



Library Director's Report to Tredyffrin Libraries Board of Trustees for January 24, 2019

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 to 2017, the total number of volunteers increased by 45 (+9.3%) and total volunteer contributed hours decreased by 226.75 (-4.7%).

	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	14	50	41	9	22.0%
December	4	17	15	14	50	36	14	38.9%
TOTAL	10	211	154	153	528	483	45	9.3%

Number of Volunteer Contributed Hours

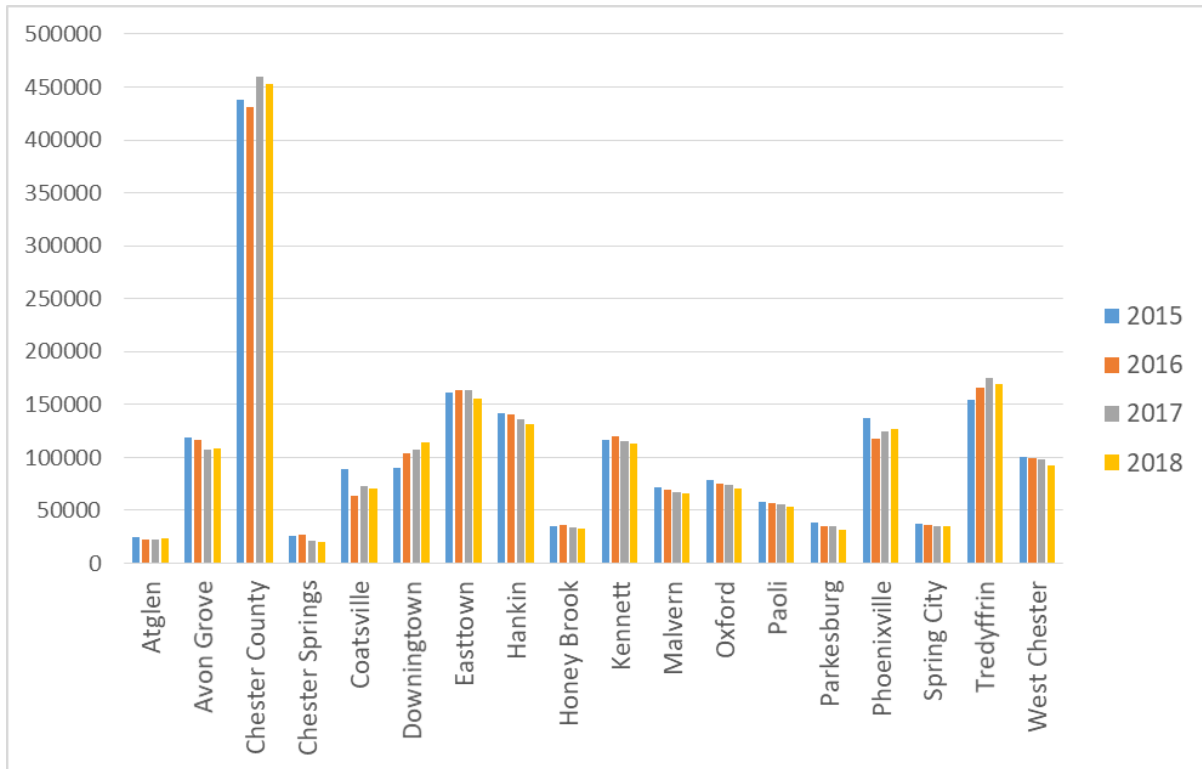
	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Tredyffrin Paoli (All)	2018 TOTAL	2017 YTD	2017 - 2018 YTD Change	2017 - 2018 YTD % Change
January	0	122	133	67.5	322.5	338.25	-15.75	-4.7%
February	3	116	201	57.5	377.5	316.75	60.75	19.2%
March	0	139.5	244	39.75	423.25	317.75	105.5	33.2%
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	49.25	466.5	391	75.5	19.3%
December	15	99	216	43.75	373.75	322.25	51.5	16.0%
TOTAL	43	1367.75	2661.5	532.5	4604.75	4831.5	-226.75	-4.7%

Visitor Count

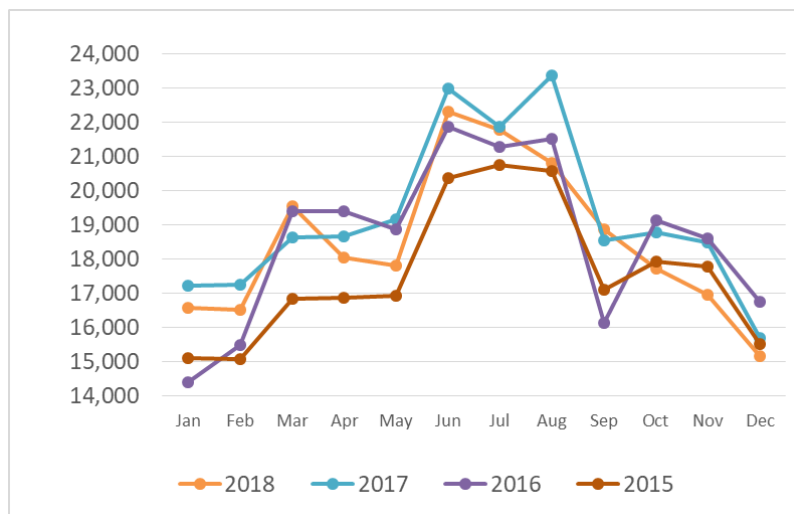
Visitor count for December 2018 totaled 15,173. This is a decrease of 1,784 (-10.5%) visitors compared to November 2018 and a decrease of 7,503 (-3.3%) comparing total visitor count in 2018 to that of 2017.

	% Increase or Decrease				% Increase or Decrease			
	Dec-17	Dec-18	Difference		2017 YTD	2018 YTD	Difference	
Paoli	3,990	3,721	-269	-6.7%	55,421	53,060	-2,361	-4.3%
Tredyffrin	11,706	11,452	-254	-2.2%	174,703	169,561	-5,142	-2.9%
Total	15,696	15,173	-523	-3.3%	230,124	222,621	-7,503	-3.3%

In looking at the visitor count totals for libraries throughout the Chester County Library System, total visits to libraries within the system in 2018 generally decreased and decreased overall by 1.8% compared to 2017.



A comparison of visitor count data collected by month for Tredyffrin Township Libraries for the years 2015 – 2018 is provided below to illustrate typical monthly visitor count increases as well as illustrate monthly and yearly changes.



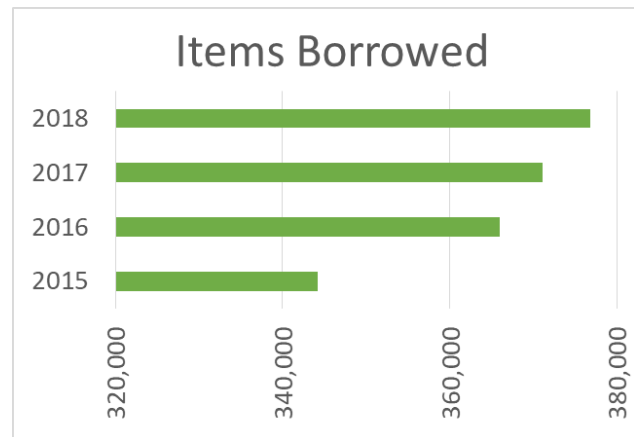
	2018	2017	2016	2015
Jan	16,572	17,227	14,411	15,104
Feb	16,522	17,253	15,475	15,073
Mar	19,547	18,645	19,393	16,849
Apr	18,035	18,652	19,405	16,876
May	17,801	19,166	18,858	16,927
Jun	22,314	22,970	21,866	20,377
Jul	21,773	21,855	21,268	20,746
Aug	20,813	23,358	21,504	20,582
Sep	18,863	18,545	16,139	17,117
Oct	17,710	18,772	19,134	17,920
Nov	16,957	18,472	18,611	17,784
Dec	15,173	15,696	16,741	15,504
TOTAL	222,080	230,611	222,805	210,859

Circulation

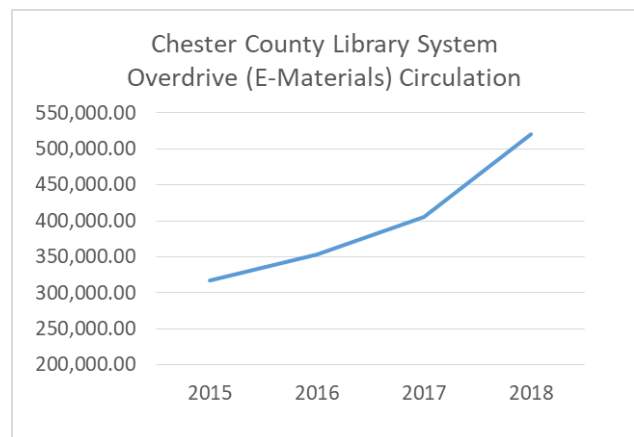
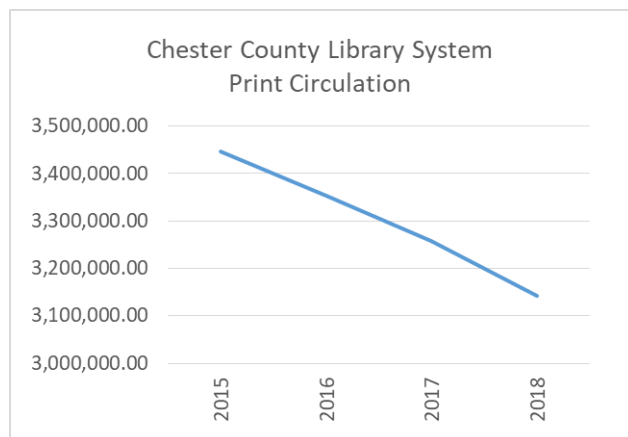
Circulation for December 2018 totaled 27,796. This is a decrease of 1,505 (-5.4 %) in borrowing of materials compared to the previous month. Compared to the previous year, checkouts of library material increased by 10,789 (+2.9%). While print circulation decreased by 4,788 (-1.4%), circulation of electronic materials increased by 15,577 (+52.7%). Please note that electronic materials circulation statistics for libraries in the Chester County Library System are based on total contribution to the collection.

	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	4,032	30,224
Nov-18	25,433	3,868	29,301
Dec-18	23,855	3,941	27,796
Nov 2018 - Dec 2018 Difference	-1,578	73	-1,505
Nov 2018 - Dec 2018 % Difference	-6.6%	1.9%	-5.4%
Dec-17	23,776	2,936	26,712
Nov 2018 - Dec 2017 Difference	79	1,005	1,084
Nov 2018 - Dec 2017 % Difference	0.3%	34.2%	4.1%
2018 YTD	331,693	45,136	376,829
2017 YTD	336,481	29,559	366,040
Difference	-4,788	15,577	10,789
% Change	-1.4%	52.7%	2.9%

	Items Borrowed
2015	344,225
2016	366,040
2017	371,133
2018	376,829



Similar to what we're seeing at the Tredyffrin Township Libraries, the decrease in print circulation and increase in electronic materials circulation is consistent with changes in borrowing behavior throughout the Chester County Library System.



Programming

Programs for December 2018 totaled 116 and attendance totaled 1,975. Comparing total program offerings and attendance to 2017 shows an overall increase of 121 (+8.7%) in total program offerings and a decrease of 20 (-1%) in total program attendance.

Number of Programs

Paoli	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
18+	6	5	18	24	27	10	7	6	6	6	5	7	127
Ages 0-5	24	19	22	8	4	18	11	25	24	33	26	23	237
Ages 5-11	5	3	7	21	12	11	17	9	4	5	8	9	111
Ages 12-17	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	35	27	47	53	43	39	35	40	34	44	39	39	475

Tredyffrin	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
18+	41	38	40	36	44	33	29	30	44	43	37	34	449
Ages 0-5	19	20	17	23	22	25	31	21	22	24	15	20	259
Ages 5-11	12	17	7	16	13	13	37	17	12	20	10	11	185
Ages 12-17	18	6	9	12	8	11	13	14	9	13	15	12	140
Total	90	81	73	87	87	82	110	82	87	100	77	77	1,033

Total	125	108	120	140	130	121	145	122	121	144	116	116	1,508
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Number of Attendees

Paoli	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
18+	25	26	39	35	43	40	26	25	21	25	22	25	352
Ages 0-5	231	155	212	239	697	229	136	394	201	334	294	360	3,482
Ages 5-11	25	17	63	102	35	244	229	94	25	34	75	167	1,110
Ages 12-17	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	281	198	314	376	775	513	391	513	247	393	391	552	4,944

Tredyffrin	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
18+	527	472	514	553	529	554	396	341	688	757	536	513	6,380
Ages 0-5	512	231	536	725	778	792	993	656	460	580	439	528	7,230
Ages 5-11	135	310	70	206	200	509	672	392	153	237	113	119	3,116
Ages 12-17	199	97	105	266	107	275	203	422	107	94	141	263	2,279
Total	1,373	1,110	1,225	1,750	1,614	2,130	2,264	1,811	1,408	1,668	1,229	1,423	19,005

Total	1,654	1,308	1,539	2,126	2,389	2,643	2,655	2,324	1,655	2,061	1,620	1,975	23,949
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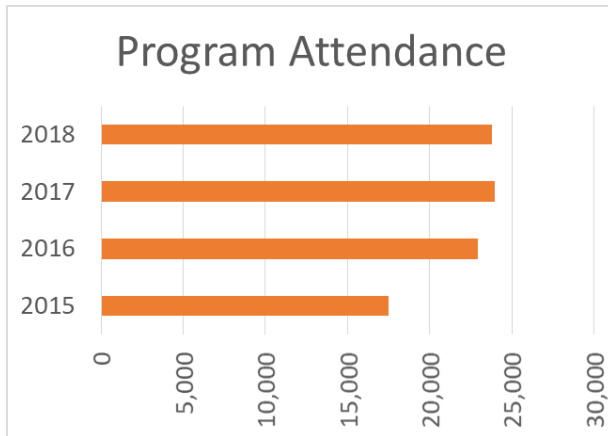
Number of Programs

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	478	788	121	1387
2018	576	792	140	1508
Difference Between	98	4	19	121
2017 & 2018	20.5%	0.5%	15.7%	8.7%

Number of Attendees

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2017	5,856	15,836	2,277	23969
2018	6,732	14,938	2,279	23949
Difference Between	876	-898	2	-20
2017 & 2018	15.0%	-5.7%	0.1%	-0.1%

The following table and chart represent cumulative program attendance each year since 2015 and is included as a reference for comparison of total attendance over the previous four years.



Program Attendance

2015	17,492
2016	22,965
2017	23,969
2018	23,788

Children’s Notes (Submitted by Angie Andre)

The Children’s Department started the new year with 2 new Special Collections. We are now circulating novelty cake pans. Baking pans in the shape of a heart, book, giant cupcake, football are a few examples. The funds for this purchase were provided by the Friends of Tredyffrin Public Library. The second Special Collection is STEM kits. Families can check out a kit that will provide books, DVDs and a hands on activity that will support learning Science, Technology, Engineering, and Math. There will be a page on our website detailing these new collections and we will start advertising them very soon.

In support of STEM and our new kits as well as the demand for science based children’s programming we welcome new staff member, Alina Wallin. Alina will be providing a weekly STEAM (Art is added to her programming) programs for children ages 7-12 as well as working the children’s circulation desk. She completed her first program last Friday which was wildly successful. The children used their engineering skills to create structures out of magazines, newspapers, and duct tape. These amazing creations are on display in the non-fiction section of the Children’s Department.

Our Winter Program Session started January 14 and will run through March 9. One of our first large programs of this session was our second annual Martin Luther King Jr Day of Service. Families signed up for a time to serve the library. We had 31 adults and children clean all of our non-fiction shelves. We are very grateful for their service.

Teen Notes (Submitted by Laura Doan)

Musically, Teens in December hosted The Frederick Sisters Piano Trio for an afternoon of classic holiday music. We also hosted an evening of performances sponsored by Conestoga Operation Smile and Chamber Music featuring instrumentals, ensembles, and vocals.

Girls Who Code Club held their graduation with an exciting reveal of the application the girls developed in this exciting & free program for 6 – 12 grade girls to use computer science to impact their communities & join a sisterhood of supportive peers & role models.

There were regular meetings of Journaling Together Group, Book Group and K-Pop. Teen Book Club held their annual holiday dinner and is continuing with reading The Seeker. Our newly formed TEEN K-POP DANCE CREW continued to rehearse their dances for a Dance and Korean Cultural Program to be held at a future date. Big events included the annual Saturnalia Party hosted by the Junior Classical League of Conestoga High School and the teen department had a hand in hosting Sounds of the Season with Surrey with The Surrey Singers, Chime Choir and Instrumental Ensemble.

Reference Notes

In 2018, we recorded 27,615 total information transactions, a decrease of 1,422 (-4.9%) transactions compared to the previous year. PC use overall increased by 4,583 (+11.2%), information literacy classes (1 on 1 sessions) decreased by 91 (-17.4%), proctoring sessions increased by 21 (+29.6%), and hours of proctoring offered increased by 25.5 (+22.1%).

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
Dec-18	1125	325	483	1933
Nov'18 - Dec'18 Difference	-23	-85	-8	-116
Nov'18 - Dec'18 % Difference	-2.0%	-20.7%	-1.6%	-5.7%
Dec-17	834	393	631	1858
Dec-18	1125	325	483	1933
Dec 2018 - Dec 2017 Difference	291	-68	-148	75
Dec 2018 - Dec 2017 % Difference	35%	-17%	-23%	4%
YTD 2017	14199	6252	8586	29037
YTD 2018	14700	5712	7203	27615
YTD 2018 - YTD 2017 Difference	501	-540	-1383	-1422
YTD 2018 - YTD 2017 % Difference	3.5%	-8.6%	-16.1%	-4.9%

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	109	2126	3585
Nov-18	1039	151	2062	3252
Dec-18	1060	112	1777	2949
Nov'18 - Dec'18 Difference	21	-39	-285	-303
Nov'18 - Dec'18 % Difference	1.7%	-32.8%	-14.1%	-8.9%
Dec-17	1072	113	2117	3302
Dec-18	1060	112	1777	2949
Dec 2018 - Dec 2017 Difference	-12	-1	-340	-2652
Dec 2018 - Dec 2017 % Difference	-1%	-1%	-16%	80%
YTD 2017	15474	2286	23008	40768
YTD 2018	14908	1534	28909	45351
YTD 2018 - YTD 2017 Difference	-566	-752	5901	4583
YTD 2018 - YTD 2017 % Difference	-3.7%	-32.9%	25.6%	11.2%

Information Literacy Classes

	1 on 1 Tutorials
Jan-18	49
Feb-18	38
Mar-18	47
Apr-18	39
May-18	24
Jun-18	46
Jul-18	31
Aug-18	31
Sep-18	22
Oct-18	44
Nov-18	27
Dec-18	35
Nov'18 - Dec'18 Difference	8
Nov'18 - Dec'18 % Difference	33.3%
Dec-17	47
Dec-18	35
Dec 2018 - Dec 2017 Difference	-12
Dec 2018 - Dec 2017 % Difference	-26%
YTD 2017	524
YTD 2018	433
YTD 2018 - YTD 2017 Difference	-91
YTD 2018 - YTD 2017 % Difference	-17.4%

Website Statistics

	Page Views	Unique Page	Users
Jan-18	14689	12153	5702
Feb-18	12157	10087	4811
Mar-18	15575	12617	5642
Apr-18	14284	11787	4969
May-18	14697	12063	5185
Jun-18	16801	13746	5516
Jul-18	15897	13047	5425
Aug-18	15020	12389	5163
Sep-18	14028	11577	4736
Oct-18	14454	11190	4573
Nov-18	14454	11190	4573
Dec-18	11584	9746	4372
Nov'18 - Dec'18 Difference	-2870	-1444	-201
Nov'18 - Dec'18 % Difference	-19.1%	-11.7%	-3.9%
Dec-17	13920	10275	4777
Dec-18	15020	12389	5163
Dec 2018 - Dec 2017 Difference	1100	2114	386
Dec 2018 - Dec 2017 % Difference	8%	21%	8%
YTD 2017	353167	147137	69511
YTD 2018	173640	141592	60667
YTD 2018 - YTD 2017 Difference	-179527	-5545	-8844
YTD 2018 - YTD 2017 % Difference	-50.8%	-3.8%	-12.7%

Proctoring Statistics

	# of Sessions	# of Hours
Jan-18	1	1
Feb-18	3	6.5
Mar-18	4	10.5
Apr-18	3	5
May-18	9	13.5
Jun-18	7	9
Jul-18	19	27
Aug-18	30	42.5
Sep-18	5	6
Oct-18	1	2
Nov-18	4	8
Dec-18	6	10
Nov'18 - Dec'18 Difference	2	2
Nov'18 - Dec'18 % Difference	6.7%	4.7%
Dec-17	5	12
Dec-18	6	8
Dec 2018 - Dec 2017 Difference	1	-4
Dec 2018 - Dec 2017 % Difference	20%	-33%
YTD 2017	71	115.5
YTD 2018	92	141
YTD 2018 - YTD 2017 Difference	21	25.5
YTD 2018 - YTD 2017 % Difference	29.6%	22.1%

Respectfully submitted by Christopher Kibler, Director of Libraries