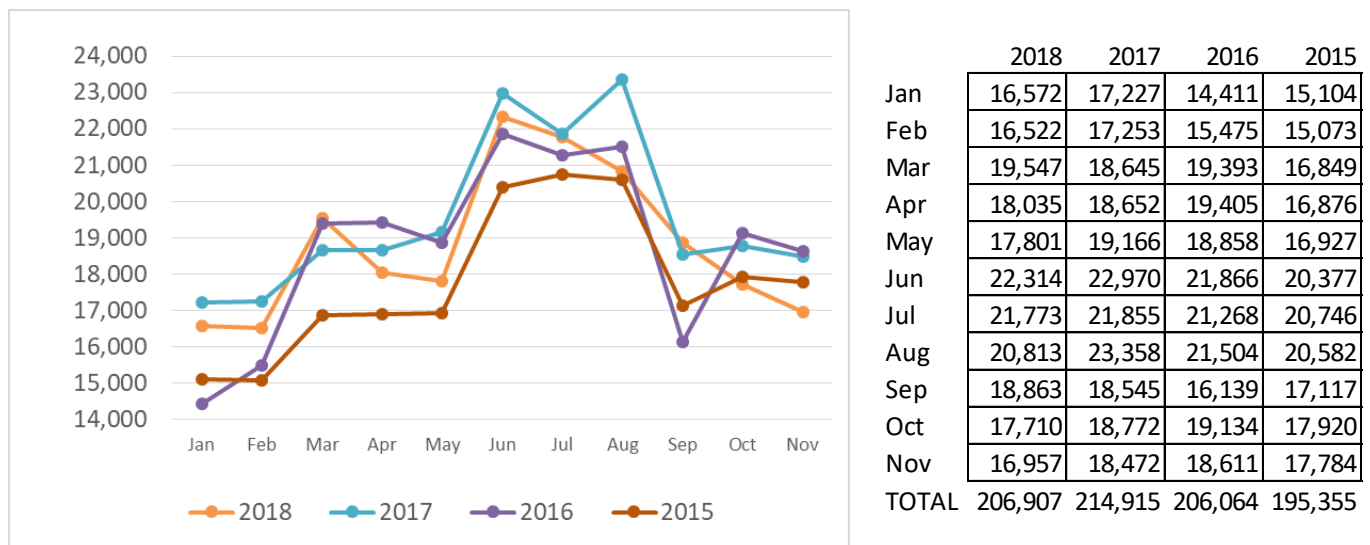
## Visitor Count and Circulation

Visitor count for November 2018 totaled 16,957. This is a decrease of 753 (-4.2%) visitors compared to October 2018 and a decrease of 6,980 (-3.3%) comparing the 2018 total to the 2017 total.

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
Sun	Paoli	240	281	610	313	204	271	426	356	375	213	331	3,620
	Tredyffrin	1,358	1,189	2,099	1,484	953	1,931	1,681	1,232	1,420	1,205	1,466	16,018
Mon	Paoli	624	796	661	975	633	1,010	1,306	1,039	757	765	685	9,251
	Tredyffrin	2,118	2,284	2,521	3,072	1,927	2,708	3,882	2,936	1,754	2,242	2,174	27,618
Tues	Paoli	14	4	69	22	33	10	16	18	13	29	99	327
	Tredyffrin	3,004	2,444	1,753	2,699	3,959	3,021	3,944	2,597	2,694	3,399	3,152	32,666
Wedns	Paoli	1,008	738	514	897	1,113	1,147	777	1,215	1,039	1,102	856	10,406
	Tredyffrin	158	4	646	92	26	2	96	162	67	39	36	1,328
Thurs	Paoli	575	741	1,097	811	994	916	927	1,191	950	784	623	9,609
	Tredyffrin	1,851	2,268	3,141	2,529	3,223	3,113	3,078	3,761	2,676	2,489	1,699	29,828
Fri	Paoli	699	704	870	777	692	1,024	811	992	777	772	873	8,991
	Tredyffrin	1,914	1,941	2,373	1,729	1,625	3,305	2,261	2,757	2,114	2,005	2,150	24,174
Sat	Paoli	595	641	592	585	628	820	630	596	861	573	614	7,135
	Tredyffrin	2,414	2,526	2,601	2,053	2,290	3,036	1,938	1,961	3,366	2,093	2,199	26,477
Total Paoli		3,755	3,905	4,413	4,380	4,297	5,198	4,893	5,407	4,772	4,238	4,081	49,339
Total Tredyffrin		12,817	12,656	15,134	13,658	14,003	17,116	16,880	15,406	14,091	13,472	12,876	158,109
Libraries Combined		16,572	16,561	19,547	18,038	18,300	22,314	21,773	20,813	18,863	17,710	16,957	207,448

	Nov-17	Nov-18	Difference	% Increase or Decrease	2017 YTD	2018 YTD	Difference	% Increase or Decrease
Paoli	4,417	4,081	-336	-7.6%	51,431	49,339	-2,092	-4.1%
Tredyffrin	14,055	12,876	-1179	-8.4%	162,997	158,109	-4,888	-3.0%
Total	18,472	16,957	-1515	-8.2%	214,428	207,448	-6,980	-3.3%

A comparison of visitor count data collected by month for the years 2015 – 2018 is provided below. While November saw a decline in visitors compared to previous years, overall visitor count remains higher than 2015 and 2016 totals.

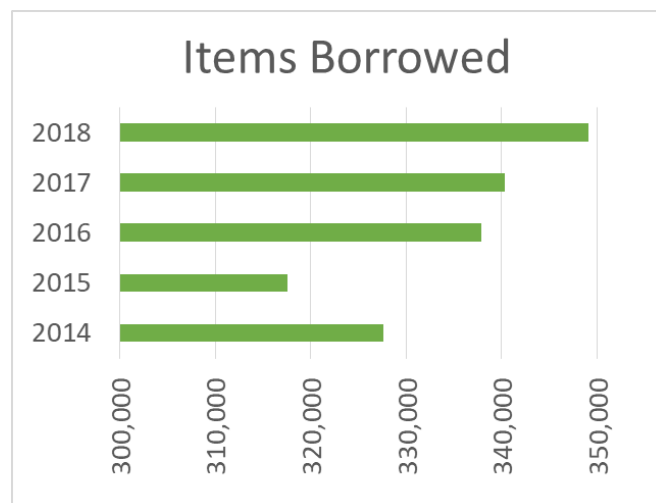


Circulation for November 2018 totaled 29,475 for all materials. This is a decrease of 604 (-2 %) in borrowing of materials compared to the previous month. Compared to the total checkouts for 2017, checkouts in 2018 have increased by 4,706 (+2.6%). While print circulation has decreased by 4,965 (-1.5%), circulation of electronic materials has increased by 13,755 (+52.1%). Circulation of e-materials is attributed by percentage of total contribution by all libraries within the system. Tredyffrin Public Library has been adjusting collection purchasing to meet the increased demand for electronic books and electronic audiobooks.

	Print	Electronic	Total
Jan-18	27,024	3,426	30,450
Feb-18	26,460	3,082	29,542
Mar-18	29,948	3,544	33,492
Apr-18	26,593	3,434	30,027
May-18	26,341	3,573	29,914
Jun-18	30,381	3,799	34,180
Jul-18	32,910	4,286	37,196
Aug-18	30,333	4,264	34,597
Sep-18	26,223	3,887	30,110
Oct-18	26,192	3,887	30,079
Nov-18	25,443	4,032	29,475
Oct 2018 - Nov 2018 Difference	-749	145	-604
Oct 2018 - Nov 2018 % Difference	-2.9%	3.6%	-2.0%
Nov-17	25,930	2,858	28,788
Oct 2018 - Nov 2017 Difference	-487	1,174	687
Oct 2018 - Nov 2017 % Difference	-1.9%	41.1%	2.4%
2018 YTD	307,848	41,214	349,062
2017 YTD	312,813	27,459	344,356
Difference	-4,965	13,755	4,706
% Change	-1.5%	52.1%	2.6%

Items Borrowed

2014	327,626
2015	317,628
2016	337,891
2017	340,272
2018	349,062



## Programming

Programs for November 2018 totaled 116 and attendance totaled 2,005. Comparing total program offerings and attendance data to the same time period for 2017 there is an overall increase of 126 (+10%) in total program offerings and a decrease of 564 (-2.5%) in total program attendance.

### Number of Programs

Paoli	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
18+	6	5	18	24	27	10	7	6	6	6	5	120
Ages 0-5	24	19	22	8	4	18	11	25	24	33	26	214
Ages 5-11	5	3	7	21	12	11	17	9	4	5	8	102
Ages 12-17	0	0	0	0	0	0	0	0	0	0	0	0
Total	35	27	47	53	43	39	35	40	34	44	39	436

### Number of Programs

Tredyffrin	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
18+	41	38	40	36	44	33	29	30	44	43	37	415
Ages 0-5	19	20	17	23	22	25	31	21	22	24	15	239
Ages 5-11	12	17	7	16	13	13	37	17	12	20	10	174
Ages 12-17	18	6	9	12	8	11	13	14	9	13	15	128
Total	90	81	73	87	87	82	110	82	87	100	77	956

Total	125	108	120	140	130	121	145	122	121	144	116	1,392
-------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-------

### Number of Attendees

Paoli	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
18+	25	26	39	35	43	40	26	25	21	25	22	327
Ages 0-5	231	155	212	239	697	229	136	394	201	334	294	3,122
Ages 5-11	25	17	63	102	35	244	229	94	25	34	75	943
Ages 12-17	0	0	0	0	0	0	0	0	0	0	0	0
Total	281	198	314	376	775	513	391	513	247	393	391	4,392

### Number of Attendees

Tredyffrin	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Total
18+	527	472	514	553	529	554	396	341	688	701	518	5,793
Ages 0-5	512	231	536	725	778	792	993	656	460	580	439	6,702
Ages 5-11	135	310	70	206	200	509	672	392	153	237	113	2,997
Ages 12-17	199	97	105	266	107	275	203	422	107	94	141	2,016
Total	1,373	1,110	1,225	1,750	1,614	2,130	2,264	1,811	1,408	1,612	1,211	17,508

Total	1,654	1,308	1,539	2,126	2,389	2,643	2,655	2,324	1,655	2,005	1,602	21,900
-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	--------

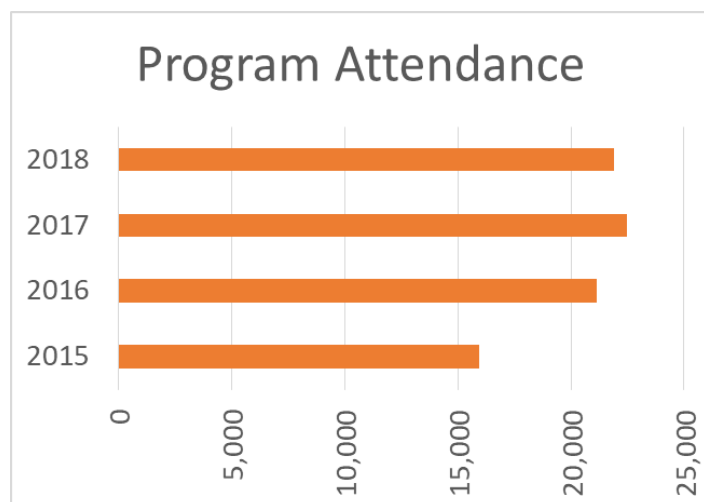
### Number of Programs

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	421	733	112	1266
2018	535	729	128	1392
Difference Between	114	-4	16	126
2017 & 2018	27.1%	-0.5%	14.3%	10.0%

### Number of Attendees

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	5,427	14,950	2,087	22464
2018	6,120	13,764	2,016	21900
Difference Between	693	-1186	-71	-564
2017 & 2018	12.8%	-7.9%	-3.4%	-2.5%

The numbers presented below represent cumulative program attendance from January through November for each year since 2015.



Program Attendance

2015	15,961
2016	21,148
2017	22,464
2018	21,900

### Teen Notes (Submitted by Laura Doan)

---

We held our usual bi-monthly book group and “journaling together” workshops. The book in October was “Cruel Prince” by Holly Black. The book in November was “The Seeker” by Arwen Elys Dayton. We continued with our Girls Who Code Club to explore coding in a fun and friendly environment. K-Pop Dance Crew dance group continues to meet and learn K-pop choreography and jam to the hottest Kpop songs, in a supportive, non-competitive environment.

Our big social event in October was the annual Halloween Party this one had a twist with a team building puzzle. Wholly popular was the game “The Hollow Woods”, with the description, “Fire your imagination with these fun storytelling cards. Reviving the Victorian craze for ‘myrioramas’, the 20 picture cards can be placed in any order to create seamless scenes... Traverse an enchanted landscape as you build a perpetual panorama inhabited by fire-breathing dragons, magical unicorns and sinister shadow figures. With many games to play and millions of stories to tell, each turn of the card is a new adventure. Where will the story take you?” We hosted the incredible mobile escape room, “Houdini’s Challenge” with the following challenge- “Harry Houdini left his Journal filled with his many secrets in his Parlour. To protect his journal, Houdini has safeguarded it behind a series of puzzles and locks... His Arch Nemesis, The Evil Morgan Humphreys, wants it and will stop at nothing to get it... Only you and your group have the ability to stop him! You must find Houdini's journal and protect it before Humphreys arrives”.

I was awarded a Sessa Scholarship which is intended to support Beta Phi Mu members in pursuing continuing professional education. On December 2, I took my final test in the course “Introduction to Legal Materials for Information Professionals.” This course will be useful in my reference work.

I was pleased to attend the induction of a high school student into the National Honor Society. I was pleased to write Andrew’s recommendation for the honor. Andrew has been a big support to our teen program. Finally, I am thrilled to announce that Nick Marcil, library volunteer and employee, has been awarded the Dr. and Mrs. Charles S. Swope Memorial Scholarship. As a recommender, I was invited to the awards luncheon at West Chester University. The Foundation awards the scholarships primarily on the basis of scholastic achievement. Consideration is also given to community and/or university involvement of the applicant, in addition to how the applicant contributes to the Swope Legacy. We are all so proud of Nick!

## Reference Notes

---

In November we welcomed Loretta Deierlein to the reference desk staff. Loretta comes to us from many years as a school librarian. She will be with us on Fridays. Taylor Baugher has accepted a position for more hours at Paoli Library so she will be cutting back her hours with us. However, Taylor will also be taking on part of the publicity duties for Paoli Library. She is already doing a great job making marquee slides for them.

Zoey Mills will be returning to the reference desk on Mondays in December and she and I are planning some tech classes for the new year. Additionally, Zoey is going to host our newest book club Pages of Panels, a graphic novel group that will be meeting on the first Mondays of the month. The first meeting on January 7, 2019 will be a kick-off party where participants can talk about the titles they enjoyed from 2018 and select the club's reading material for the year.

Unfortunately, the Mixed Media Book Club will not continue into 2019. Jonathan will reallocate the hours he spent for the book club to help with various programs.

Our community puzzle continues to be a big hit with patrons and staff alike commenting on how much they enjoy it. We are collecting some puzzles to use in the future. Also as part of International Games Week we had a month-long game of Clue played both in library and on our website. We received a message through Instagram from the Los Altos Public Library in California that the staff there enjoyed playing along on our website.

Several of the staff are working with me to help develop a new approach to adult programming for 2019. As several of us will be participating in organizing programs, we are working to streamline the process and increase publicity. In 2019, PA Forward Branding and reporting will both be focuses for our programming efforts.

Data collected for information assistance indicates a decrease of 5,725 (-21.1%) transactions, PC use overall has increased by 10,261 (+31.9%), information literacy classes (1 on 1 sessions) decreased by 79 (-16.6%), proctoring sessions increased by 20 (+30.3%), and hours of proctoring offered 27.5 (+26.6%), compared to the same time period for 2017.

Information Transactions

	Ref	Children's	Circ	Total
Jan-18	1191	454	708	2353
Feb-18	1197	463	633	2293
Mar-18	1334	576	609	2519
Apr-18	1236	451	593	2280
May-18	1186	440	575	2201
Jun-18	1180	677	835	2692
Jul-18	1297	572	607	2476
Aug-18	1389	535	593	2517
Sep-18	1195	401	527	2123
Oct-18	1222	408	549	2179
Nov-18	1148	410	491	2049
Nov '18 - Oct '18 Difference	-74	2	-58	-130
Nov '18 - Oct '18 % Difference	-5.3%	0.4%	-9.8%	-5.2%
Nov-17	1082	506	731	2319
Nov-18	1148	410	491	2049
Nov '18 - Nov '17 Difference	66	-96	-240	-270
Nov '18 - Nov '17 % Difference	6%	-19%	-33%	-12%
YTD 2017	13365	5859	7955	27179
YTD 2018	13575	5387	6720	21454
YTD 2018 - YTD 2017 Difference	210	-472	-1235	-5725
YTD 2018 - YTD 2017 % Difference	1.6%	-8.1%	-15.5%	-21.1%

Computer Users

	Adult	Children's	WiFi	Total
Jan-18	1132	129	2224	3485
Feb-18	1635	118	2296	4049
Mar-18	1311	134	2657	4102
Apr-18	1281	90	2237	3608
May-18	1143	131	2140	3414
Jun-18	1300	175	2243	3718
Jul-18	1381	157	2286	3824
Aug-18	1269	119	2023	3411
Sep-18	1007	109	4838	5954
Oct-18	1350	151	2126	3627
Nov-18	1039	87	2062	3188
Nov '18 - Oct '18 Difference	-311	-64	-64	-439
Nov '18 - Oct '18 % Difference	-24.5%	-53.8%	-3.2%	-12.9%
Nov-17	1171	137	397	1705
Nov-18	1039	87	2062	3188
Nov '18 - Nov '17 Difference	-132	-50	1665	1483
Nov '18 - Nov '17 % Difference	-11%	-36%	419%	87%
YTD 2017	11860	1891	18368	32119
YTD 2018	13848	1400	27132	42380
YTD 2018 - YTD 2017 Difference	1988	-491	8764	10261
YTD 2018 - YTD 2017 % Difference	16.8%	-26.0%	47.7%	31.9%

Information Literacy Classes

Website Statistics

Proctoring Statistics

1 on 1 Tutorials		Page Views			Unique Page Users		# of Sessions		# of Hours	
Jan-18	49	Jan-18	14,689	12,153	5,702	Jan-18	1	1		
Feb-18	38	Feb-18	12,157	10,087	4,811	Feb-18	3	6.5		
Mar-18	47	Mar-18	15,575	12,617	5,642	Mar-18	4	10.5		
Apr-18	39	Apr-18	14,284	11,787	4,969	Apr-18	3	5		
May-18	24	May-18	14,697	12,063	5,185	May-18	9	13.5		
Jun-18	46	Jun-18	16,801	13,746	5,516	Jun-18	7	9		
Jul-18	31	Jul-18	15,897	13,047	5,425	Jul-18	19	27		
Aug-18	31	Aug-18	15,020	12,389	5,163	Aug-18	30	42.5		
Sep-18	22	Sep-18	14,028	11,577	4,736	Sep-18	5	6		
Oct-18	44	Oct-18	12,469	10,308	4,566	Oct-18	1	2		
Nov-18	27	Nov-18	14,454	11,190	4,573	Nov-18	4	8		
Nov '18 - Oct '18 Difference	-17	Nov '18 - Oct '18 Difference	1,985	882	7	Nov '18 - Oct '18 Difference	3	6		
Nov '18 - Oct '18 % Difference	-70.8%	Nov '18 - Oct '18 % Difference	13.2%	7.1%	0.1%	Nov '18 - Oct '18 % Difference	10.0%	14.1%		
Nov-17	30	Nov-17	26466	10500	4811	Nov-17	2	3.5		
Nov-18	27	Nov-18	14,454	11,190	4,573	Nov-18	4	8		
Nov '18 - Nov '17 Difference	-3	Nov '18 - Nov '17 Difference	-12012	690	-238	Nov '18 - Nov '17 Difference	2	4.5		
Nov '18 - Nov '17 % Difference	-10%	Nov '18 - Nov '17 % Difference	-45%	7%	-5%	Nov '18 - Nov '17 % Difference	100%	129%		
YTD 2017	477	YTD 2017	339247	136862	64734	YTD 2017	66	103.5		
YTD 2018	398	YTD 2018	160,071	130,964	56,288	YTD 2018	86	131		
YTD 2018 - YTD 2017 Difference	-79	YTD 2018 - YTD 2017 Difference	-179176	-5898	-8446	YTD 2018 - YTD 2017 Difference	20	27.5		
YTD 2018 - YTD 2017 % Difference	-16.6%	YTD 2018 - YTD 2017 % Difference	-52.8%	-4.3%	-13.0%	YTD 2018 - YTD 2017 % Difference	30.3%	26.6%		

Respectfully submitted by Christopher Kibler, Director of Libraries