

WICHITA PUBLIC LIBRARY
MONTHLY REPORT
July 2010



I. NARRATIVE

July at the Wichita Public Library was marked by activity and change as Summer Reading and Teens Read programs ended, the Linwood branch received a facelift and wireless Internet was made available in all Library locations.

Registration for summer reading programs ended on July 26. 11,396 youth registered for either the Summer Reading Club or Teens Read programs with 6,805 meeting or exceeding their reading goals. Children who finished the Summer Reading Club reported reading a total of 157,605 books – 3,288 more than in 2009. Teens participating in the Teens Read program reported 27,084 hours of reading equating to more than 17 hours per reader.

Although much of the programming focus during summer months is on these reading programs, sessions for adults also attracted large audiences. July's "See the USA the Railroad Way" Senior Wednesday program set an all-time attendance record as more than 180 attendees overflowed the Central Library auditorium. More than 100 attended July's presentation in the 25th Annual Academy Award® Shorts Celebration, a screening of the documentary film "What's the Matter with Kansas?" followed by commentary by the film's producer Joe Winston. Social media networks, such as Twitter, were buzzing about the program in advance, including posts by individuals and agencies such as Kansas Farm Bureau. Afterwards too, viewers took to the same networks to voice their responses. Mr. Winston blogged positively about the event on his website afterwards, saying, "To be clear: Wichita gave the film a very warm reception, and even our critics were thoughtful and respectful."

A news conference on Thursday, July 8, officially launched The Big Read – Wichita 2010. At the conference Mayor Carl Brewer announced a \$17,050 award from the National Endowment for the Arts and Honorary Chair Vicki Tiaht introduced this year's selection, Zora Neale Hurston's "Their Eyes Were Watching God." Mayor Brewer and Mrs. Tiaht unveiled this year's promotional poster, Gwendolyn Knight Lawrence's *Girl*, while Wichita Art Museum Director of Education Andrea Keppers explained the multiple reasons for the artwork's selection. Wichita is one of only 75 communities throughout the nation selected to receive a 2010-2011 Big Read award.

Wireless access was formally released to the public July 1. Reaction has been very favorable. Staff hosted hands-on wireless help sessions at all Library locations to promote the service and to answer customer questions about it. To celebrate the kick-off of wireless access throughout July, customers using public computers and Wi-Fi were invited to submit a survey entry for an opportunity to win computer related prizes. Data collected from entries included feedback about tasks to be completed on library computers and/or internet service,

ease of Wi-Fi access, and devices used to connect. Of entries received through July 20, 118 answered that they had used Wi-Fi and of those, 96.6% (114) said it was easy. The most common device connected to the library's wireless access were computers, followed by mobile phones, but iPods and portable gaming devices (such the Sony PSP and Nintendo DSi) also successfully got online. A more detailed analysis of the data will be produced once all the entries are compiled.

A branch reorganization project at Linwood was completed in July. In addition to weeding and reorganizing the collections, staff lowered fiction genre shelving and gave special attention to keeping material off of the bottom shelves. The removal of shelving created space through the branch and allowed for the creation of two additional seating areas. New signage was also installed to help customers find materials more easily.

POTPOURRI:

The Kansas Center for the Book announced its 2010 Kansas Notable Book List. Mary K. Bird-Guilliams was on this year's selection committee. Additional copies of the titles are purchased to have available for borrowing and complete sets are added to the Kansas Reference Collection as part of the Wulfmeyer Special Collection. A public reception for the authors will be hosted by the State Library on September 10.

Migration of all public computers to Microsoft Office 2007 is complete, and the security platform is now using Microsoft Steady-State instead of the original Gates Foundation model. The new security prevents any file saving to the hard disk, which made some tasks, such as saving a file on a blank CD, impossible. Digital Services and City IT developed a model with an extra disk partition to alleviate the difficulty. The extra partition also allows for a "My Documents" folder structure which is more familiar to most customers and, as a result, easier for them to use.

Earned media from the Wichita Public Library's Big Read announcement included the Wichita Eagle, KFDI, City7 and East Wichita News, an Active Aging story on the Senior Wednesday offering and a short announcement in the Wichita Eagle about the children's balloon program "Jimmy's Boa and the Big Splash Birthday Bash." The latter resulted in the need to move the Linwood children's program to the recreation center gym to accommodate the crowd. Other children's programs at the Alford, Westlink and Rockwell branches also overflowed those location's meeting rooms. As a result of these increases in the frequency in which program audiences are exceeding meeting room capacities, staff is reviewing practices for handling attendance at library activities.

Agencies receiving special library services during the month included: Wichita State University's Child Development Center, Honey Tree Academy, ELF Childcare, Reyes Learning Together, La Petite, Tutor Time, KinderCare/Thurman, KinderCare/Socora, KinderCare/Harry, KinderCare/Rockhill, The Opportunity Project/North, summer latchkey programs at Benton, Griffith, Harry Street, Riverside and Woodland elementary schools,

Pleasant Valley Middle School, All Saints school, the Kansas Humane Society, City of Wichita Park Department summer programs at the Aley, Boston, Evergreen, McAdams, Linwood and Orchard recreation centers, the Boys and Girls Club, the Derby Senior Center, and seven family day care homes.

The Genealogy Section had out-of-state visitors from Arizona, Arkansas, California, Colorado, Georgia, Illinois, Massachusetts, Missouri, Montana, Ohio, Oklahoma, Tennessee, Texas, Virginia and Washington.

Volunteer service in July was provided by 226 volunteers who contributed a total of 3,119.75 hours of service. This included 52 adult volunteers, 22 Friends volunteers, 148 teen volunteers, 3 Senior Work Experience (SWEP) volunteers and one intern.

II. STATISTICS ARE ATTACHED

COLLECTIONS USE REPORT

July, 2010

	Circulation July, 2010	Difference From Jul,2009	% Change From Jul,2009	2010 Total Circ To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
Art, Music & Video	19,097	(3,006)	-13.6%	130,772	(9,324)	-6.7%
Business & Technology	2,543	(54)	-2.1%	15,879	346	2.2%
Children's Center	9,877	446	4.7%	52,764	(795)	-1.5%
General Reference	23,984	885	3.8%	152,097	9,124	6.4%
Wulfmeyer Center	0	0	N/A	0	0	N/A
Talking Books	5,174	400	8.4%	35,499	2,100	6.3%
CENTRAL TOTALS	60,675	(1,329)	-2.1%	387,011	1,451	0.4%

DISTRICT/REGIONAL BRANCHES

Alford	30,175	(1,060)	-3.4%	181,582	2,838	1.6%
Evergreen	14,385	(1,789)	-11.1%	91,631	(2,647)	-2.8%
Rockwell	37,730	767	2.1%	221,387	3,724	1.7%
Westlink*	57,915	1,213	2.1%	317,562	(15,997)	-4.8%
DISTRICT/REGIONAL TOTALS	140,205	(869)	-0.6%	812,162	(12,082)	-1.5%

NEIGHBORHOOD BRANCHES

Comotara	11,520	1,226	11.9%	69,491	4,243	6.5%
Linwood	7,439	(54)	-0.7%	43,142	66	0.2%
Maya Angelou Northeast	4,160	(422)	-9.2%	25,489	(2,146)	-7.8%
Orchard	4,016	48	1.2%	21,810	1,699	8.4%
NEIGHBORHOOD TOTALS	27,135	798	3.0%	159,932	3,862	2.5%

PARTNERSHIPS

Planeview Community Library	885	(187)	-17.4%	3,174	(557)	-14.9%
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VIRTUAL SERVICES

Overdrive	3,426	772	29.1%	22,210	6,936	45.4%
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WPL SYSTEM TOTALS	232,326	(815)	-0.3%	1,384,489	(390)	0.0%
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*Service at Westlink reduced to hold pickups only May 3 to 19 during branch remodeling.

COLLECTIONS USE REPORT

July, 2010

	Adult Circulation For Jul	Difference From Jul,2009	% Change From Jul,2009	Juvenile Circulation For Jul	Difference From Jul,2009	% Change From Jul,2009	Adult Total Circulation To-Date	venile Total Circulation To-Date
CENTRAL LIBRARY								
All Divisions*	45,624	(2,175)	-4.6%	9,877	446	4.7%	298,748	52,764

DISTRICT/REGIONAL BRANCHES

Alford	19,302	(1,053)	-5.2%	10,873	(7)	-0.1%	123,388	58,194
Evergreen	9,218	(1,128)	-10.9%	5,167	(661)	-11.3%	61,101	30,530
Rockwell	22,325	448	2.0%	15,405	319	2.1%	138,020	83,367
Westlink ****	30,053	569	1.9%	27,862	644	2.4%	177,684	139,878
DISTRICT/REGIONAL TOTALS	80,898	(1,164)	-1.4%	59,307	295	0.5%	500,193	311,969

NEIGHBORHOOD BRANCHES

Comotara	7,668	713	10.3%	3,852	513	15.4%	47,280	22,211
Linwood	5,042	14	0.3%	2,397	(68)	-2.8%	31,597	11,545
Maya Angelou Northeast	2,547	(340)	-11.8%	1,613	(82)	-4.8%	17,022	8,467
Orchard	2,558	127	5.2%	1,458	(79)	-5.1%	14,750	7,060
NEIGHBORHOOD TOTALS	17,815	514	3.0%	9,320	284	3.1%	110,649	49,283

PARTNERSHIPS

Planeview Community Library***	885	(187)	-17.4%	0	0	NA	3,174	0
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VIRTUAL SERVICES

Overdrive**	3,426	772	29.1%	0	0	N/A	22,210	0
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WPL SYSTEM TOTALS	148,648	(2,240)	-1.5%	78,504	1,025	1.3%	934,974	414,016
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*Central Library statistics in this report include all sections except Talking Books

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

*** Beginning October 1, 2009 Planeview Community Library is unable to provide a breakdown by adult or juvenile so by default, all is counted as adult circulation

****Service at Westlink reduced to hold pickups only May 3 to 19 during branch remodeling.

IN HOUSE USE REPORT

July, 2010

	In House Use July, 2010	Difference From Jul,2009	% Change From Jul,2009	2010 In House Use Total To Date	Difference From 2009 Total To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY						
All Sections*	18,144	(3,312)	-15.4%	118,856	(1,238)	-1.0%
CENTRAL TOTALS	18,144	(3,312)	-15.4%	118,856	(1,238)	-1.0%

DISTRICT/REGIONAL BRANCHES

Alford	4,956	(558)	-10.1%	25,697	(1,881)	-6.8%
Evergreen	4,160	1,051	33.8%	19,669	4,221	27.3%
Rockwell	4,740	(459)	-8.8%	20,246	4,662	29.9%
Westlink ***	3,312	(2,228)	-40.2%	22,326	(4,258)	-16.0%
DISTRICT/REGIONAL TOTALS	17,168	(2,194)	-11.3%	87,938	2,744	3.2%

NEIGHBORHOOD BRANCHES

Comotara	96	(99)	-50.8%	919	(222)	-19.5%
Linwood	176	(381)	-68.4%	1,338	(939)	-41.2%
Maya Angelou Northeast	838	(166)	-16.5%	3,372	19	0.6%
Orchard	210	(1,230)	-85.4%	1,807	(1,203)	-40.0%
NEIGHBORHOOD TOTALS	1,320	(1,876)	-58.7%	7,436	(2,345)	-24.0%

PARTNERSHIPS

Planeview Community Library**	NA	NA	NA	NA	NA	NA
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WPL SYSTEM TOTALS	36,632	(7,382)	-16.8%	214,230	(839)	-0.4%
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*In House Use data is available at the building level only.

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

***No in-house use provided at Westlink May 3 to 19 during branch remodeling.

NEW REGISTRATION REPORT

July, 2010

	New Customers	% Change From Jul. 2009	2010 Total Registrations To Date	% Change From 2009 Total To Date
CENTRAL LIBRARY				
Circulation	696	-9.7%	4,611	-2.7%

DISTRICT/REGIONAL BRANCHES

Alford	181	-18.1%	1,177	-13.2%
Evergreen	101	-23.5%	693	-13.0%
Ford Rockwell	215	1.4%	1,264	8.0%
Westlink **	284	-1.4%	1,857	-6.7%
DISTRICT/REGIONAL TOTALS	781	-8.4%	4,991	-6.1%

NEIGHBORHOOD BRANCHES

Comotara	52	10.6%	352	-7.4%
Linwood	45	-11.8%	345	-4.4%
Maya Angelou Northeast	60	-1.6%	433	-7.5%
Orchard	45	45.2%	217	16.0%
NEIGHBORHOOD TOTALS	202	6.3%	1,347	-3.5%

PARTNERSHIPS

Planeview Community Library*	NA	NA	NA	NA
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WPL SYSTEM TOTALS	1,679	-7.4%	10,949	-4.4%
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*Planeview Community Library does not report public library registrations.

** Service at Westlink reduced during branch remodeling May 3 to 19.

REFERENCE REPORT

July, 2010

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	1,156	983	85.03%	9,195	(269)	-2.84%
Bus. & Tech.	3,144	3,078	97.90%	19,587	(2,087)	-9.63%
Circulation	128	120	93.75%	653	446	215.46%
Youth Services	655	611	93.28%	4,571	429	10.36%
Gen. Reference	4,212	3,946	93.68%	28,128	3,030	12.07%
Genealogy & Local History	1,267	1,205	95.11%	9,315	(1,071)	-10.31%
Talking Books	5,939	5,939	100.00%	42,121	(637)	-1.49%
CENTRAL TOTALS	16,501	15,882	96.25%	113,570	(159)	-0.14%

DISTRICT/REGIONAL BRANCHES

Alford	996	979	98.29%	5,334	103	1.97%
Evergreen	819	585	71.43%	5,477	(216)	-3.79%
Rockwell	1,178	1,147	97.37%	9,704	(1,733)	-15.15%
Westlink **	930	881	94.73%	7,402	(2,018)	-21.42%
DISTRICT/REGIONAL TOTALS	3,923	3,592	91.56%	27,917	(3,864)	-12.16%

NEIGHBORHOOD BRANCHES

Comotara	500	456	91.20%	4,004	(1,460)	-26.72%
Linwood	332	288	86.75%	2,310	98	4.43%
Maya Angelou Northeast	310	306	98.71%	2,073	(398)	-16.11%
Orchard	363	279	76.86%	2,336	(227)	-8.86%
NEIGHBORHOOD TOTALS	1,505	1,329	88.31%	10,723	(1,987)	-15.63%

PARTNERSHIPS

Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	21,929	20,803	94.87%	152,210	(6,010)	-3.80%

Reference transactions were calculated based upon a one-week sampling period from 07/07 through 07/13

*Planeview Community Library does not report reference transactions

** Reference service at Westlink reduced during branch remodeling May 3 to 19.

PROGRAMMING SERVICES REPORT

July, 2010

	Adult Programs			Juvenile Programs		
	Number Presented	Attendance	% Change, Current Month, from Jul. 2009	Number Presented	Attendance	% Change, Current Month, from Jul. 2009
CENTRAL LIBRARY						
Programs and Tours	3	303	248.3%	21	1,189	-11.2%
Technology Training Center	2	4	-55.6%			
CENTRAL TOTALS	5	307	219.8%	21	1,189	-11.2%
DISTRICT/REGIONAL BRANCHES						
Alford	2	44	-15.4%	15	554	-30.9%
Evergreen	2	20	-13.0%	8	285	-3.4%
Rockwell	1	6	100.0%	17	980	45.2%
Westlink	1	12	33.3%	24	1,503	40.3%
District Branches Technology Training**	2	4	NA			
DISTRICT/REGIONAL TOTALS	8	86	-1.1%	64	3,322	16.8%
NEIGHBORHOOD BRANCHES						
Comotara	0	0	0.0%	0	0	0.0%
Linwood	0	0	0.0%	7	156	-18.3%
Maya Angelou Northeast	0	0	0.0%	6	89	-3.3%
Orchard	1	14	55.6%	0	0	-100.0%
Neighborhood Branches Technology Training**	1	1	NA			
NEIGHBORHOOD TOTALS	2	15	66.7%	13	245	-47.8%
OUTREACH SERVICES						
Outreach Activities*	1	48	-86.3%	51	1,443	-5.2%
PARTNERSHIPS						
Planeview Community Library *	NA	NA	NA	NA	NA	NA
WPL SYSTEM TOTALS	16	456	-15.9%	149	6,199	2.2%

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

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

** As of July 2010, Technology classes are being offered at District and Neighborhood branches

OTHER SERVICES REPORT

July, 2010

	Central Library	Combined District & Regional Branches	Combined Neighborhood Branches	Library System Totals
MEETING ROOMS & EXHIBITS				
Meeting Room Usage (Non Staff)	20	24	3	47
Attendance	545	675	22	1,242
PHOTOCOPIES*	2,891	2,225	407	5,523
INTERLIBRARY LOAN				
Requests From Outside Libraries	1,794	NA	NA	1,794
Filled For Outside Libraries	871	NA	NA	871
Requested By WPL Customers	446	NA	NA	446
Filled For WPL Customers	139	NA	NA	139
MICROFORM USAGE				
Microforms Used	1,012	NA	NA	1,012
Microform Copies	22	NA	NA	22
SERVICES TO THE HANDICAPPED				
T.D.D. Use	0	NA	NA	0
HOLDS				
Placed This Month	5,204	18,314	4,272	27,790
Filled This Month**				25,899
Placed Year-To-Date	36,216	123,788	28,214	188,218
Filled Year-To-Date**				169,299
** The number of holds filled is meaningful only at the system level				

BUILDING GATE COUNTS

	Current Month	Year To Date
Central	33,288	224,290
Alford	14,732	82,029
Evergreen	9,278	60,106
Rockwell	18,523	102,891
Westlink	29,891	160,601
Angelou/Northeast	5,849	31,656
Comotara	9,404	57,583
Linwood	4,947	29,468
Orchard	3,386	16,479
TOTAL	129,298	765,103

ELECTRONIC INFORMATION SERVICES REPORT PART I

July 2010

	Current Month	% Change From Jul. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
Electronic Database Searches Conducted				
Ancestry.com¹	2,676	10.5%	25,743	44.9%
Ebsco Education Reference Package²				
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	52	30.0%	1,169	162.7%
Heritage Quest²	145	40.8%	877	21.0%
Learning Express Library	45	-52.1%	417	-15.4%
NewsBank	1,302	810.5%	5,587	121.6%
Novelist²	197	-11.3%	1,465	-12.1%
Reference USA	1,819	295.4%	10,248	112.0%
Gale Databases:²				
Academic OneFile	451	750.9%	5372	1256.6%
Business and Company ASAP	451	470.9%	5361	1052.9%
Business and Company Resource Center	21	-4.5%	166	76.6%
Chilton's Auto Repair	N/A	N/A	N/A	N/A
Computer Database	183	306.7%	3681	939.8%
Custom Newspapers	183	306.7%	3919	920.6%
Educator's Reference Complete	453	788.2%	5316	1348.5%
Expanded Academic ASAP	452	841.7%	5609	1073.4%
Gale Virtual Reference Library	451	735.2%	5373	1380.2%
General OneFile	450	782.4%	5376	1356.9%
Gale Reference Center Gold	453	843.8%	5570	2119.1%
Health and Wellness Resource Center and Alternative Health Module	6	-60.0%	142	79.7%
Health Reference Center Academic	184	291.5%	4089	953.9%
Hospitality Tourism and Leisure	6	N/A	142	N/A
Inform!	183	306.7%	3828	1006.4%
InfoTrac Military & Intelligence	183	438.2%	3860	1084.0%
InfoTrac Religion & Philosophy	183	258.8%	3854	998.0%
LegalTrac	183	306.7%	3887	1208.8%
Literature Resource Center	17	30.8%	271	171.0%
Nursing and Allied Health Collection	183	306.7%	3911	998.6%
Popular Magazines	11	-45.0%	866	633.9%
Student Editions	0	0.0%	0	0.0%
Homework Kansas	72	46.9%	530	60.1%

ELECTRONIC INFORMATION SERVICES REPORT PART I

July 2010

	Current Month	% Change From Jul. 2009	2010 Total Usage To Date	% Change From 2009 Total To Date
OCLC WorldCat²	587	-5.2%	3,872	3.7%
Opposing Viewpoints	11	-97.8%	3,145	192.0%
ProQuest Nursing & Allied Health Source²	0	0.0%	0	N/A
SAMS	7	-69.6%	112	387.0%
World Book Databases²				
World Book Reference Center/World Book Student	0	0.0%	0	N/A
World Book for Kids	0	N/A	0	N/A
World Book Advanced	0	N/A	0	N/A
WorldBook Enciclopedia Estudiantil Hallazgos	0	N/A	0	N/A
Total Electronic Searches Conducted	11,600	110.6%	123,758	212.7%
Polaris PowerPAC				
Number of patron logins	43,469	23.1%	267,806	27.2%
BookLetters				
Number of active subscriptions	8,623	6.0%		
Facebook				
Number of fans	1,085	198.1%		
Website				
Number of visits	39,835	-28.9%	214,709	-33.5%
Number of pages	123,096	-18.9%	695,447	-21.0%
Wichita Photo Archive				
Number of visits	5,791	-1.3%	38,629	-22.7%
Number of pages	25,759	-47.3%	166,247	-47.8%
Public Access Computing				
Number of customer sessions	14,258	3.5%	88,418	-2.1%
Number of computer copics made	23,626	34.3%	140,223	19.1%
Wireless Internet Access³				
Number of users	373	N/A	373	N/A
Number of customer sessions	977	N/A	977	N/A
Hours of use	1632	N/A	1632	N/A

NOTES

1. Databases available inside the library only
2. Available through the State Library portal or with a valid Kansas Library Card.
3. Service began in July 2010