TREDYFFRIN TOWNSHIP LIBRARIES
TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

Library Director's Report to Tredyffrin Libraries Board of Trustees for July 25, 2019

Personnel Updates

- Zoey Mills has been hired as our new Community Outreach and Adult Programs Librarian. Zoey began working part time at Tredyffrin Public Library's Reference Desk in 2016 and has worked in the Chester County Library System since 2015.
- We have hired a number of additional part time staff to cover desk hours for opening the main library on Wednesdays for the remainder of 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 4 (+1.4%) and volunteer contributed hours increased by 336.6 (+15.0%).

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%
May	2	16	13	14	45	40	5	12.5%
June	24	13	13	6	56	73	-17	-23.3%
TOTAL	35	95	79	82	291	287	4	1.4%

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%
May	11	100.25	229.25	52	392.5	395	-2.5	-0.6%
June	117.25	97.25	339.75	46.25	600.5	312.45	288.05	92.2%
TOTAL	164.25	631.25	1442.25	317.5	2555.25	2221.65	333.6	15.0%

Visitor Count

Visitor count for June 2019 totaled 20,531. This is a decrease of 2,601 (-2.3%) comparing total visitor count in 2019 to that of 2018.

	Jun-19	Jun-18	Difference	% Increase or Decrease	2019 YTD	2018 YTD	Difference	% Increase or Decrease
Paoli	4,983	5,198	-215	-4.1%	27,572	25,948	1,624	6.3%
Tredyffrin	15,548	17,116	-1,568	-9.2%	81,159	85,384	-4,225	-4.9%
Total	20,531	22,314	-1,783	-8.0%	108,731	111,332	-2,601	-2.3%

		Jan	Feb	Mar	Apr	May	Jun	Total
Sun	Paoli	281	359	421	253	184	413	1,911
Sun	Tredyffrin	1,375	1,429	1,974	884	1,005	1,917	8,584
Mon	Paoli	703	782	870	1,049	575	933	4,912
Mon	Tredyffrin	1,958	2,201	2,247	3,035	1,583	2,690	13,714
Tues	Paoli	132	99	18	27	112	102	490
Tues	Tredyffrin	2,216	1,999	2,461	3,219	2,967	2,678	15,540
Wedns	Paoli	1,093	710	896	1,066	1,170	1,058	5,993
Wedns	Tredyffrin	13	18	39	52	29	142	293
Thurs	Paoli	926	797	805	911	982	869	5,290
Thurs	Tredyffrin	2,832	2,324	2,285	2,436	2,755	3,051	15,683
Fri	Paoli	738	752	938	799	873	904	5,004
Fri	Tredyffrin	1,776	1,832	2,639	1,830	2,142	2,420	12,639
Sat	Paoli	577	700	766	631	594	704	3,972
Sat	Tredyffrin	2,469	2,583	3,086	2,239	1,679	2,650	14,706
Total Paoli		4,450	4,199	4,714	4,736	4,490	4,983	27,572
Total Tredyffrin		12,639	12,386	14,731	13,695	12,160	15,548	81,159
Libraries Combined		17,089	16,585	19,445	18,431	16,650	20,531	108,731

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.

| 2015	2016	2017	2018	2019
101,206	109,408	113,913	110,791	108,731
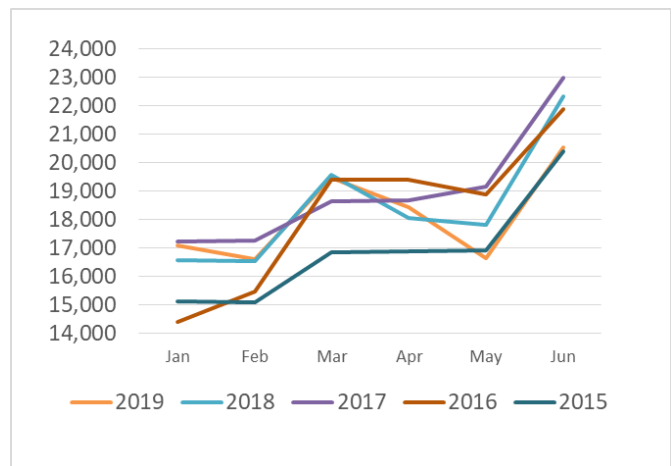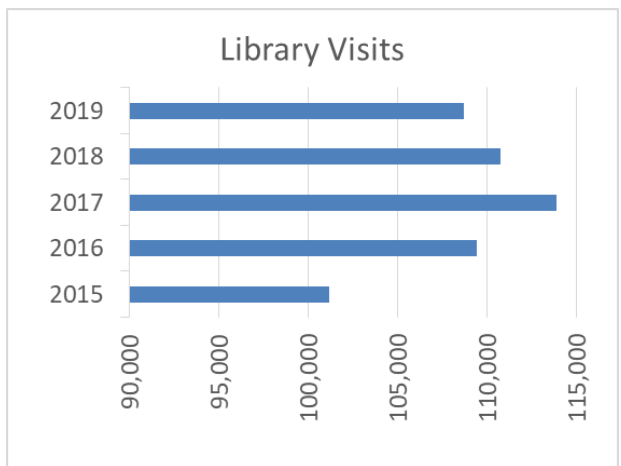
Circulation

Circulation for June 2019 totaled 32,899. Compared to the previous June, checkouts of library material decreased by 1,281 (-3.7%). Print circulation decreased by 2,609 (-8.6%) while circulation of electronic materials increased by 1,328 (+35%). Comparing 2019 to 2018, total circulation increased by 4,141 (+3.4%). Print circulation decreased by 2,704 (-2.0%) while circulation of electronic materials has decreased by 1,281 (-3.7%). 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
May-19	24,765	4,864	29,629
Jun-19	27,772	5,127	32,899
June 2019 - May 2019 Difference	3,007	263	3,270
June 2019 - May 2019 % Difference	12.1%	5.4%	11.0%
Jun-18	30,381	3,799	34,180
June 2019 - June 2018 Difference	-2,609	1,328	-1,281
June 2019 - June 2018 % Difference	-8.6%	35.0%	-3.7%
2019 YTD	161,434	28,746	190,180
2018 YTD	166,747	20,858	187,605
Difference	-5,313	7,888	2,575
% Change	-3.2%	37.8%	1.4%

Items Borrowed Through June

2015	169,224
2016	179,434
2017	182,691
2018	187,605
2019	190,180

Items Borrowed Through June
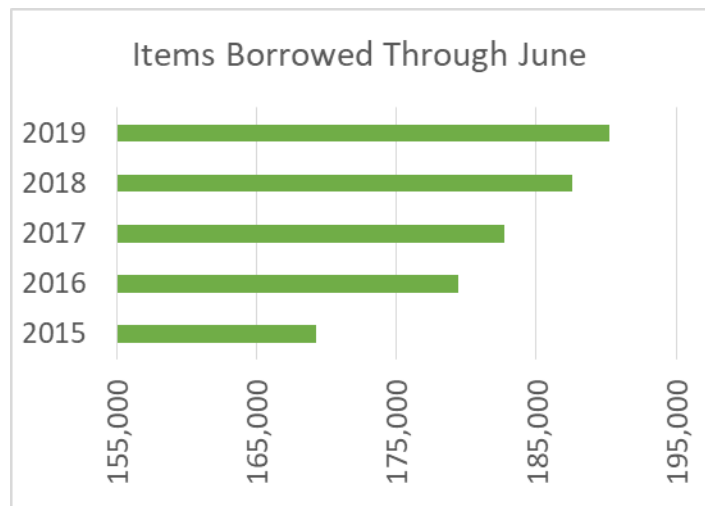
Programming

Programs for June 2019 totaled 136 and attendance totaled 4,033. Included in this program statistics collection are programs conducted off-site (outreach). While we've recorded these programs previously in the Chester County program statistics collection, I have not included them in the Board statistics. Comparing total program offerings and attendance to 2018, there is an overall increase of 226 (+45.8%) in total program offerings and an increase of 4,067 (+61.4%) in total program attendance.

Number of Programs

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2018	304	376	64	744
2019	296	461	98	855
Difference Between 2018 & 2019	-8	85	34	111
	-2.6%	22.6%	53.1%	14.9%

Number of Attendees

	18+	Ages 11 and Under	Ages 12 -17	TOTAL
2018	3,357	7,253	667	11277
2019	3,560	9,536	1,200	14296
Difference Between 2018 & 2019	203	2283	533	3019
	6.0%	31.5%	79.9%	26.8%

Number of Programs

Paoli	Jan	Feb	Mar	Apr	May	Jun	Total
Ages 0-5	22	25	26	25	23	18	139
Ages 0-5 (Outreach)	0	0	0	0	13	7	20
Ages 5-11	6	7	7	6	5	9	40
Ages 12-17	3	1	2	8	3	4	21
18+	19	12	5	11	9	8	64
Total	50	45	40	50	53	46	284

Tredyffrin	Jan	Feb	Mar	Apr	May	Jun	Total
Ages 0-5	18	26	18	31	27	16	136
Ages 0-5 (Outreach)						10	10
Ages 5-11	9	23	16	29	25	14	116
Ages 12-17	18	10	13	13	13	10	77
18+	31	32	44	46	39	40	232
Total	76	91	91	119	104	90	571

Total	126	136	131	169	157	136	825

Number of Attendees

Paoli	Jan	Feb	Mar	Apr	May	Jun	Total
Ages 0-5	371	263	389	324	274	330	1,951
Ages 0-5 (Outreach)					374	1,322	1,696
Ages 5-11	58	59	46	78	29	115	385
Ages 12-17	0	5	20	34	8	25	92
18+	31	22	23	50	33	42	201
Total	460	349	478	486	718	1,834	4,325

Tredyffrin	Jan	Feb	Mar	Apr	May	Jun	Total
Ages 0-5	626	606	515	690	633	684	3,754
Ages 0-5 (Outreach)						431	431
Ages 5-11	227	418	219	216	390	280	1,750
Ages 12-17	164	164	181	278	184	137	1,108
18+	607	436	627	527	495	667	3,359
Total	1,624	1,624	1,542	1,711	1,702	2,199	10,402

Total	2,084	1,973	2,020	2,197	2,420	4,033	12,600

Program Attendance

Year	Attendance
2015	6,852
2016	10,493
2017	11,118
2018	11,659
2019	14,296

Program Attendance
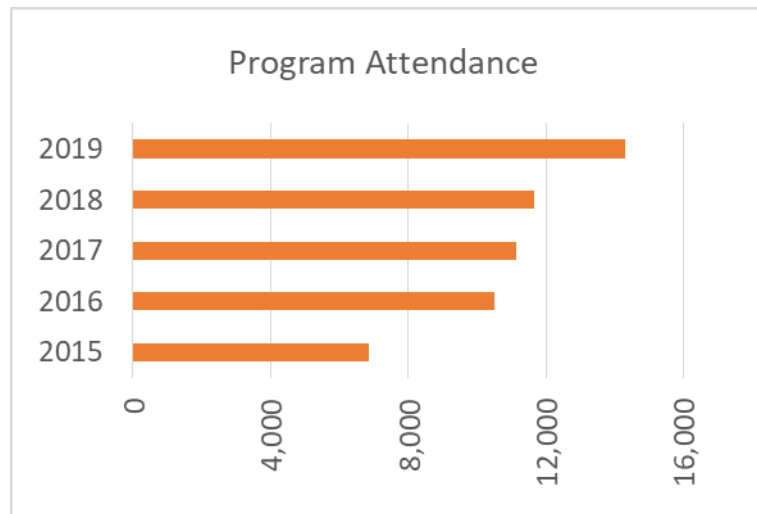
Children's Notes (Submitted by Angie Andre)

Children's Librarian, Angie Andre, participated in the Pennsylvania Library Association Academy of Leadership Studies in Harrisburg. She helped to plan and facilitate, Choosing Leadership, this one day program for library staff members from all over Pennsylvania who wanted to learn more about becoming a leader.

Visiting the local elementary schools was a priority for early June and Angie visited Hillside Elementary and New Eagle Elementary. She was able to share the summer reading program and activities with over 500 students.

We've changed the structure of our Summer Reading Program this year and are participating in Summer Quest: Patch Power, a new program that blends reading, participation, crafts, and family interaction. This program is intended to encourage children who may not be enthusiastic readers to participate in our summer program to a greater extent and in different ways by completing literacy related activities and projects. While the program still encompasses book reading, the extra components encourage social interaction, storytelling, and creative expression to complete objectives and earn patches.

Our Summer Reading Kickoff was Friday, June 26 and unfortunately year we saw fewer participants than in past years. We registered 80 children and saw a total of 160 participants in the day's events. The decline is likely due to changes in the program and issues with some materials. We may reconsider continuing with this patch program next year depending on the results of the program this year. By the end of June we had almost 300 children registered for our summer reading program.

We held a successful Drag Queen Storytime on Friday June 27 at 10:30 am. We saw more than 80 friends who enjoyed stories, rhymes, songs and crafts led by Drag Queen Balena Canto.

Teen Notes (Submitted by Laura Doan)

The Teen Department hosted the "Sounds of Spring with Surrey" concert featuring the Surrey Services Choral, Orchestra, and Chimes groups. Teen volunteer, Emily, was a gracious hostess making sure everyone was comfortable and coordinating the refreshments so they were ready right when the concert ended and the applause died down.

Marylyn Calabrese, PhD, writing coach and former Chairperson of the Conestoga High School English Department held a four day long workshop to help students prepare a successful college application essay. Dr. Calabrese's educational background includes an A.B. from Bryn Mawr College, an MAT from Wesleyan

University, and a PhD in Teaching Writing from the University of Pennsylvania. She has generously donated all proceeds from this class and previous years' classes to the library as a fundraiser.

On the advice of a teacher, the teen department started "Keeping It Going: Summer Review Program." Billed as a fun and engaging 10 session academic review for rising 7th-9th graders it features Reading, Writing, Mathematics, and Mindfulness.

Socially, we held a "Gingerbread Beach House" program where students competed to design the most original, or beautiful, or ugly beach house made in the traditional gingerbread style. We supplied the house kit and edible decorations but students were told they could bring their own unique decorations as well. Prizes were awarded.

Reference Notes (Submitted by Kate Boyle)

The reference staff continues to see an increase, though slight in information interactions at the reference desk. They also continue to help with programs and other projects. Jonathan was happy to report an increase in movie goers this summer and we are delighted that Zoey is transitioning from PT ref staff to our new full-time Adult Programmer and Community Outreach Librarian. Zoey plans to continue to rely on the reference staff for programming help.

We are continuing to see somewhat slow attendance at our Information literacy classes, with patrons tending to prefer one-on-one sessions with our librarians. We're hoping to do more regular tech-drop-in sessions. The high number of attendees this month has to do with a contracted class on Family Tree Maker. Marianne Hooper organized this program and had approximately 100 attendees.

We gladly announce the hiring of Alexandra Srolis as a new reference assistant. Ms. Srolis joined the reference team at the end of June and is already making her mark. She has started a morning ELL class using her experience as an ELL teacher. She is also in the process of obtaining her MLIS. Additionally, we are waiting to bring on Chelsea Post who will also be taking on some hours once she completes paperwork with the township.

Information Transactions	Jun-19	YTD	Jun-18	2018 YTD	Difference	YTD Difference
Reference Desk	1404	7690	1180	7373	19%	4%
Children's Desk	484	2804	677	3061	-29%	-8%
Circulation Desk	665	3912	835	3953	-20%	-1%

Computer Users	Jun-19	YTD	Jun-18	2018 YTD	Difference	YTD Difference
EnvisionWare Main Level Sessions	1206	7388	1300	8286	-7%	-11%
EnvisionWare Children Sessions	164	674	175	780	-6%	-14%
Wireless	2140	10630	2234	13788	-4%	-23%

Information Literacy	Jun-19	YTD	Jun-18	2018 YTD	Difference	YTD Difference
Number of Classes	2	16	0	0	200%	1600%
Number of Participants	120	166	0	0		
One-on-One Sessions	47	254	46	243	2%	5%

Website Statistics	Jun-19	YTD	Jun-18	2018 YTD	Difference	YTD Difference
Page Views	17,191	92160	16,801	88,203	2%	4%
Users	5,365	30154	5,516	31,825	-3%	-5%

Proctoring Statistics	Jun-19	YTD	Jun-18	2018 YTD	Difference	YTD Difference
# of Proctoring Sessions	5	37	7	28	-29%	32%
# of Proctoring Hours	9	70.25	9	50.5	0%	39%

Respectfully submitted by Christopher Kibler, Director of Libraries