

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
April 2009



I. NARRATIVE

Awards, successful hosting of a regional library conference and new uses of social networking as a promotional tool were April highlights at the Wichita Public Library.

Two members of the Library staff received prestigious awards in April. Alford branch manager Jean Hatfield received the Library Professional award from the Kansas Library Association in recognition of her involvement and leadership in professional activities at the state, regional and national level. At the Wichita Professional Communicators conference, Special Projects Librarian Jennifer Heinicke received a first place award for public service communications for The Big Read – Wichita campaign. Her work now moves to national competition.

Awards were also celebrated at the Friends of the Wichita Public Library Volunteer Luncheon. Gail Fisher and Barbara Melzer were recognized for their Individual Friend Award nominations from the Friends of Kansas Libraries. Fred Rondholz, a Friends Bookstore volunteer, received the 2009 Melzer Award, given annually to the volunteer who contributed the most hours of service during the previous year. Also honored were the Bill and Melinda Gates Foundation for support of libraries in diminishing the digital divide and Books for Life, the educational arm of Trees for Life International, for their instructional video project “The Art of Reading a Storybook.” That video, produced with assistance from Wichita Public Library children’s librarians and available via YouTube or DVD, allows anyone who reads to a child to learn basic skills of storytelling. Remarks by City Manager Robert Layton were a highlight of the luncheon.

The Library’s involvement with the Mountain Plains Library Association/Kansas Library Association Joint Conference received rave reviews from attendees. Library staff members were integral in planning, hosting and presenting at the conference. Mayor Carl Brewer’s remarks during the opening general session and his special arrangements for attendees to visit the Keeper of the Plains for the lighting of the fire pots were enthusiastically received by participants. During the conference, local libraries also celebrated with Congressional Spouse Vicki Tiahr who received the Kansas Library Association’s Advocacy award for her involvement with The Big Read – Wichita.

Programming changes for the FaceBook social networking site now allow institution pages to function more like individual pages. This means the Library’s FaceBook presence has a status “Wichita Public Library is ____” that, when updated, appears on affiliated FaceBook users’ default pages, effectively the same as “Twittering.” Use of this status to promote an April program resulted in quick and positive feedback from some of the Library’s FaceBook fans, indicating that this medium can and should play a role in the Library’s marketing of programs and services.

POTPOURRI:

The Alford branch was the host site for the April District Court Child Support Amnesty Day. The event brought many first time visitors to the Library while recovering \$13,000 in back child support payments.

Winds and Words of War: World War I posters from the San Antonio Library Foundation's TEXANA Collection opened as an exhibit at the Central Library during April. The display includes 40 World War I vintage posters commissioned by President Woodrow Wilson and designed by leading artists of the time, including the famous "Uncle Sam Wants You" poster.

In honor of National Library Week, staff members Gwen Harris, Julie Linneman, Jean Hatfield, Betty Zajkowski, Amy Ramsey, and Carol Kotsch joined forces to offer Saturday storytelling sessions for children at the Alford and Westlink branches.

Most customer accounts have been changed from use of printed notices for reminders of overdues and items on hold to e-mail or telephone notification. To further reduce printed mailers, an extra week has been added before generation of notices about outstanding fees on accounts. In turn, transmission of accounts to collection will be extended from 30 to 37 days. In total, these changes are expected to reduce mailer printing by 20,000 pieces per year and to save more than \$6,000 in postage costs.

67,936 tax forms and booklets were distributed by the Library's tax form program. This year's service was enhanced by a new ability to offer electronic filing through the Library's public computers through use of the IRS fillable forms and the Kansas Department of Revenue's Webfile options.

As a result of a classification study conducted by the Human Resources Department, all Library positions in the Clerical Aide class have been consolidated into the Clerk I classification.

The Wulfmeyer Special Collections Center hosted genealogy researchers from Arizona, Colorado, Minnesota, Missouri, Nebraska, New York, North Dakota, Oklahoma, Texas, and Utah.

Agencies that benefited from library bulk loans, outreach programs or specially scheduled programs at the Library included: Wichita East and Heights high schools; Hadley and Pleasant Valley middle schools; All Saints, Benton, Blessed Sacrament, Cheney, Clark, Cloud, Dodge, Emerson, Gordon Parks, Griffith, Holy Cross Lutheran, Jackson, Kensler, Park and Woodman elementary schools; Ellis Street, Hilltop and Martin Luther King Head Starts; Catholic Care Assisted Living; the Juvenile Detention Facility; Wichita State University's CDC; TOP North; Westwood Preschool; Rainbows United's Kids Cove; the Parks and Recreation Department; one Boy Scout Troop and 3 in-home daycare providers. The Library was an exhibitor at the Evergreen Community Health Fair and Head Start's Green Eggs and Ham event at the Cotillion. Employees presented training sessions at the Kansas Library Association Conference and to the North Central Kansas Library System.

112 volunteers contributed 1,342.25 hours of service in April. This included 56 adult volunteers, 33 Friends volunteers, 14 teen volunteers, 2 SWEP volunteers and 1 intern.

City-wide evaluation of services also took considerable effort, albeit not without possible benefits. Multiple requests for 2008 and 2009 marketing budgets, presented in different ways, environmental scans and focus group attendance may lead to some beneficial changes in business practices.

II. STATISTICS ARE ATTACHED

CIRCULATION REPORT

April, 2009

	Circulation Apr, 2009	Difference From Apr, 2008	% Change From Apr, 2008	2009 Total Circ To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	19,519	3,440	21.4%	79,283	11,831	17.5%
Business & Technology	2,305	(353)	-13.3%	8,587	(2,528)	-22.7%
Children's Center	5,925	(2,394)	-28.8%	25,823	(6,698)	-20.6%
General Reference	20,199	2,336	13.1%	77,982	10,909	16.3%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	4,861	(638)	-11.6%	18,876	(2,755)	-12.7%
CENTRAL TOTALS	52,809	2,391	4.7%	210,551	10,759	5.4%

DISTRICT/REGIONAL BRANCHES

Alford	22,955	2,806	13.9%	92,040	10,995	13.6%
Evergreen	11,937	2,347	24.5%	47,832	6,143	14.7%
Rockwell	28,636	2,772	10.7%	112,373	8,538	8.2%
Westlink	42,304	10,836	34.4%	166,410	24,113	16.9%
DISTRICT/REGIONAL TOTALS	105,832	18,761	21.5%	418,655	49,789	13.5%

NEIGHBORHOOD BRANCHES

Comotara	8,838	1,079	13.9%	35,380	2,857	8.8%
Linwood	5,796	534	10.1%	21,721	1,001	4.8%
Maya Angelou Northeast	3,384	767	29.3%	14,767	2,781	23.2%
Orchard	2,726	496	22.2%	9,788	896	10.1%
NEIGHBORHOOD TOTALS	20,744	2,876	16.1%	81,656	7,535	10.2%

PARTNERSHIPS

Planeview Community Library	219	118	116.8%	928	827	818.8%
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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	181,456	24,792	15.8%	715,495	70,097	10.9%
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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.

***Teen materials previously counted in Central Children's Center are now reported as part of the General Reference Section

CIRCULATION REPORT

April, 2009

	Adult Circulation For Apr	Difference From Apr, 2008	% Change From Apr, 2008	Juvenile Circulation For Apr	Difference From Apr, 2008	% Change From Apr, 2008	Adult Total Circulation To-Date	Juvenile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions	46,884	10,284	28.1%	5,925	(2,394)	-28.8%	165,852	25,823

DISTRICT/REGIONAL BRANCHES

Alford	16,665	1,900	12.9%	6,290	1,507	31.5%	66,580	25,460
Evergreen	8,736	1,563	21.8%	3,201	784	32.4%	34,372	13,460
Rockwell	18,777	1,115	6.3%	9,859	1,657	20.2%	74,113	38,260
Westlink	25,784	5,642	28.0%	16,520	5,194	45.9%	100,708	65,702
DISTRICT/REGIONAL TOTALS	69,962	10,220	17.1%	35,870	9,142	34.2%	275,773	142,882

NEIGHBORHOOD BRANCHES

Comotara	6,412	557	9.5%	2,426	522	27.4%	24,877	10,503
Linwood	4,519	39	0.9%	1,277	495	63.3%	16,716	5,005
Maya Angelou Northeast	2,273	199	9.6%	1,111	568	104.6%	9,718	5,049
Orchard	1,975	279	16.5%	751	217	40.6%	7,053	2,735
NEIGHBORHOOD TOTALS	15,179	1,074	7.6%	5,565	1,802	47.9%	58,364	23,292

PARTNERSHIPS

Planeview Community Library	106	18	20.5%	113	29	34.5%	434	494
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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	133,983	22,242	19.9%	47,473	8,579	22.1%	504,128	192,491
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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

***Teen materials at the Central Library are now counted as adult items

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

April, 2009

	In House Use Apr, 2009	Difference From Apr, 2008	% Change From Apr, 2008	2009 In House Use Total To Date	Difference From 2008 Total To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY						
All Sections*	13,787	(3,090)	-18.3%	65,719	(1,286)	-1.9%
CENTRAL TOTALS	13,787	(3,090)	-18.3%	65,719	(1,286)	-1.9%

DISTRICT/REGIONAL BRANCHES

Alford	2,693	349	14.9%	11,278	(358)	-3.1%
Evergreen	1,574	(616)	-28.1%	7,972	(1,379)	-14.7%
Rockwell	1,835	579	46.1%	7,401	4,767	181.0%
Westlink	2,954	(5,635)	-65.6%	12,263	(13,510)	-52.4%
DISTRICT/REGIONAL TOTALS	9,056	(5,323)	-37.0%	38,914	(10,480)	-21.2%

NEIGHBORHOOD BRANCHES

Comotara	174	80	85.1%	610	116	23.5%
Linwood***	383	157	69.5%	1,084	147	15.7%
Maya Angelou Northeast	258	46	21.7%	1,368	204	17.5%
Orchard	145	73	101.4%	389	(90)	-18.8%
NEIGHBORHOOD TOTALS	960	356	58.9%	3,451	377	12.3%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	23,803	(8,057)	-25.3%	108,084	(11,389)	-9.5%
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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

April, 2009

	New Customers	% Change From Apr. 2008	2009 Total Registrations To Date	% Change From 2008 Total To Date
CENTRAL LIBRARY				
Circulation	618	-12.3%	2,515	-3.0%
DISTRICT/REGIONAL BRANCHES				
Alford	155	-4.3%	644	10.3%
Evergreen	121	40.7%	384	7.0%
Ford Rockwell	133	0.0%	550	3.4%
Westlink	209	9.4%	899	21.5%
DISTRICT/REGIONAL TOTALS	618	12.9%	2,477	12.4%
NEIGHBORHOOD BRANCHES				
Comotara	48	54.8%	202	10.4%
Linwood	42	27.3%	148	0.0%
Maya Angelou Northeast	67	-17.3%	233	-6.8%
Orchard	11	-50.0%	72	-10.0%
NEIGHBORHOOD TOTALS	168	0.6%	655	-0.9%
PARTNERSHIPS				
Planeview Community Library	NA	NA	NA	NA
WPL SYSTEM TOTALS	1,404	-2.8%	5,647	3.2%

REFERENCE REPORT

April, 2009

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	1,299	1,033	79.52%	5,092	(928)	-15.42%
Bus. & Tech.	2,940	2,824	96.05%	12,787	(349)	-2.66%
Circulation	43	43	100.00%	78	(142)	-64.55%
Youth Services	339	313	92.33%	1,998	(716)	-26.38%
Gen. Reference	3,403	3,219	94.59%	15,102	1,700	12.68%
Genealogy & Local History	1,491	1,337	89.67%	5,398	1,559	40.61%
Talking Books	6,171	6,171	100.00%	24,039	(2,703)	-10.11%
CENTRAL TOTALS	15,686	14,940	95.24%	64,494	(1,579)	-2.39%

DISTRICT/REGIONAL BRANCHES

Alford	630	617	97.94%	2,886	225	8.46%
Evergreen	609	506	83.09%	3,217	545	20.40%
Rockwell	1,483	1,440	97.10%	6,412	654	11.36%
Westlink	1,350	1,243	92.07%	5,669	708	14.27%
DISTRICT/REGIONAL TOTALS	4,072	3,806	93.47%	18,184	2,132	13.28%

NEIGHBORHOOD BRANCHES

Comotara	814	634	77.89%	3,296	1,069	48.00%
Linwood	321	274	85.36%	1,248	298	31.37%
Maya Angelou Northeast	317	313	98.74%	1,487	(3)	-0.20%
Orchard	377	279	74.01%	1,402	(8)	-0.57%
NEIGHBORHOOD TOTALS	1,829	1,500	82.01%	7,433	1,356	22.31%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	21,587	20,246	93.79%	90,111	1,909	2.16%
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Reference transactions were calculated based upon a one-week sampling period from
04/14 through 04/20

*Planeview Community Library does not report reference transactions

PROGRAMMING SERVICES REPORT

April, 2009

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Apr. 2008	Number Presented	Attendance	% Change, Current Month, from Apr. 2008
CENTRAL LIBRARY						
Programs and Tours*	5	132	65.0%	14	608	-7.3%
Technology Training Center	1	5	-90.0%			
CENTRAL TOTALS	6	137	5.4%	14	608	-7.3%
DISTRICT/REGIONAL BRANCHES						
Alford	3	58	26.1%	9	161	-57.9%
Evergreen	3	25	-24.2%	4	226	-14.1%
Rockwell	1	6	100.0%	8	228	-72.2%
Westlink	1	12	-33.3%	9	390	-37.1%
DISTRICT/REGIONAL TOTALS	8	101	4.1%	30	1,005	-51.8%
NEIGHBORHOOD BRANCHES						
Cornotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	0	0	0.0%
Maya Angelou Northeast	0	0	-100.0%	1	5	-83.9%
Orchard	1	12	50.0%	0	0	100.0%
NEIGHBORHOOD TOTALS	1	12	-20.0%	1	5	-87.2%
OUTREACH SERVICES						
Outreach Activities*	18	687	NA	71	4,317	NA
PARTNERSHIPS						
Planeview Community Library **	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	33	937	287.2%	116	5,935	113.5%

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

April, 2009

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	15	24	1	40
Attendance	455	614	44	1,113
PHOTOCOPIES	537	2,368	51	2,956
INTERLIBRARY LOAN				
Requests From Outside Libraries	2,569	NA	NA	2,569
Filled For Outside Libraries	792	NA	NA	792
Requested By WPL Customers	317	NA	NA	317
Filled For WPL Customers	180	NA	NA	180
MICROFORM USAGE				
Microforms Used	455	NA	NA	455
Microform Copies	453	NA	NA	453
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month*	5,404	16,627	3,492	25,523
Filled This Month**				23,852
Placed Year-To-Date*	20,093	65,610	15,036	100,739
Filled Year-To-Date**				90,618
** 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	31,597	128,825
Alford	10,423	44,931
Evergreen	8,488	34,043
Rockwell	11,560	52,037
Westlink	22,046	88,773
Angelou/Northeast	4,179	16,806
Comotara	7,374	29,215
Linwood	4,432	14,920
Orchard	2,686	9,825
TOTAL	102,785	419,375

ELECTRONIC INFORMATION SERVICES REPORT PART I

April 2009

	Current Month	% Change From Apr. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
Electronic Database Searches Conducted				
Ancestry.com	2,978	1086.5%	10,060	1343.3%
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 Search¹	239	N/A	340	N/A
Heritage Quest³	111	-3.5%	428	-2.3%
Learning Express Library	71	12.7%	363	45.8%
NewsBank	529	205.8%	1,419	94.1%
Novelist³	258	-54.6%	938	-57.0%
Reference USA	782	-4.4%	2,560	-31.1%
Gale Databases:³				
Academic OneFile	57	-74.7%	283	-44.4%
Business and Company ASAP	93	-57.3%	315	-36.9%
Business and Company Resource Center	15	N/A	49	N/A
Chilton's Auto Repair ⁴	0	N/A	0	N/A
Computer Database	50	-75.7%	256	-38.6%
Custom Newspapers	56	-74.4%	285	-35.4%
Educator's Reference Complete	52	N/A	263	N/A
Expanded Academic ASAP	98	-64.5%	367	-42.7%
Gale Virtual Reference Library	54	-75.6%	250	-43.6%
General OneFile	52	-76.9%	260	-46.7%
Gale Reference Center Gold	59	-74.5%	146	-70.3%
Health and Wellness Resource Center and Alternative Health Module	11	-35.3%	58	107.1%
Health Reference Center Academic	74	-69.7%	286	-48.7%
Hospitality Tourism and Leisure ⁴	11	N/A	58	N/A
Inform!	50	-75.5%	248	-40.5%
InfoTrac Military & Intelligence	51	-75.5%	239	-45.3%
InfoTrac Religion & Philosophy	50	-75.7%	244	-41.5%
LegalTrac	50	-77.5%	198	-54.9%
Literature Resource Center	1	-95.5%	33	-83.5%
Nursing and Allied Health Collection	52	N/A	255	N/A
Popular Magazines ⁷	27	N/A	88	N/A
Student Editions ⁶	0	-100.0%	0	-100.0%
Homework Kansas	45	-63.4%	227	-51.4%

ELECTRONIC INFORMATION SERVICES REPORT PART I

April 2009

	Current Month	% Change From Apr. 2008	2009 Total Usage To Date	% Change From 2008 Total To Date
OCLC WorldCat	566	139.8%	2,085	783.5%
Opposing Viewpoints	177	-63.6%	977	-26.9%
ProQuest Nursing & Allied Health Source⁴	0	0.0%	0	N/A
SAMS⁵	32	18.5%	143	186.0%
World Book Databases				
World Book Reference Center/World Book Student	0	0.0%	5	N/A
World Book for Kids ⁴	0	N/A	0	N/A
World Book Advanced ⁴	0	N/A	0	N/A
WorldBook Enciclopedia Estudiantil Hallazgos ⁴	0	N/A	0	N/A
Total Electronic Searches Conducted	6,751	11.7%	23,726	39.5%
Polaris PowerPAC				
Number of patron logins	29,154	34.1%	112,571	30.9%
BookLetters				
Number of active subscriptions	7,597	27.3%		
Website				
Number of visits	49,932	-27.2%	217,380	-19.4%
Number of pages	139,627	-12.1%	590,162	-14.1%
Wichita Photo Archive				
Number of visits	3,766	-54.2%	34,093	248.0%
Number of pages	22,630	-48.1%	207,449	302.8%
Public Access Computing				
Number of customer sessions	12,810	3.5%	49,195	309.1%
Number of computer copies made	20,470	8.4%	58,242	-23.5%

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