

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
February 2009



I. NARRATIVE

February, as always, proved to be a busy and important month as the Library hosted its 23rd Annual Academy Awards short program. This year, the program proved to be one of the hottest tickets in town! A complete roster of nominated films combined with the change of venue for the kickoff screening to the Warren Old Town Theatre increased interest in the programs. At the kickoff event, the 212 seat theater filled to capacity within twenty minutes. Some film lovers waited patiently for an empty seat while more than sixty people ended up having to be turned away from the filled theatre. Capacity crowds continued to be the theme throughout the week as branch programs attracted attendance two to four times larger than during the previous year. Over the course of the week, more than 500 people attended series programs. Of equal importance to the size of the crowds was the response from attendees. One lady and her husband said that they come each year from New Jersey to see the shorts program. Staff were particularly proud when they saw one attendee with a homemade "I (heart) Academy Award Shorts" button.

Not to be overlooked was the 21st annual African-American History Program celebration also held during the month. Over the course of three days, a total of 1,638 people attended events where Florida storyteller and percussionist Madafo Lloyd Wilson engaged audiences and encouraged them to actively participate in the storytelling. In addition to programs in Wichita Public Library locations, Madafo made presentations to six public schools and the Juvenile Detention Facility.

On February 3, Alaska Iditarod racer Karen Land and her dog, Borage, visited the Westlink branch to talk about sled dog racing and what led her to be a three time participant in this well-known event. Although the program was scheduled to last only one hour, the interest of the more than eighty attendees was such that it actually lasted more than an hour and a half.

Participation in The Reading Buffet, the Library's 2009 Adult Reading Program, remained high. At the Westlink branch alone, participants reported reading 1,484 books during the month while 128 readers completed the program.

In addition to the many public programs, Library staff took time to celebrate the work of the Westlink branch staff. This employee team was nominated for City recognition last fall for their June 2008 when they circulated more than 60,000 items while also overseeing a record-breaking summer reading club. The increased quantity of work was produced without diminishing the quality of service received by branch users. Although the recognition was long overdue, the importance of their achievement remains undiminished.

POTPOURRI:

The Business & Technology Section reports a surge in the number of customers visiting the Library to utilize career and job search resources. In addition to serving individuals, the Section has been contacted by a few church groups and other organizations looking for information to pass along to people they are trying to assist about what the Library has and can do to assist in their employment searches.

Work revising Summer Reading and Teens Read materials has begun with the added challenge of reducing costs per print piece produced. Making the most of this year's budget has made staff "be creative" this year's theme! Parent fliers will now be half-size, with no reduction in content, and printed in only one color of ink. Some extraneous information will be deleted from the rule sheet to reduce its size. In all, more than \$1,350 will be saved as a result of these changes.

Universal Service (E-rate discount) applications in the amount of \$31,348.38 were submitted for the subsidy year beginning July 1, 2009.

The Wulfmeyer Special Collections Center had out-of-state visitors from Minnesota, Missouri, Oklahoma, and Washington D.C.

Volunteerism remains high throughout the library system. In February, the Library received 1,348.75 hours of service from 99 volunteers. This included 56 adult volunteers, 30 Friends volunteers, 10 teen volunteers, 2 Senior Work Experience Program volunteers and 1 intern.

The Ezra Jack Keats Foundation has donated ten copies of *Teach Anyone to Read: the No-Nonsense Guide* to the Library. Copies will be added to the collections of all branch libraries as well as in the Teacher Resource collection in the Central Library Children's Center.

Agencies receiving outreach services during January included: Shepherd Center of East Wichita; Catholic Care Assisted Living; Friday Review Club; Loving Arms and Tutor Time preschools; New Song Academy; Sunrise Christian Academy; the Juvenile Detention Facility; Bethany School; Beech, Clark, Cloud and L'Ouverture elementary schools; Mayberry Middle School; East YMCA ELC, Ellis Street and Hilltop Head Starts; two family child care providers and one Boy Scout Troop.

Earned media opportunities received during February included a KSN story on the on Academy Award Shorts program, a Radio Disney story on the Library's involvement in African American History Month and two *Wichita Eagle* articles—one on the increase in library use and one on Academy Award Shorts program.

II. STATISTICS ARE ATTACHED

CIRCULATION REPORT

February, 2009

	Circulation Feb, 2009	Difference From Feb, 2008	% Change From Feb, 2008	2009 Total Circ To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	18,404	2,061	12.6%	39,384	6,015	18.0%
Business & Technology	2,089	(430)	-17.1%	4,209	(1,167)	-21.7%
Children's Center	6,354	(1,743)	-21.5%	13,193	(2,130)	-13.9%
General Reference	18,317	2,575	16.4%	36,954	4,641	14.4%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,398	(775)	-15.0%	9,071	(1,929)	-17.5%
CENTRAL TOTALS	49,562	1,688	3.5%	102,811	5,430	5.6%

DISTRICT/REGIONAL BRANCHES

Alford	21,740	799	3.8%	44,708	3,360	8.1%
Evergreen	11,103	346	3.2%	22,639	556	2.5%
Rockwell	26,447	745	2.9%	53,613	1,965	3.8%
Westlink	39,562	2,208	5.9%	79,544	4,520	6.0%
DISTRICT/REGIONAL TOTALS	98,852	4,098	4.3%	200,504	10,401	5.5%

NEIGHBORHOOD BRANCHES

Comotara	8,266	0	0.0%	16,892	548	3.4%
Linwood	4,878	(69)	-1.4%	10,017	(383)	-3.7%
Maya Angelou Northeast	3,781	509	15.6%	7,719	1,038	15.5%
Orchard	2,158	(44)	-2.0%	4,422	(131)	-2.9%
NEIGHBORHOOD TOTALS	19,083	396	2.1%	39,050	1,072	2.8%

PARTNERSHIPS

Planeview Community Library	224	123	121.8%	451	350	346.5%
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VIRTUAL SERVICES

Overdrive	1,852	646	53.6%	3,705	1,187	47.1%
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WPL SYSTEM TOTALS	169,573	6,951	4.3%	346,521	18,440	5.6%
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*Beginning January 1, 2009 this report no longer includes in-house use.

**Beginning January 1, 2009 circulation of Popular Library materials is reported within the appropriate subject sections.

CIRCULATION REPORT

February, 2009

	Adult Circulation For Feb	Difference From Feb, 2008	% Change From Feb, 2008	Juvenile Circulation For Feb	Difference From Feb, 2008	% Change From Feb, 2008	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
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CENTRAL LIBRARY

All Divisions	43,208	8,604	24.9%	6,354	(1,743)	-21.5%	89,618	13,193
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DISTRICT/REGIONAL BRANCHES

Alford	15,595	139	0.9%	6,145	1,194	24.1%	32,662	12,046
Evergreen	8,044	(295)	-3.5%	3,059	641	26.5%	16,331	6,308
Rockwell	17,395	(165)	-0.9%	9,052	910	11.2%	35,821	17,792
Westlink	23,555	(512)	-2.1%	16,007	2,720	20.5%	48,278	31,266
DISTRICT/REGIONAL TOTALS	64,589	(833)	-1.3%	34,263	5,465	19.0%	133,092	67,412

NEIGHBORHOOD BRANCHES

Comotara	5,797	(436)	-7.0%	2,469	436	21.4%	11,833	5,059
Linwood	3,800	(387)	-9.2%	1,078	318	41.8%	7,818	2,199
Maya Angelou Northeast	2,530	102	4.2%	1,251	407	48.2%	4,960	2,759
Orchard	1,593	(196)	-11.0%	565	152	36.8%	3,205	1,217
NEIGHBORHOOD TOTALS	13,720	(917)	-6.3%	5,363	1,313	32.4%	27,816	11,234

PARTNERSHIPS

Planeview Community Library	120	54	81.8%	104	59	131.1%	210	241
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VIRTUAL SERVICES

Overdrive*	1,852	646	53.6%	0	0	N/A	3,705	0
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WPL SYSTEM TOTALS	123,489	7,554	6.5%	46,084	5,094	12.4%	254,441	92,080
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* Overdrive does not provide a breakdown by adult or juvenile so by default, all is counted as adult circulation

**Beginning January 1, 2009 this report no longer includes in-house use

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.

IN HOUSE USE REPORT

February, 2009

	In House Use Feb, 2009	Difference From Feb, 2008	% Change From Feb, 2008	2009 In House Use Total To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
All Sections*	17,392	1,720	11.0%	33,885	1,033	3.1%
CENTRAL TOTALS	17,392	1,720	11.0%	33,885	1,033	3.1%

DISTRICT/REGIONAL BRANCHES

Alford	2,611	(933)	-26.3%	5,122	(754)	-12.8%
Evergreen	2,094	(46)	-2.1%	4,157	(883)	-17.5%
Rockwell	1,720	(268)	-13.5%	3,265	(828)	-20.2%
Westlink	2,951	(2,565)	-46.5%	6,236	(4,434)	-41.6%
DISTRICT/REGIONAL TOTALS	9,376	(3,812)	-28.9%	18,780	(6,899)	-26.9%

NEIGHBORHOOD BRANCHES

Comotara	73	(99)	-57.6%	243	(16)	-6.2%
Linwood***	243	9	3.8%	243	(252)	-50.9%
Maya Angelou Northeast	308	(81)	-20.8%	772	(37)	-4.6%
Orchard	114	(6)	-5.0%	182	(57)	-23.8%
NEIGHBORHOOD TOTALS	738	(177)	-19.3%	1,440	(362)	-20.1%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	27,506	(2,269)	-7.6%	54,105	(6,228)	-10.3%
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*In House Use data is available at the building level only.

**Planeview Community Library does not report public library in house use of materials.

***Linwood did not report In House Use during January

NEW REGISTRATION REPORT

February, 2009

	New Customers	% Change From Feb. 2008	2009 Total Registrations To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY				
Circulation	631	25.2%	1,233	7.5%
DISTRICT/REGIONAL BRANCHES				
Alford	154	6.9%	326	20.3%
Evergreen	92	10.8%	171	-0.6%
Ford Rockwell	144	15.2%	278	11.2%
Westlink	243	36.5%	466	24.9%
DISTRICT/REGIONAL TOTALS	633	24.1%	1,241	15.1%
NEIGHBORHOOD BRANCHES				
Comotara	49	22.5%	117	23.2%
Linwood	26	-21.2%	62	-15.1%
Maya Angelou Northeast	52	-20.0%	109	-9.9%
Orchard	21	90.9%	37	54.2%
NEIGHBORHOOD TOTALS	148	-0.7%	325	3.8%
PARTNERSHIPS				
Planeview Community Library	0	0.0%	62	0.0%
WPL SYSTEM TOTALS	1,412	19.4%	2,861	10.8%

REFERENCE REPORT

February, 2009

CENTRAL LIBRARY	REFERENCE	REFERENCE	COMPLETION	TOTAL	DIFFERENCE	% CHANGE
	TRANSACTIONS	TRANSACTIONS COMPLETED	RATE	TO DATE	FROM LAST YEAR T-T-D*	FROM LAST YEAR T-T-D
Art & Music	1,220	956	78.36%	2,464	(749)	-23.31%
Bus. & Tech.	3,492	3,408	97.59%	6,596	76	1.17%
Circulation	0	0	0.00%	35	(55)	-61.11%
Youth Services	516	492	95.35%	1,008	(115)	-10.24%
Gen. Reference	4,100	3,980	97.07%	7,802	521	7.16%
Genealogy & Local History	104	98	94.23%	1,168	(394)	-25.22%
Talking Books	5,380	5,380	100.00%	11,562	(1,878)	-13.97%
CENTRAL TOTALS	14,812	14,314	96.64%	30,635	(2,594)	-7.81%

DISTRICT/REGIONAL BRANCHES

Alford	684	652	95.32%	1,379	(114)	-7.64%
Evergreen	912	796	87.28%	1,789	419	30.58%
Rockwell	1,320	1,312	99.39%	2,936	3	0.10%
Westlink	1,272	1,172	92.14%	2,680	320	13.56%
DISTRICT/REGIONAL TOTALS	4,188	3,932	93.89%	8,784	628	7.70%

NEIGHBORHOOD BRANCHES

Comotara	720	596	82.78%	1,570	531	51.11%
Linwood	284	240	84.51%	621	186	42.76%
Maya Angelou Northeast	404	372	92.08%	754	13	1.75%
Orchard	320	236	73.75%	657	(60)	-8.37%
NEIGHBORHOOD TOTALS	1,728	1,444	83.56%	3,602	670	22.85%

PARTNERSHIPS

Planeview Community Library *	0	0	0.00%	0	0	0.00%
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WPL SYSTEM TOTALS	20,728	19,690	94.99%	43,021	(1,296)	-2.92%
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Reference transactions were calculated based upon a one-week sampling period from
02/11 through 02/17

*Staff at Planeview do not track reference transactions

PROGRAMMING SERVICES REPORT

February, 2009

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Feb. 2008	Number Presented	Attendance	% Change, Current Month, from Feb. 2008
CENTRAL LIBRARY						
Programs and Tours*	4	92	-76.2%	15	710	-74.7%
Technology Training Center	1	12	-61.3%			
CENTRAL TOTALS	5	104	-75.1%	15	710	-74.7%
DISTRICT/REGIONAL BRANCHES						
Alford	4	164	37.8%	14	266	43.0%
Evergreen	4	78	212.0%	7	368	60.7%
Rockwell	2	89	256.0%	18	625	1.3%
Westlink	2	61	56.4%	23	840	9.5%
DISTRICT/REGIONAL TOTALS	12	392	88.5%	62	2,099	16.7%
NEIGHBORHOOD BRANCHES						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	0	0	0.0%
Maya Angelou Northeast	1	11	-94.3%	2	94	3033.3%
Orchard	1	13	100.0%	0	0	100.0%
NEIGHBORHOOD TOTALS	2	24	-88.1%	2	94	754.5%
OUTREACH SERVICES						
Outreach Activities*	3	249	NA	28	1,971	NA
PARTNERSHIPS						
Planeview Community Library **	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	22	769	-7.0%	107	4,874	5.7%

This report includes all programs presented by library staff, outside the library as well as in the library. Programs for young adults are included in juvenile statistics

*Until January, 2009 outreach statistics were included in Central Library totals
These numbers now reflect all Library presentations held outside Library facilities

**Programs presented at Planeview are included in the Outreach Statistics

OTHER SERVICES REPORT

February, 2009

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	11	33	1	45
Attendance	600	750	13	1,363
PHOTOCOPIES	8,042	2,368	51	10,461
INTERLIBRARY LOAN				
Requests From Outside Libraries	2,331	NA	NA	2,331
Filled For Outside Libraries	676	NA	NA	676
Requested By WPL Customers	280	NA	NA	280
Filled For WPL Customers	127	NA	NA	127
MICROFORM USAGE				
Microforms Used	833	NA	NA	833
Microform Copies	453	NA	NA	453
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month*	23,025	15,469	3,598	42,092
Filled This Month**				20,883
Placed Year-To-Date*	47,834	31,718	7,401	86,953
Filled Year-To-Date**				43,307
* PowerPac holds are included in the Central Totals				
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	31,402	64,321
Alford	11,043	22,112
Evergreen	8,060	16,621
Rockwell	13,839	25,716
Westlink	21,457	42,529
Angelou/Northeast	4,260	8,468
Comotara	6,531	13,748
Linwood	3,433	7,022
Orchard	2,399	4,404
Total	102,424	204,941

ELECTRONIC INFORMATION SERVICES REPORT PART I

February 2009

	Current Month	% Change From Feb. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
Electronic Database Searches Conducted				
Ancestry.com ⁴	1,842	1339.1%	4,263	1520.9%
Ebsco Education Reference Package ^{3,4}				
Encyclopedia of Animals	0	0.0%	0	0.0%
ERIC	0	0.0%	0	0.0%
Health Source - Consumer Edition	0	0.0%	0	0.0%
MAS Ultra - School Edition	0	0.0%	0	0.0%
Middle Search Plus	0	0.0%	0	0.0%
Newspaper Source	0	0.0%	0	0.0%
Primary Search	0	0.0%	0	0.0%
TOPICsearch	0	0.0%	0	0.0%
FC Search ¹	48	N/A	88	N/A
Heritage Quest ³	120	185.7%	223	11.5%
Learn A Test	111	126.5%	205	150.0%
NewsBank	195	-1.0%	338	1.5%
Novelist ³	212	-61.5%	434	-64.5%
Reference USA ²	562	-37.0%	1,022	-44.1%
Gale Databases ³				
Academic OneFile	76	-26.9%	134	-11.8%
Business and Company ASAP	69	-46.1%	134	-12.4%
Business and Company Resource Center	24	N/A	24	N/A
Chilton's Auto Repair	0	N/A	0	N/A
Computer Database	69	-13.8%	126	20.0%
Custom Newspapers	84	2.4%	145	35.5%
Educator's Reference Complete	69	N/A	127	N/A
Expanded Academic ASAP	69	-49.6%	145	-28.6%
Gale Virtual Reference Library	58	-28.4%	116	5.5%
General OneFile	69	-20.7%	127	-11.2%
Gale Reference Center Gold	0	-100.0%	0	-100.0%
Health and Wellness Resource Center and Alternative Health Module	19	216.7%	19	216.7%
Health Reference Center Academic	75	-33.0%	133	-21.3%
Hospitality Tourism and Leisure	19	N/A	19	N/A
Informel	62	-21.5%	119	14.4%
InfoTrac Military & Intelligence	54	-41.3%	111	-9.0%
InfoTrac Religion & Philosophy	54	-31.6%	111	6.7%
LegalTrac	69	-12.7%	69	-33.7%
Literature Resource Center	6	-94.6%	10	-93.8%
Nursing and Allied Health Collection	69	N/A	126	N/A
Popular Magazines	36	N/A	40	N/A
Student Editions	0	-100.0%	0	-100.0%
Homework Kansas	66	-45.5%	115	-56.8%

ELECTRONIC INFORMATION SERVICES REPORT PART I

February 2009

	Current Month	% Change From Feb. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
OCLC WorldCat	513	117.4%	1,054	346.6%
Opposing Viewpoints	90	-67.7%	597	70.6%
ProQuest Nursing & Allied Health Source⁴	0	0.0%	0	N/A
SAMS⁵	51	N/A	74	N/A
World Book Databases^{5,9}				
World Book Reference Center/World Book Student	5	N/A	5	N/A
World Book for Kids ⁴	0	N/A	0	N/A
World Book Advanced ⁴	0	0.0%	0	0.0%
WorldBook Enciclopedia Estudiantil Hallazgos ⁴	0	0.0%	0	0.0%
Total Electronic Searches Conducted	4,865	23.5%	4,865	-28.4%
Polaris PowerPAC¹⁰				
Number of patron logins	25,755	26.1%	53,695	27.3%
BookLetters				
Number of active subscriptions	7,398	24.0%		
Website				
Number of visits	44,278	-30.2%	115,233	-14.3%
Number of pages	115,356	-31.9%	301,502	-13.8%
Wichita Photo Archive				
Number of visits	10,194	N/A	20,247	N/A
Number of pages	64,809	N/A	127,016	N/A
Public Access Computing				
Number of customer sessions	11,906	6.4%	23,909	94.6%
Number of computer copies made	20,034	9.3%	37,320	6.1%

NOTES

1. FC Search started providing usage statistics for the first time in May 2008
2. Databases available inside the library only
3. Available through the State Library portal or with a valid Kansas Library Card.
4. Added by the State Library of Kansas, August 2008
5. Added March 2008
6. Reporting method changed, December 2008
7. Includes Horizon Information Portal uses through October 9, 2008

