

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
January 2008



I. NARRATIVE

January at the Wichita Public Library was a month for programming and planning for the New Year.

The “Hungry Planet: How the World Eats” exhibit remained in the Central Library Auditorium through January 20. During the 36 days of the display, an estimated 800 people viewed the exhibit. Comments in the guestbook were overwhelmingly positive, as were attendee evaluations from the four programs presented in coordination with the exhibit. The City of Wichita’s 2007 Cultural Arts grant, the Wichita Public Library Foundation and the National Endowment for the Humanities provided funding for the exhibit.

In cooperation with the Wichita State University Library’s “Lewis & Clark and the Indian Country” exhibit, the Library co-hosted a day of storytelling by Jim “Two Crows” Wallen, an award-winning storyteller from Independence, MO. Fifty-four people attended the programs, which included the showing of numerous Native American artifacts. Evaluations of these programs were also highly enthusiastic.

2008 will be a busy year of marketing efforts, beginning with a campaign on B98-FM announcing *The Reading Channel: The 5th Annual Adult Winter Reading Program*. Underwriting on KMUW during morning drive time also emphasized the Library’s *Reading Channel*. These efforts, combined with a more concerted effort at encouraging staff promotion of the program at service desks, appear to be reaping dividends. By the end of January, subscriptions to the Winter Reading Program BookLetter had increased 41.5% and monthly entry forms for the program had more than doubled in some library locations. Funding for the advertising is made possible by the Wichita Public Library Foundation and the Friends of the Wichita Public Library.

Nominations for the 80th annual Academy Awards were announced January 22nd, including fourteen short film nominations: four documentary, five animated, and five live action films. Library staff, led by Art, Music & Video Section Manager Sarah Shetlar, immediately began work to obtain the films for the 22nd Annual Academy Award Shorts film program series.

News that the Antiques Roadshow summer tour will be stopping in Wichita on July 12th is creating unique opportunities to promote Library resources. The Art, Music & Video section staff has started to plan ways to highlight and promote the Library’s collection of antiques resources—particularly the *Price-It!* database, in anticipation of a heightened local interest in identifying and appraising antiques and collectibles.

POTPOURRI:

Other advertising of library programs arranged during January included use of *The Community Voice* and KMUW ads during *Jazz Café* and *Gospel Reminiscence* to promote the African American History Program series. An ad plan with the *Wichita Eagle* was devised to capitalize on discount frequency rates for WichiTalk, enabling ads to run at reasonable rates for each weekday showing of the Academy Award Shorts series. In addition to paid ads, earned media will be sought for these two popular series.

Changes have been made to the Library system's delivery processes. The alignment of routes was adjusted to bring balance to the number of boxes being transferred on each route. A new style of delivery box is also being tested. The new boxes store more materials and do not have removable lids. The boxes nest inside of each other when empty, saving space when empty. Preliminary response to the test is favorable and will be continued over a period of months as a way to determine if the changes will reduce costs of the Library's intralibrary loan and delivery processes.

Jean Hatfield attended the American Library Association's Midwinter Conference and served as chair of two committees: the Pura Belpré Award and the Public Library Association's Baker & Taylor Audio Music/Video Entertainment Award.

Anne Cravens started work on January 28 as the new Outreach Librarian. She transferred from the City's Department of Environmental Services, where she worked in childcare licensing.

The downloadable portion of this year's ILDP grant has been ordered. Over half of the titles checked out within two weeks of being made available on the website.

The 21st Street Community Development Corporation has become the latest tenant in the Evergreen Library facility, subleasing a portion of the former Acts on Truancy space from Child Start.

E-Rate Forms 471 requesting funding subsidies of \$50,286 on services totaling \$62,858 for the funding year beginning July 1, 2008 were filed during January.

To ensure that library employees and volunteers are receiving the training they need to maximize their service delivery to customers, a master in-house training calendar for 2008 has been established.

The Genealogy Section had out-of-state visitors from Georgia, Iowa, Missouri, and New Mexico.

Volunteerism remains high throughout the library system. In January we had a total of 91 volunteers this month. They put in a total of 1,139 hours. We had 44 adult volunteers, 26 Friends volunteers, 20 teen volunteers and 1 SWEP volunteer.

Agencies receiving outreach services during January included: Minneha, Spaght, St. Partrick, St. Peter (Schulte), St. Thomas Aquinas and Woodland elementary schools; Allison Middle School; Northfield Academy; USD 259 art teachers; Juvenile Detention Facility; Go-Zones; Catholic Care Facility and one cub scout troop.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

January, 2008

	Circulation Jan, 2008	Difference From Jan, 2007	% Change From Jan, 2007	2008 Total Circ To Date	Difference From 2007 Total To Date	% Change From 2007 Total To Date
CENTRAL LIBRARY						
Art & Music	18,643	2,064	12.4%	18,643	2,064	12.4%
Business & Technology	3,106	1,048	50.9%	3,106	1,048	50.9%
Youth Services	7,931	306	4.0%	7,931	306	4.0%
General Reference	11,150	1,783	19.0%	11,150	1,783	19.0%
Genealogy & Local History	260	260	--	260	260	N/A
Talking Books	5,827	898	18.2%	5,827	898	18.2%
Popular Library	6,997	1,319	23.2%	6,997	1,319	23.2%
CENTRAL TOTALS	53,914	7,678	16.6%	53,914	7,678	16.6%

DISTRICT/REGIONAL BRANCHES

Alford	21,505	1,330	6.6%	21,505	1,330	6.6%
Evergreen	12,026	21	0.2%	12,026	21	0.2%
Rockwell	26,454	2,054	8.4%	26,454	2,054	8.4%
Westlink	38,914	4,050	11.6%	38,914	4,050	11.6%
DISTRICT/REGIONAL TOTALS	98,899	7,455	8.2%	98,899	7,455	8.2%

NEIGHBORHOOD BRANCHES

Comotara	8,099	332	4.3%	8,099	332	4.3%
Linwood	5,029	(507)	-9.2%	5,029	(507)	-9.2%
Maya Angelou Northeast	3,522	667	23.4%	3,522	667	23.4%
Orchard	2,389	130	5.8%	2,389	130	5.8%
NEIGHBORHOOD TOTALS	19,039	622	3.4%	19,039	622	3.4%

PARTNERSHIPS

Planeview Community Library	157	(271)	-63.3%	157	(271)	-63.3%
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VIRTUAL SERVICES

Overdrive	1,312	360	37.8%	1,312	360	37.8%
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WPL SYSTEM TOTALS	173,321	15,844	10.1%	173,321	15,844	10.1%
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COLLECTIONS USE REPORT

January, 2008

	Adult Circulation For Jan	Difference From Jan, 2007	% Change From Jan, 2007	Juvenile Circulation For Jan	Difference From Jan, 2007	% Change From Jan, 2007	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	40,156	6,474	19.2%	7,931	306	4.0%	40,156	7,931

DISTRICT/REGIONAL BRANCHES

Alford	16,578	1,469	9.7%	4,927	(139)	-2.7%	16,578	4,927
Evergreen	9,299	(174)	-1.8%	2,727	195	7.7%	9,299	2,727
Rockwell	18,478	860	4.9%	7,976	1,194	17.6%	18,478	7,976
Westlink	25,436	2,410	10.5%	13,478	1,640	13.9%	25,436	13,478
DISTRICT/REGIONAL TOTALS	69,791	4,565	7.0%	29,108	2,890	11.0%	69,791	29,108

NEIGHBORHOOD BRANCHES

Comotara	6,287	488	8.4%	1,812	(156)	-7.9%	6,287	1,812
Linwood	4,257	(453)	-9.6%	772	(54)	-6.5%	4,257	772
Maya Angelou Northeast	2,582	424	19.6%	940	243	34.9%	2,582	940
Orchard	1,957	168	9.4%	432	(38)	-8.1%	1,957	432
NEIGHBORHOOD TOTALS	15,083	627	4.3%	3,956	(5)	-0.1%	15,083	3,956

PARTNERSHIPS

Planeview Community Library	87	(191)	-68.7%	70	(80)	-53.3%	87	70
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VIRTUAL SERVICES

Overdrive**	1,312	360	37.8%	0	0	N/A	1,312	0
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WPL SYSTEM TOTALS	126,429	11,835	10.3%	41,065	3,111	8.2%	126,429	41,065
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* The Central circulation for this report includes all divisions except Talking Books.

** Overdrive does not provide a breakdown by adult or juvenile so by default, all is counted as adult circulation

While all WPL locations track usage by card type, broken down for the purposes of this report by adult and juvenile, USD259 tracks only by material type, though from their breakdowns some assumptions may be made about patron type.

NEW REGISTRATION REPORT

January, 2008

	New Customers	% Change From Jan. 2007	2008 Total Registrations To Date	% Change From 2007 Total To Date
CENTRAL LIBRARY				
Circulation	643	13.0%	643	13.0%
DISTRICT/REGIONAL BRANCHES				
Alford	127	6.7%	127	6.7%
Evergreen	89	3.5%	89	3.5%
Ford Rockwell	125	-23.3%	125	-23.3%
Westlink	195	31.8%	195	31.8%
DISTRICT/REGIONAL TOTALS	536	3.0%	536	3.0%
NEIGHBORHOOD BRANCHES				
Comotara	55	5.8%	55	5.8%
Linwood	40	48.1%	40	48.1%
Maya Angelou Northeast	56	-9.7%	56	-9.7%
Orchard	13	-45.8%	13	-45.8%
NEIGHBORHOOD TOTALS	164	-0.6%	164	-0.6%
PARTNERSHIPS				
Planeview Community Library	0	0.0%	0	0.0%
WPL SYSTEM TOTALS	1,343	7.4%	1,343	7.4%

REFERENCE REPORT

January, 2008

CENTRAL LIBRARY	REFERENCE TRANSACTIONS	REFERENCE TRANSACTIONS COMPLETED	COMPLETION RATE	TOTAL TO DATE	DIFFERENCE FROM LAST YEAR T-T-D*	% CHANGE FROM LAST YEAR T-T-D
Art & Music	1,457	1,337	91.76%	1,457	(2,201)	-60.17%
Bus. & Tech.	3,184	3,087	96.95%	3,184	(930)	-22.61%
Circulation	66	66	100.00%	66	66	N/A
Youth Services	655	536	81.83%	655	(138)	-17.40%
Gen. Reference	3,729	3,499	93.83%	3,729	62	1.69%
Genealogy & Local History	866	826	95.38%	866	(434)	-33.38%
Talking Books	7,320	7,320	100.00%	7,320	1,284	21.27%
CENTRAL TOTALS	17,277	16,671	96.49%	17,277	(2,291)	-11.71%

DISTRICT/REGIONAL BRANCHES

Alford	717	695	96.93%	717	13	1.85%
Evergreen	682	695	101.91%	682	159	30.40%
Rockwell	1,665	695	41.74%	1,665	(208)	-11.11%
Westlink	1,156	1,050	90.83%	1,156	(243)	-17.37%
DISTRICT/REGIONAL TOTALS	4,220	3,135	74.29%	4,220	(279)	-6.20%

NEIGHBORHOOD BRANCHES

Comotara	527	376	71.35%	527	40	8.21%
Linwood	239	204	85.36%	239	(208)	-46.53%
Maya Angelou Northeast	425	359	84.47%	425	(115)	-21.30%
Orchard	381	310	81.36%	381	(9)	-2.31%
NEIGHBORHOOD TOTALS	1,572	1,249	79.45%	1,572	(292)	-15.67%

PARTNERSHIPS

Planeview Community Library	0	0	0.00%	0	0	0.00%
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WPL SYSTEM TOTALS	23,069	21,055	91.27%	23,069	(2,862)	-11.04%
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Reference transactions were calculated based upon a one-week sampling period from
01/21 through 01/27

PROGRAMMING SERVICES REPORT

January, 2008

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change in Attendance, Current Month	Number Presented	Attendance	% Change in Attendance, Current Month
CENTRAL LIBRARY						
Programs and Tours	9	140	-76.1%	22	602	-31.7%
Technology Training Center	3	24	14.3%			

DISTRICT/REGIONAL BRANCHES

Alford	3	91	313.6%	8	100	-13.0%
Evergreen	3	20	-4.8%	7	284	170.5%
Rockwell	1	8	100.0%	19	587	176.9%
Westlink	1	8	-82.2%	12	268	69.6%
DISTRICT/REGIONAL TOTALS	8	127	44.3%	46	1,239	110.0%

NEIGHBORHOOD BRANCHES

Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	0	0	0.0%
Maya Angelou Northeast	1	7	-22.2%	2	19	18.8%
Orchard	1	8	-20.0%	0	0	0.0%
NEIGHBORHOOD TOTALS	2	15	-21.1%	2	19	18.8%

PARTNERSHIPS

Planeview Community Library	0	0	0.0%	0	0	0.0%
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WPL SYSTEM TOTALS	22	306	-57.1%	70	1,860	25.0%
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This report includes all programs presented by library staff, outside the library as well as in the library.

OTHER SERVICES REPORT

January, 2008

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	24	32	5	61
Attendance	960	844	127	1,931
PHOTOCOPIES	7,728	2,238	113	10,079
INTERLIBRARY LOAN				
Requests From Outside Libraries	1,413	NA	NA	1,413
Filled For Outside Libraries	625	NA	NA	625
Requested By WPL Customers	407	NA	NA	407
Filled For WPL Customers	154	NA	NA	154
MICROFORM USAGE				
Microforms Used	900	NA	NA	900
Microform Copies	417	NA	NA	417
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month*	16,297	4,027	895	21,219
Filled This Month**				17,273
Placed Year-To-Date*	16,297	4,027	895	21,219
Filled Year-To-Date**				17,273
* HIP holds are included in the Central Totals ** The number of holds filled is meaningful only at the system level				

GATE COUNT

	Current Month	Year To Date
Central	31,085	31,085
Alford	10,430	10,430
Evergreen	9,043	9,043
Rockwell	11,229	11,229
Westlink	20,620	20,620
Angelou/Northeast	4,303	4,303
Comotara	8,565	8,565
Linwood	3,359	3,359
Orchard	2,393	2,393
Total	101,027	101,027

ELECTRONIC INFORMATION SERVICES REPORT PART I

January 2008

	Current Month	% Change From Jan. 2007	2008 Total Usage To Date	% Change From 2007 Total To Date
Electronic Database Searches Conducted				
Ancestry	135	-2.2%	135	-2.2%
FC Search (statistics not currently available)*	N/A	N/A	N/A	N/A
Heritage Quest†	158	-50.0%	158	-50.0%
Learn A Test	33	3.1%	33	3.1%
NewsBank*	136	-24.4%	136	-24.4%
Novelist*	673	71.7%	673	71.7%
Reference USA*	935	-7.3%	935	-7.3%
InfoTrac Databases:				
Academic OneFile	48	-76.0%	48	-76.0%
Business and Company ASAP	25	-88.4%	25	-88.4%
Business and Company Resource Center	0	N/A	0	N/A
Computer Database	25	-87.5%	25	-87.5%
Custom Newspapers	25	-87.7%	25	-87.7%
Expanded Academic ASAP	66	-77.8%	66	-77.8%
Gale Virtual Reference Library	29	-85.5%	29	-85.5%
Gale Reference Center Gold	51	-77.7%	51	-77.7%
Health Reference Center Academic	57	-77.9%	57	-77.9%
Health and Wellness Resource Center	0	N/A	0	N/A
Info Trac Military & Intelligence	30	-85.0%	30	-85.0%
InfoTrac OneFile	56	-75.8%	56	-75.8%
Info Trac Religion & Philosophy	25	-87.4%	25	-87.4%
Informe!	25	-87.5%	25	-87.5%
Junior Edition	29	-85.5%	29	-85.5%
LegalTrac	25	-87.5%	25	-87.5%
Literature Resource Center	50	212.5%	50	212.5%
Literature Resource Center - MLA	0	-100.0%	0	-100.0%
National Newspaper Index	0	-100.0%	0	-100.0%
Professional Collection	25	-87.4%	25	-87.4%
Student Editions	32	-85.2%	32	-85.2%
Homework Kansas	145	663.2%	145	663.2%
OCLC First Search Databases:				
ArticleFirst	4	-55.6%	4	-55.6%
Clase and Periodica	0	N/A	0	N/A
Electronic Books	1	N/A	1	N/A
Electronic Collections Online	1	-66.7%	1	-66.7%
ERIC	0	N/A	0	N/A
GPO Monthly Catalog	0	N/A	0	N/A
Medline	0	N/A	0	N/A
PapersFirst	0	N/A	0	N/A
Periodical Abstracts	0	N/A	0	N/A
Proceedings First	0	N/A	0	N/A
World Almanac	0	N/A	0	N/A
WorldCat	236	17.4%	236	17.4%
WorldCat dissertations and theses	4	300.0%	4	300.0%

ELECTRONIC INFORMATION SERVICES REPORT PART I

January 2008

	Current Month	% Change From Jan. 2007	2008 Total Usage To Date	% Change From 2007 Total To Date
Oposing Viewpoints	71	-46.2%	71	-46.2%
PriceIt!	165	N/A	165	N/A
Proquest †	0	-100.0%	0	-100.0%
SIRS Discoverer	6	-86.0%	6	-86.0%
World Book †	0	N/A	0	N/A
Total Electronic Searches Conducted	3,326	-44.1%	3,326	-44.1%
Horizon Information Portal				
Number of patron logins	21,753	10.4%	21,753	10.4%
BookLetters				
Number of active subscriptions	5,874	40.1%		
Website				
Number of visits	70,955	-0.1%	70,955	-0.1%
Number of pages	186,146	3.3%	186,146	3.3%
Public Access Computing				
Number of customer sessions	12,181	11.1%	12,181	11.1%
Number of computer copies made	17,791	5.7%	17,791	5.7%

* Signifies databases available inside the library only

† Available through the KanEd portal.