TREDYFFRIN TOWNSHIP LIBRARIES
TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

**Library Director's Report to Tredyffrin Libraries Board of Trustees
for May 23, 2019**

Volunteers

Volunteers aid us with daily library operations and enable us to continue to provide exemplary service to our community. We are extremely grateful for their hard work and commitment. Comparing 2019 to 2018, total number of volunteers increased by 16 (+9.2%) and volunteer contributed hours increased by 48.05 (+3.2%).

Number of Volunteers

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Paoli (All)	2019 TOTAL	2018 YTD	2018 - 2019 YTD Change	2018 - 2019 YTD % Change
January	3	18	14	17	52	41	11	26.8%
February	3	16	13	15	47	41	6	14.6%
March	2	16	14	15	47	44	3	6.8%
April	1	16	12	15	44	48	-4	-8.3%
TOTAL	9	66	53	62	190	174	16	9.2%

Number of Volunteer Contributed Hours

	Tredyffrin Children's	Tredyffrin Circulation	Tredyffrin Friends	Paoli (All)	2019 TOTAL	2018 YTD	2018 - 2019 YTD Change	2018 - 2019 YTD % Change
January	12.5	116.25	213.25	58.25	400.25	324.5	75.75	23.3%
February	12	96.25	156.25	52.5	317	374.7	-57.7	-15.4%
March	10	109.25	271.75	44.75	435.75	423.25	12.5	3.0%
April	1.5	112	232	63.75	409.25	391.75	17.5	4.5%
TOTAL	36	433.75	873.25	219.25	1562.25	1514.2	48.05	3.2%

Building

As per the Board's request at the January meeting, I am looking in to utilizing cell phone boosters inside Tredyffrin Public Library. A company that installs cell signal boosters provided a rough estimate of $1 - $1.50 per square foot. I also met with the Computer Services Manager for the Chester County Library and discussed the booster that they installed in the main library. I am currently considering equipment options and installation feasibility.

Tredyffrin Library continues to experience functionality issues with the HVAC system. I am working on addressing remaining issues that were identified during the last repair service.

I am working on getting new semi-private cubicles installed in the staff work area. These will help reduce some of the disturbances encountered in having the more open work area and add an additional work space to accommodate the full time staff member being hired to start in July of this year. The cubicles are currently scheduled for installation on June 19th.

Visitor Count

Visitor count for April 2019 totaled 18,431. This is an increase of 832 (+1.2%) comparing total visitor count in 2019 to that of 2018.

	Apr-19	Apr-18	Difference	% Increase or Decrease	2019 YTD	2018 YTD	Difference	% Increase or Decrease
Paoli	4,736	4,297	439	10.2%	18,099	16,453	1,646	10.0%
Tredyffrin	13,695	14,003	-308	-2.2%	53,451	54,265	-814	-1.5%
Total	18,431	18,300	131	0.7%	71,550	70,718	832	1.2%

		Jan	Feb	Mar	Apr	Total
Sun	Paoli	281	359	421	253	1,314
	Tredyffrin	1,375	1,429	1,974	884	5,662
Mon	Paoli	703	782	870	1,049	3,404
	Tredyffrin	1,958	2,201	2,247	3,035	9,441
Tues	Paoli	132	99	18	27	276
	Tredyffrin	2,216	1,999	2,461	3,219	9,895
Wedns	Paoli	1,093	710	896	1,066	3,765
	Tredyffrin	13	18	39	52	122
Thurs	Paoli	926	797	805	911	3,439
	Tredyffrin	2,832	2,324	2,285	2,436	9,877
Fri	Paoli	738	752	938	799	3,227
	Tredyffrin	1,776	1,832	2,639	1,830	8,077
Sat	Paoli	577	700	766	631	2,674
	Tredyffrin	2,469	2,583	3,086	2,239	10,377
Total Paoli		4,450	4,199	4,714	4,736	18,099
Total Tredyffrin		12,639	12,386	14,731	13,695	53,451
Libraries Combined		17,089	16,585	19,445	18,431	71,550
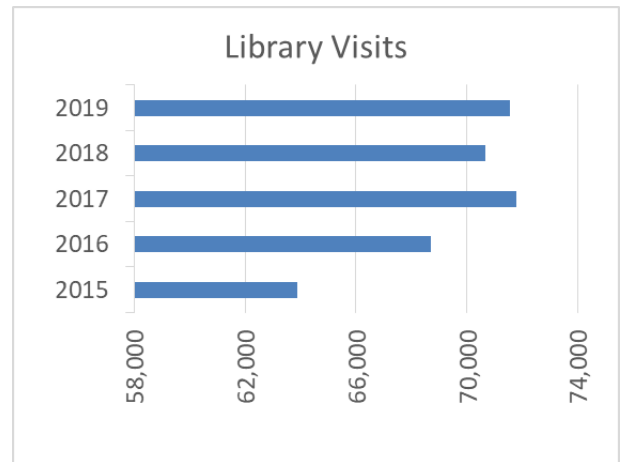
Library Visits

2015	2016	2017	2018	2019
63,902	68,684	71,777	70,676	71,550

A comparison of visitor count data collected by month for Tredyffrin Township Libraries for the years 2015 – 2019 is provided below to illustrate typical monthly visitor count increases as well as illustrate monthly and yearly changes.
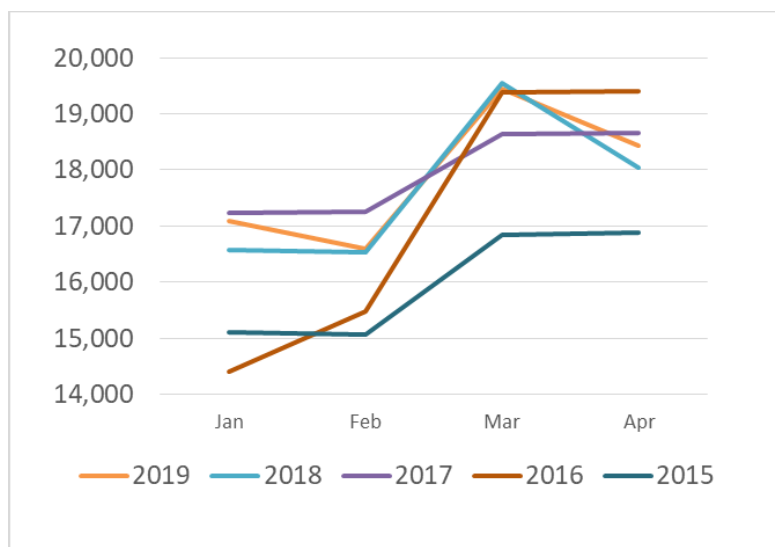
Circulation

Circulation for April 2019 totaled 32,220. Compared to the previous April, checkouts of library material increased by 1,291 (+4.3%). Print circulation increased by 81 (+.3%) while circulation of electronic materials increased by 1,210 (+35.2%). Comparing 2019 to 2018, total circulation increased by 4,141 (+3.4%). Print circulation decreased by 1,128 (-1%) while circulation of electronic materials has increased by 5,269 (+39.1%). Please note that electronic materials circulation statistics for libraries in the Chester County Library System are based on total individual library contribution to the collection.

	Print	Electronic	Total
Jan-19	27,621	4,823	32,444
Feb-19	26,233	4,437	30,670
Mar-19	28,369	4,851	33,220
Apr-19	26,674	4,644	31,318
Apr 2019 - Mar 2019 Difference	-1,695	-207	-1,774
Apr 2019 - Mar 2019 % Difference	-6.4%	-4.5%	-5.7%
Apr-18	26,593	3,434	30,027
Apr 2019 - Apr 2018 Difference	81	1,210	1,291
Apr 2019 - Apr 2018 % Difference	0.3%	35.2%	4.3%
2019 YTD	108,897	18,755	127,652
2018 YTD	110,025	13,486	123,511
Difference	-1,128	5,269	4,141
% Change	-1.0%	39.1%	3.4%

Items Borrowed Through April

2019 YTD	2018 YTD	Difference	% Change
108,898	110,025	-1,127	-1.0%
18,755	13,486	5,269	39.1%
127,653	123,511	4,142	3.4%
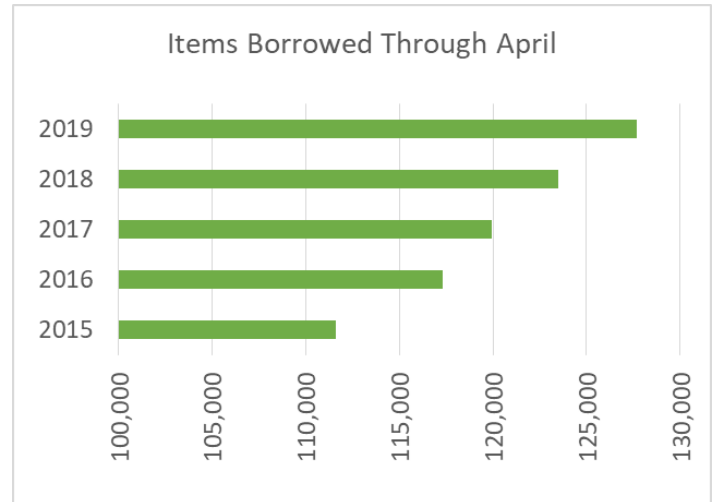
Items Borrowed Through April

2015	111,600
2016	117,286
2017	119,957
2018	123,511
2019	127,653

Programming

Programs for April 2019 totaled 169 and attendance totaled 2,197. Comparing total program offerings and attendance to 2018, there is an overall increase of 69 (+14.0%) in total program offerings and an increase of 1,647 (+24.9%) in total program attendance.

Number of Programs

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2018	208	240	45	493
2019	200	294	68	562
Difference Between 2018 & 2019	-8	54	23	69
	-3.8%	22.5%	51.1%	14.0%

Number of Attendees

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2018	2,191	3,769	667	6627
2019	2,323	5,105	846	8274
Difference Between 2018 & 2019	132	1336	179	1647
	6.0%	35.4%	26.8%	24.9%

Number of Programs

Paoli	Jan	Feb	Mar	Apr	Total
Ages 0-5	22	25	26	25	98
Ages 5-11	6	7	7	6	26
Ages 12-17	3	1	2	8	14
18+	19	12	5	11	47
Total	50	45	40	50	185

Tredyffrin	Jan	Feb			Total
Ages 0-5	18	26	18	31	93
Ages 5-11	9	23	16	29	77
Ages 12-17	18	10	13	13	54
18+	31	32	44	46	153
Total	76	91	91	119	377

Total	126	136	131	169	562

Number of Attendees

Paoli	Jan	Feb	Mar		Total
Ages 0-5	371	263	389	324	1,347
Ages 5-11	58	59	46	78	241
Ages 12-17	0	5	20	34	59
18+	31	22	23	50	126
Total	460	349	478	486	1,773

Tredyffrin	Jan	Feb			Total
Ages 0-5	626	606	515	690	2,437
Ages 5-11	227	418	219	216	1,080
Ages 12-17	164	164	181	278	787
18+	607	436	627	527	2,197
Total	1,624	1,624	1,542	1,711	6,501

Total	2,084	1,973	2,020	2,197	8,274

Program Attendance
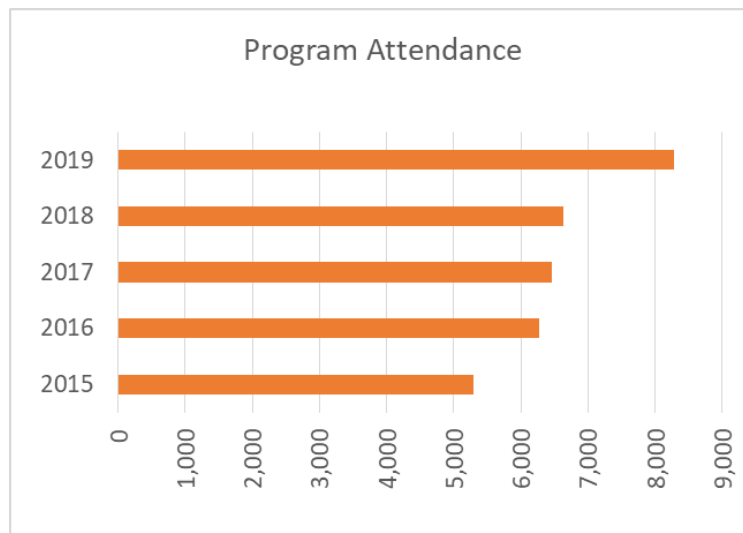
Teen Notes (Submitted by Laura Doan)

Tredyffrin Library collaborated with The Uncommon Individual Foundation for a series of Spring Break Workshops for students. On Tuesday and Wednesday we held The 2019 Media Workshop for 7th Grade and Up with The Richard E. Caruso Studio (UIF REC Studio) which was a 2 day workshop. Day 1: The fundamentals of

shooting, framing, interviewing, and storytelling. The students put their newfound skills to the test by recording their very own footage. Day 2: An introduction to editing. The students learned how to edit their footage with clips, text, and royalty free music.

On Thursday, we teamed up with their TECHNOLOGY MENTORING PROGRAM which promotes STEM education and career exploration by bringing technology mentors and cutting-edge resources into the classroom. UIF Technology Mentoring Program Director, Chris Diantonio and teachers from UIF walked middle school students through the Stop Light Arduino Project.

We wrapped up our month long college series, "Understanding and Demystifying College Admissions" with Cigus Vanni.

We continued our spring session of Girls Who Code Club. There were regular meetings of Journaling Together Group, Book Group and K-Pop. Teen Book Club began reading "A Tree Grows in Brooklyn". TEEN K-POP DANCE CREW continued to rehearse their dances for a Dance and Korean Cultural Program to be held in May.

I attended the ARCH & TESD presentation, "Have You Had the Conversation?" about having meaningful conversations with young children in an effort to deter substance use. I also made it to the CHS - Spring Instrumental Concert.

Reference Notes (Submitted by Kate Boyle)

We have been experiencing a lack of interest in many of our tech classes in favor of one-on-one tutorials. Due to the high number of requests for the tech drop-ins, we have scheduled another one for May 18. There will be potentially four staff members on hand to assist with those who attend. If it has a good turn out, I think we may try to schedule at least one monthly moving forward.

The reference staff planned a few programs for April, including an Instant Pot program which had a few attendees who were very enthusiastic and eager for more programming of the same in the future. Thanks to Jonathan for running that program. Taylor organized a local history program on the Brinton House that was attended by 14 local history buffs. We're looking forward to Zoey's bullet journaling class in May and the Star Wars Escape Room in June.

We are gearing up for Wednesday openings and I expect to have the job post up soon to help fill the service hours that will be required when we go to 7 days.

Pleased to see even the slightest uptick in our website numbers for page views. I have implemented a more robust slider that helps manage our marketing and attended a great webinar in April that is making me think in different ways about our website look, including adding numerous gifs for more visual interest.

Finally, Chester County Library System Computer Services has removed all local administrators from the PCs in all of the libraries, meaning that staff must now rely on computer services for ever fix, no matter how minor. It is causing some interruption in our day-to-day running. Hopefully, it will even out soon.

Information Transactions	Apr-19	YTD	Apr-18	2018 YTD	Difference	YTD Difference
Reference Desk	1283	5141	1236	5007	4%	3%
Children's Desk	436	1863	451	1944	-3%	-4%
Circulation Desk	624	2613	593	2543	5%	3%

Computer Users	Apr-19	YTD	Apr-18	2018 YTD	Difference	YTD Difference
EnvisionWare Main Level Sessions	1262	5084	1281	5843	-1%	-13%
EnvisionWare Children Sessions	112	441	90	474	24%	-7%
Wireless	1993	6514	2237	9414	-11%	-31%

Information Literacy	Apr-19	YTD	Apr-18	2018 YTD	Difference	YTD Difference
Number of Classes	3	11	0	0	300%	1100%
Number of Participants	3	41	0	0	300%	4100%
One-on-One Sessions	41	170	39	173	5%	-2%

Website Statistics	Apr-19	YTD	Apr-18	2018 YTD	Difference	YTD Difference
Page Views	14,721	60437	14,284	56,705	3%	7%
Users	4,789	20305	4,969	21,124	-4%	-4%

Proctoring Statistics	Apr-19	YTD	Apr-18	2018 YTD	Difference	YTD Difference
# of Proctoring Sessions	3	21	3	12	0%	75%
# of Proctoring Hours	6.5	36.75	5	28	30%	31%

Respectfully submitted by Christopher Kibler, Director of Libraries