



# TREDYFFRIN TOWNSHIP LIBRARIES

TREDYFFRIN PUBLIC LIBRARY & PAOLI LIBRARY

## Director's Report to the Library Board of Trustees for October 22, 2020

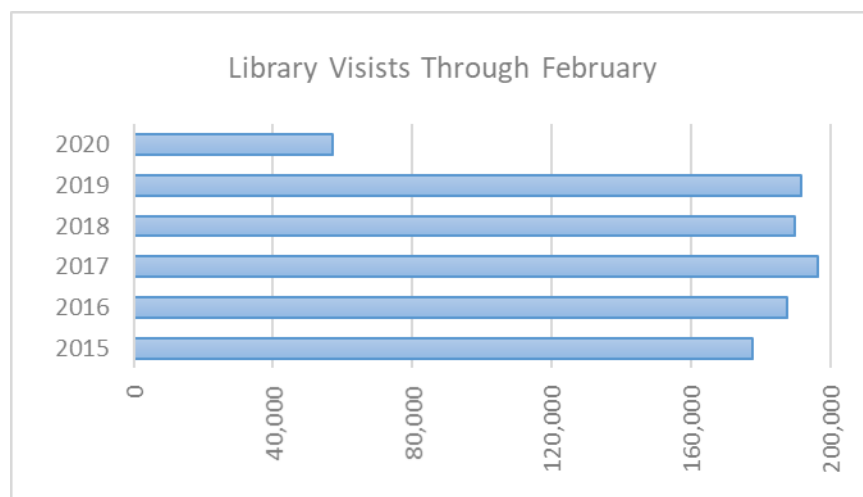
For September 2020, 3,860 visits were recorded for Tredyffrin and 1,302 visits were recorded for Paoli. Comparing 2019 to 2020, library visits have decreased by 134,701. The Libraries were closed to the public April, May, and June and those months have been excluded from this table.

		Jan	Feb	Mar	Jul	Aug	Sept	Total
Sun	Paoli	342	305	183	0	0	0	830
	Tredyffrin	1,634	1,440	699	0	0	0	3,773
Mon	Paoli	862	771	450	230	311	182	2,806
	Tredyffrin	1,846	2,017	754	399	866	510	6,392
Tues	Paoli	19	26	8	165	141	290	649
	Tredyffrin	2,189	2,108	867	402	469	871	6,906
Wedns	Paoli	807	833	427	295	281	345	2,988
	Tredyffrin	1,687	1,693	858	460	485	722	5,905
Thurs	Paoli	991	739	406	179	248	186	2,749
	Tredyffrin	2,516	1,917	959	535	536	631	7,094
Fri	Paoli	896	740	386	208	215	180	2,625
	Tredyffrin	1,909	1,374	922	302	463	377	5,347
Sat	Paoli	483	752	154	108	113	119	1,729
	Tredyffrin	1,986	2,828	607	254	761	749	7,185
Total Paoli		4,400	4,166	2,014	1,185	1,309	1,302	14,376
Total Tredyffrin		13,767	13,377	5,666	2,352	3,580	3,860	42,602
Libraries Combined		18,167	17,543	7,680	3,537	4,889	5,162	56,978

	2020 YTD	2019 YTD	Difference	% Increase or
Paoli	14,376	47,127	-32,751	-69.5%
Tredyffrin	42,602	144,552	-101,950	-70.5%
Total	56,978	191,679	-134,701	-70.3%

### Visitors

2015	177,571
2016	187,453
2017	196,443
2018	189,950
2019	191,679
2020	56,978





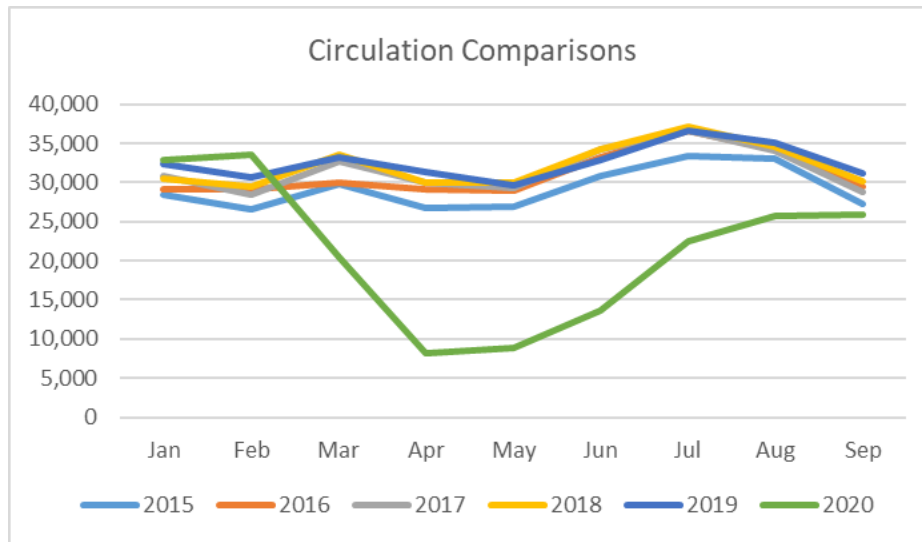
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Completed curbside reservations for the past 30 days (September, 19 2020 through October 19, 2020) totaled 969. Previous reservations from August 22, 2020 through September 22, 2020 totaled 1,033. Please note, in my previous report, I incorrectly stated that reservations from August 22, 2020 through September 22, 2020 totaled 1,062. This should have indicated that reservations from July 22, 2020 through August 22, 2020 totaled 1,062.

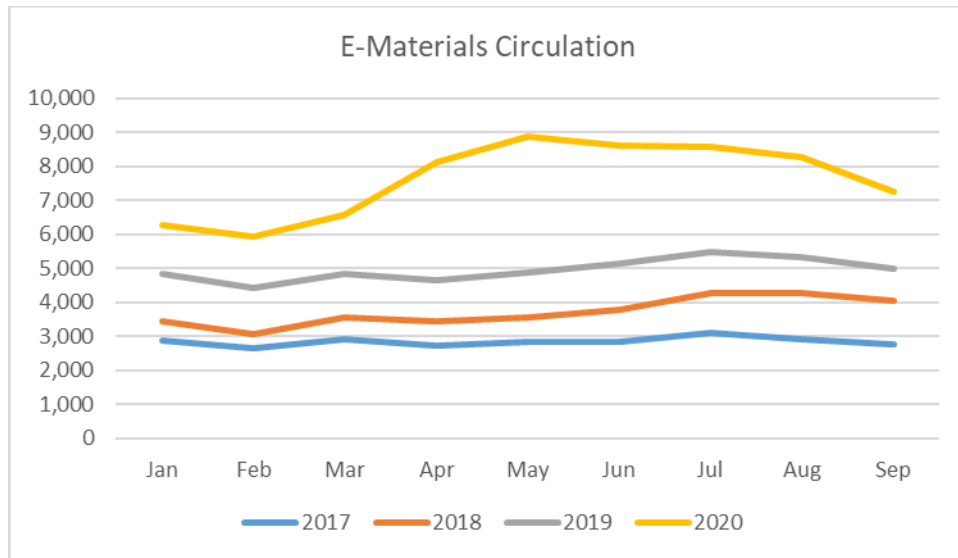
A summary of circulation transactions (for both print and electronic) by month over the past 6 years is included below.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>2015</b>	28,397	26,554	29,862	26,823	26,856	30,768	33,426	33,110	27,225
<b>2016</b>	29,112	29,095	30,008	29,071	28,985	33,163	36,592	34,309	29,413
<b>2017</b>	30,829	28,503	32,762	30,000	29,348	34,212	36,580	34,142	28,763
<b>2018</b>	30,450	29,542	33,492	30,027	29,914	34,180	37,196	34,597	30,110
<b>2019</b>	32,444	30,670	33,220	31,319	29,629	32,899	36,563	35,057	31,093
<b>2020</b>	32,884	33,602	20,374	8,202	8,923	13,557	22,464	25,791	25,925



We continued increasing e-materials purchases. The table below totals checkouts of e-materials for January through August over the past four years.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>2017</b>	2,861	2,650	2,895	2,713	2,851	2,822	3,087	2,896	2,772
<b>2018</b>	3,426	3,082	3,544	3,434	3,573	3,799	4,286	4,264	4,032
<b>2019</b>	4,823	4,437	4,851	4,644	4,864	5,127	5,464	5,349	4,981
<b>2020</b>	6,275	5,945	6,591	8,115	8,871	8,611	8,599	8,297	7,260



### Library Programs

We’ve recorded a total of 595 programs with a recorded 9,383 attendees between January and September 2020. I am currently consolidating programming statistics and these numbers will increase. Staff are consolidating in-person (pre-pandemic) data and virtual (post-pandemic) totals. We started keeping separate statistics when we switched to our virtual programming model and still need to add in programming statistics from January, February, and March. Staff also created a number of YouTube videos as asynchronous programming content and those numbers are not included in this total. I will need to find out if those are eligible to be counted as programs and how to count attendance.

The Children’s Librarian did not provide a report this month and the Teen Librarian sent a combined August/September report last month.

### Adults Programs and Community Outreach Notes (Submitted by Zoey Mills)

#### Virtual Adult Programs

In September 2020, TPL had a total of 1,487 attendees for 28 virtual adult programs or services. 1,071 of the 1,487 attendees were solely counted for the Underground Railroad in Chester County Lecture presented by Ryan Conroy—viewers were local, but also from as far as Dublin, Ireland and Los Angeles, California. As of October 14th, TPL had a total of 118 attendees for 12 virtual adult programs or services. In total, there were 7 one-on-one virtual tech help sessions between September 16th and October 14th.

Partnerships between Devereux and La Cabra Brewing have resumed and are continuing.

#### Fall Reading 2020

The Fall Reading 2020 challenge began on September 1st and will conclude on October 31st. In total, the



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Fall Summer Reading Challenge has a total of 57 active registrations— 13 participants marked Paoli Library as their “home” library and 44 marked Tredyffrin Public Library as their “home” library.

## **YouTube Videos by Category**

TTL video statistics, as retrieved from YouTube channel analytics, cover the “lifetime,” or since time of upload, of the videos published. Additionally, views and subscription increases are covered between the dates of August 21st and September 16th. The Tredyffrin Township Libraries YouTube channel has a total of 215 subscribers, with an increase of 4 subscribers since August 21st.

## **Book Talks**

As of October 14th, the Book Talks playlist received a total of 2,227 views for 24 unique book talks. There was an increase of 99 views since September 16th.

## **Adult Database Walkthroughs**

As of October 14th, the adult database walkthrough videos, also named “Virtual Technology Programs” playlist on YouTube, received a total of 826 views for 12 unique videos. There was an increase of 44 views since September 16th.

## **Adult Virtual Programs**

As of October 14th, the “Adult Virtual Programs” playlist received a total of 1,110 views for 17 unique videos. There was an increase of 345 views since September 16th.

## **Read-Alongs**

Director of Reference and Technology, Kate, has continued read-alongs for the books *Anne of Green Gables* by Lucy Maud Montgomery, *The Prisoner of Zenda* by Anthony Hope, *Secret Garden* by Frances Hodgson Burnett, *Jane Eyre* by Charlotte Brontë, *Treasure Island* by Robert Louis Stevenson, *The Vampire* by John William Polidori, and *The Turn of the Screw* by Henry James. As of October 14th, her read-alongs have received a total of 1,828 for 169 unique videos.

*Respectfully submitted by Christopher Kibler*